



Foreign Investors Council

A Partner for GROWTH

ANNUAL REPORT

2022

December 2022

CONTENT

3	Foreword	16	Government Bodies and Initiatives
4	Partner for Growth	17	Business Associations
5	Organization & Management	17	Other Stakeholders
7	Key Projects& Communication Tools	18	Public Promotion
8	Main Activities	20	Committees
8	20 th White Book	20	Anti Illicit Trade & FOOD
12	Celebration of the 20 th FIC Anniversary	20	Financial Services
14	Conference on Labour Regulation	21	Human Resources
14	Conference on E-Invoicing	22	Infrastructure& Real Estate
14	Presentations on West-Balkans Agreements	23	Legal
15	FIC Cocktails in June and October	24	Pharmaceutical Industry
15	Wide variety of Advocacy topics	25	Taxation
16	Cooperation with Stakeholders – Stronger Together	26	Telecommunications& Digital Economy
16	European Union	27	Tourism And Hospitality Industry
16	International Financial Institutions	29	FIC Members

FOREWORD



Mike Michel, FIC President and Yettel CEO

Dear reader,

It's our pleasure to present the FIC Annual Report, a concise overview of our main activities and achievements in 2022. This year has been a huge milestone for us in the FIC, as we celebrated two decades of work. We're proud of the growth achieved, and grateful to members for their engagement. The numbers speak for themselves: in 2003, FIC members had €150 million invested and 3,160 employees, whereas today they have over €36 billion invested and more than 100,000 employees. Our greatest achievement is that for two decades we have been the permanent, consistent, and unified voice of 120 companies in Serbia.

The year behind us has been far from easy. The world's economies have been impacted by the most serious socio-economic and health crises of recent times: pandemic, inflation, military conflicts, climate changes, and market shifts. These challenges have forced governments around the world to think about energy prices, diversify energy sources, and increase efficiency wherever possible. Despite all this, we in the FIC choose to be optimists. But challenging circumstances emerge regardless, and there are always steps that can be taken to make things easier. Sustainable fiscal consolidation and implementation of deep structural reforms remain priorities as these should enable stable economic growth. Privatisation and corporatisation of public enterprises and reform of public administration will have a significant impact on the overall macro-economic indicators. Further progress in digitalisation is necessary. EU integration and harmonisation with EU legislation are our key priorities. The Serbian economy remains closely integrated with the EU. We have common interests and can learn much from the EU in many key areas, including digitalisation, transport, infrastructure, tax administration, trade, and construction.

Looking back at the past 11 months, the FIC has remained engaged and flexible, consistently seeking opportunities to improve the

economy and society in Serbia. We established a new committee, the ninth, within the FIC. We continued intense dialogue with all the relevant stakeholders in Serbia, including the Government, the European Union, international financial organizations, the diplomatic corps, business associations and other similar bodies. In this brief overview let me name just a few of the many activities we pursued in 2022: presentations on the impact of the West Balkans Agreements in the areas of veterinary, phytosanitary, and food and feed safety, connecting identification schemes, and the security and safety of economy entities; as well as conferences on labour rules and e-invoicing. I would also outline the regulatory initiatives in significant areas such as taxes, renewable energy, conversion, broadband law, and e-invoicing.

The White Book remains our greatest achievement, our flagship project, and the most frequently upgraded guide on how business in Serbia can be improved. The amount of effort that the members, key business leaders, have put into this project from year to year is astounding. I am deeply grateful to the members and the FIC office staff for their dedication and hard work. This year's edition offers 372 recommendations in key priority areas. Starting with this year's edition we have a new chapter on tourism and hospitality, because of the importance of improving Serbia's competitiveness as a tourist destination.

This year, we launched the White Book in a new format; it was presented to the highest representatives of the Government of the Republic of Serbia within the framework of the Working Group of the Government of the Republic of Serbia and the FIC for implementation of the White Book recommendations, attracting strong media attention. As for progress, out of the 345 recommendations from the White Book 2021, an improvement was noted in 25 per cent. While we don't consider this sufficient, we look forward to 2023 with optimism, bearing in mind that, this year, progress has been impeded by various circumstances, including the country's elections.

Last but not least, we organised a successful celebration of the 20th anniversary of the FIC, with the participation of high Government officials and the EU Delegation, the diplomatic corps, media representatives, and other stakeholders and guests.

I invite you to browse through the Report, hoping that you will find it informative and that it will motivate you to further engagement in FIC, through being more active, attracting other companies, or coming up with new ideas for initiatives and collaboration. By joining forces, we can make a great difference in improving the business environment of Serbia.

Stay safe and healthy.

PARTNER FOR GROWTH

We were proud to celebrate the 20th anniversary in 2022. This speaks about the long-term vision and commitment of member companies, with the main goal to support sustainable economic development of Serbia. Summing the results of our two decades long engagement in Serbia, our biggest achievement are consistency and continuity.

For 20 years, we have been the permanent, consistent and unified voice of more than 120 top companies in Serbia. We were equally engaged in the times of prosperity and in the challenging times. From that experience, as our main strength we would point out that in any situation we are able to quickly demonstrate flexibility and expertise and come up with the proposals for improvement or solution to overcome a crisis, always having in mind the benefits for all sides involved.

In the challenging circumstances in 2022 we remain a stable partner to all the stakeholders engaged in improvement of the socio-economic situation and business environment in Serbia. Being aware of the challenging circumstances, we in FIC remain optimist as there are always things that can be improved to the benefits of the economy and society. Fiscal consolidation, deep structural reforms including privatisation and corporatisation of public enterprises and reform of public administration, remain among our top priorities. Integration with the EU is the top priority for FIC.

To define FIC briefly, it is an independent business association of foreign investors dedicated to the promotion of predictable and competitive business climate and better regulatory framework, which provides equal opportunities for all that do business in Serbia. FIC is also firmly devoted to the solid business ethics and

high corporate governance principles, which it promotes equally within the organization and towards local companies, Government, and other external stakeholders. FIC strongly supports

the economic integration of Serbia with the EU as it brings predictability and transparency to the business surroundings and increases the competitiveness of the Serbian market. Moreover, Serbia's economy is deeply integrated in the EU economy.

Able to come up with the solution for any crisis.

FIC distinguishes itself by being a unified voice of more than 120 entities, as the standpoints and initiatives are agreed through discussion within the committees, and approved in a well-defined voting process. As a result, FIC defends the interest of the wider business community, rather than specific company or a business group. FIC is also proud to be among organizations whose opinions and proposals are fully public and easily accessible, notably via the annual White Book project. Since its establishment in 2002 by 14 foreign companies that operated in Serbia, FIC grew significantly both in terms of number of member companies and their size of investments and workforce.

FINANCES

FIC holds on to its financial independence, which it preserves by financing operations and activities through membership fees, without sponsorships. Minor part of finances comes from the interests on deposited funds. Financial Report is agreed in principle by membership at the Annual Assembly and is adopted by the Board of Directors. Financial report can be accessed at the Business Registry Agency, more specifically at the link <http://pretraga3.apr.gov.rs/pretragaObveznikaFI>, by entering FIC tax number (PIB) 102443513 in the appropriate field.

Partner for Growth

ORGANIZATION & MANAGEMENT

The FIC is established as a non-profit business association of foreign investors. The bodies of the Council are the Assembly of the Council, the Board of Directors, the President of the Board of Directors and the Executive Director.

As the highest body of the Council, the Assembly gathers all FIC members and holds regular yearly meetings to decide on questions on strategic importance and shape broadly FIC future involvement. The Assembly elects the Board of Directors and the year 2021 was the electoral year. The Board of Directors holds monthly meetings to discuss and decide on issues related to the FIC further development, as well as on current advocacy efforts and stakeholders' initiatives relevant to the membership.

At the February session, the Board of Directors adopted the FIC Work Plan for 2022. The plan includes key FIC plans and events - regular FIC committees elections, FIC Insight Into New Regulations, Dialogue for Change, Reality Check Conference, FIC Guide, Visit to EU Commission, White Book presentation and celebration of 20 years of FIC work, WB Task Force meetings, Presentation of the 4 new West Balkans Agreements by the Serbian Government, FIC Assembly, and Networking Cocktails. It was outlined that the White Book presentation would be an event of particular importance having in mind the 20th anniversary of FIC

The BoD President acts as FIC President, providing leadership of the Council and legally representing FIC.

Committees are the very cornerstone of FIC. They gather representatives of member companies to discuss specific regulatory fields and formulate joint proposals to improve the current framework – tackling both the regulations and their implementation. This dynamic system was reformed in 2020 in order to align Committees' topics with White Book Task Force established in cooperation with the Government, as well as to increase efficiency. As a result, their number was reduced to 8, with the scope of some of the committees extended. In 2022 the 9th committee was established - Tourism and Hos-

pitality Committee. It was a result of the interest of members and the need to increase the competitiveness of Serbia in the sector. Elections for committee chairpersons are held every two years. The year behind us was the electoral year for the committees, and the next elections are to take place in 2024.

The Executive Director is appointed by the Board of Directors and is responsible for the organisation of the daily activities of the Council, its bodies, committees and documentation. Aleksandar Ljubic holds this position of high importance for FIC since June 2019.

The Executive Director directs the work of the Executive Office, in charge of the implementation of the BoD and committee decisions, creating dynamic network within FIC and taking care of the needs of the members. In terms of the rules of operations, besides the Statute, FIC has in place a series of statutory acts determining the rights and obligations of FIC members and officials in more detail, promoting competition rules, and

defining guidelines for engagement in and on behalf of FIC.

All this aims at making FIC an association that ensures a level playing field within itself and which communicates and cooperates with its stakeholders in a transparent, consistent, and reliable way.

*In 2022 new committee
Tourism and Hospitality
was established within
FIC, increasing their
number to nine.*



ASSEMBLY OF THE COUNCIL



BOARD OF DIRECTORS

Mike Michel	<i>Yettel</i>	<i>FIC President</i>
Dejan Turk	<i>A1 Serbia and A1 Slovenia</i>	<i>FIC Vice President Substitute</i>
Ana Govedarica	<i>Roche</i>	<i>FIC Vice President Spokesperson</i>
Francois Berisot	<i>Belgrade Airport</i>	<i>Board Member</i>
Ivan Rakić	<i>Ernst & Young</i>	<i>Board Member</i>
Matteo Colangeli	<i>European Bank for Reconstruction and Development (EBRD)</i>	<i>Board Member</i>
Alessandro Bragonzi	<i>European Investment Bank (EIB)</i>	<i>Board Member</i>
Dawid Sold	<i>G4S Secure Solutions</i>	<i>Board Member</i>
Dr Ronald Seeliger	<i>Hemofarm</i>	<i>Board Member</i>
Goran Pekez	<i>JT International</i>	<i>Board Member</i>
Marjana Davidović	<i>Nestlé Adriatic Hub South</i>	<i>Board Member</i>
Zoran Petrović	<i>Raiffeisen banka</i>	<i>Board Member</i>
Marinko Ukropina	<i>SGS Serbia, SGS Croatia, SGS Slovenia, SGS Bosnia-Herzegovina and SGS Montenegro</i>	<i>Board Member</i>



COMMITTEES

Anti-Illicit Trade & Food Committee	<i>Co-President for Anti-Illicit Trade</i>	Dragan Penezić	<i>British American Tobacco SEE</i>
	<i>Co-President for Food</i>	Dragana Stikić	<i>Nestlé Adriatic S</i>
	<i>Vice President</i>	Slađana Babić	<i>NIS a.d. Novi Sad (Naftna industrija Srbije)</i>
Financial Services Committee	<i>Co-President</i>	Danilo Mrvaljević	<i>Banca Intesa</i>
	<i>Co-President</i>	Dušan Lalić	<i>Generali osiguranje</i>
	<i>Vice President</i>	Jelena Vukić-Šuljagić	<i>OTP banka Srbija</i>
HR Committee	<i>President</i>	Milena Jakšić Papac	<i>Karanović & Partners</i>
	<i>Vice President</i>	Duška Jovičić	<i>G4S Secure Solutions</i>
Infrastructure & Real Estate Committee	<i>President</i>	Mario Kijanović	<i>Bojović Drašković Popović & Partners</i>
	<i>Vice President</i>	Tatjana Isakov	<i>NIS a.d. Novi Sad (Naftna industrija Srbije)</i>
Legal Committee	<i>President</i>	Marko Čulafić	<i>Karanović & Partners</i>
Pharma Industry Committee	<i>President</i>	Radomir Cerović	<i>Roche</i>
Taxation Committee	<i>President</i>	Dragan Drača	<i>PricewaterhouseCoopers</i>
	<i>Vice President</i>	Vanja Korać	<i>Philip Morris Services</i>
Telecommunications and Digital Economy Committee	<i>President</i>	Daniel Šušnjar	<i>Yettel</i>
	<i>Vice President</i>	Neda Teslić	<i>A1 Srbija</i>
Tourism & Hospitality Committee	<i>President</i>	Zafeirios Lampadaridis	<i>HAD BMP a.d. Belgrade (Hyatt Regency Belgrade)</i>
	<i>Vice President</i>	Dubravka Kosić	<i>K&F Advokati</i>



EXECUTIVE OFFICE

Aleksandar Ljubic	<i>FIC Executive Director</i>	<i>aleksandar.ljubic@fic.org.rs</i>
Renata Pindzo	<i>FIC Communication Director</i>	<i>renata.pindzo@fic.org.rs</i>
Jelena Lazarevic	<i>FIC Regulatory Director</i>	<i>jelena.lazarevic@fic.org.rs</i>
Tanja Jovanovic	<i>FIC Regulatory Officer</i>	<i>tanja.jovanovic@fic.org.rs</i>
Koviljka Nikolic	<i>FIC Office Manager</i>	<i>koviljka.nikolic@fic.org.rs</i>
Tamara Kapor	<i>FIC Office Manager</i>	<i>tamara.kapor@fic.org.rs</i>



KEY PROJECTS & COMMUNICATION TOOLS



WHITE BOOK

Comprehensive overview of business climate in Serbia and proposals for its improvement. FIC platform aimed at driving change. Created as a result of an enormous effort by top business leaders in the country, who are extraordinarily enthusiastic about making real changes to the benefit of the society and economy in Serbia. Annual publication, first issued in 2003. White Book Launch, typically in November, represents an important event in Serbia gathering high officials, diplomatic corps and business representatives.

Working Group for Implementation of the FIC White Book recommendations formed by the Government (Official Gazette RS 8/2017, 80/2017, 92/2017, 59/2018, 68/2019 and 107/2021). Members of the Task Force, chaired by the Prime Minister, are relevant ministers, members of the FIC Board of Directors and FIC Executive Director. The goal of the Task Force is improvement of overall business climate with priority topics: tax, labour, digitalization& e-commerce, real estate, inspections, food safety, pharma industry, overall legal framework with focus on bankruptcy and foreign exchange regulations.

WHITE BOOK TASK FORCE

Working Group for Implementation of the FIC White Book recommendations formed by the Government (Official Gazette RS 8/2017, 80/2017, 92/2017, 59/2018, 68/2019 and 107/2021). Members of the Task Force, chaired by the Prime Minister, are relevant ministers, members of the FIC Board of Directors and FIC Executive Director. The goal of the Task Force is improvement of overall business climate with priority topics: tax, labour, digitalization& e-commerce, real estate, inspections, food safety, pharma industry, overall legal framework with focus on bankruptcy and foreign exchange regulations.



FIC GUIDE

Collection of standpoints by FIC officials and important stakeholders. Special edition for wider audience, published jointly with the alliance international media since 2007. Printed edition in Serbian and digital edition in English distributed to large number of stakeholders.

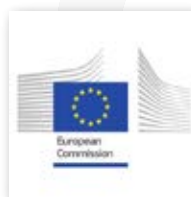


FIC NEWS

Monthly electronic bulletin, specially designed to provide members comprehensive information on FIC activities, plans and achievements.

FIC INSIGHT

A presentation of selected important new legislation to the interested FIC members. It is delivered by a professional in a tackled area. First event was held in January 2020. Two events were held in 2021, and this project will be continued in 2023 in parallel with regulatory activity of the Government.



ANNUAL VISIT TO EU COMMISSION

Organized annually since 2014 in order to encourage EU to provide more support to Serbia, and offer FIC assistance in the process of the Serbia's economic integration to the EU. It was not organized in 2021 and 2022 due to pandemic and socio-economic challenges. Close cooperation between FIC and EU Commission was maintained through regular communication.



DIALOGUE FOR CHANGE

High level event dedicated to specific regulatory field, aimed to foster communication. Held for the first time in 2017, with the format changed in the following two years. It is envisaged in two versions:

Dialogue for Change - off- the-record, high level smaller-scale event dedicated to specific regulatory field and Reality Check Conference - high level conference on specific topic. As it is by nature an in-person event, in 2021 the online events dedicated to the topics of high importance for FIC were organized instead.

FIC CONFERENCES

FIC conferences are organized with the aim to clarify the newly adopted or planned legislation and push for the changes when needed. In 2022, FIC organized the conferences "Labour Related Regulation - Facing Challenges" and the conference on the implementation of E-Invoicing Law.

PRESENTATIONS OF WEST BALKANS AGREEMENT

FIC demonstrated flexibility and agility by organizing the conferences upon the ratification of the West Balkans Agreements within Open Balkan Initiative. Three presentations were organized in 2022, addressing topics of food safety, electronic identification schemes and Recognition of Approvals of Authorized Economic Entities for Security and Safety.

COCKTAILS

Informal meetings organized as a unique opportunity for members to gather and exchange views in an informal setting. In 2022 FIC organized 3 cocktails: in June in cooperation with Marsh and in October with Karanovic & Partners. In November was organized 20th FIC anniversary celebration.

MAIN ACTIVITIES

20TH WHITE BOOK

White Book is a FIC flagship project, envisaged as the advocacy platform and an overview of the FIC members' expert recommendations on the significant business environment topics. It is published for 20 years already and provides an overview of the business climate and a set of recommendations on how to improve it. Since the first edition, it promotes EU economic integration and open market economy.

It is drafted by FIC members and adopted within the competent committees and by the Board of Directors. Such a mechanism guarantees that the presented views have consensus among members. White Book also provides an overview of progress since the previous edition: each

topic has a score card tracking response to the recommendations. The grade is given to each topic based on the score-card, with 1 being the lowest and 3 the highest score. White Book has an independent Editor-in-Chief who also prepares the macroeconomic input. In 2022 this responsibility is once more conferred to the professor Miroljub Labus, after the successful cooperation in the past four years. Work on the White Book lasts for months and includes two rounds of editing, review of the texts based on the membership input, but also checking the regulatory changes in order to keep the project as up to date as possible.

This year's "White Book" includes an analysis of the main recommendations in the areas that the FIC members see as a priority: taxes, labor regulations, digitalization and e-commerce, real estate, illicit trade prevention, inspection oversight, bankruptcy, foreign exchange regulations, pharmaceuticals and tourism and hospitality. FIC continued with the modern and environmentally friendly practice not to distribute White Book in print to the wider audience, and the edition is primarily for online use. Printed booklet White Book essentials was distributed on the Launch event.

WHITE BOOK 2022 RESULTS

RECOMMENDATIONS

In the White Book, the progress in implementing the recommendations compared to the previous edition is tracked in a score card. Each topic is given a grade, where 1 is the lowest and 3 is the highest score. Progress is this year achieved in a fourth of recommendations.

WHITE BOOK ESSENTIALS

Introduced in 2018, brochure The White Book Essentials presents main conclusions of the publication. It is distributed in print during the launch event but can also be found on the FIC website. It is useful as a brief and attractive information on FIC, White Book conclusions and structure. In 2022,

it also offers a brief overview of the main recommendations and scores in the ten key areas for FIC: taxes, labor regulations, digitalization and e-commerce, real estate, illicit trade prevention, inspection oversight, bankruptcy, foreign exchange regulations, pharmaceuticals and tourism and hospitality.

In 2022 White Book was published for the 20th year. Our main advocacy platform is also green - distributed and used mostly online.



WHAT IS THE WHITE BOOK?

- An annual publication issued for the 20th time in 2022
- Gives an overview of the business climate and provides a set of recommendations on how to improve it
- Promotes EU economic integration and open market economy
- Written by FIC members, promoting their common interests
- A mechanism to create consensus among members
- A platform for dialogue with stakeholders
- Each topic has a score card which tracks the response to the recommendations given in the previous year
- Based on the score card results, each topic is given a grade, where 1 is the lowest score and 3 is the highest score
- The publication has an independent Editor-in-Chief, who also provides macroeconomic input and prepares the ranking data. The Editor for the 2022 edition is Prof. Miroslav Labus

STRUCTURE OF THE WHITE BOOK TEXT

Score card tracking results in implementation of recommendations starting from 2021.

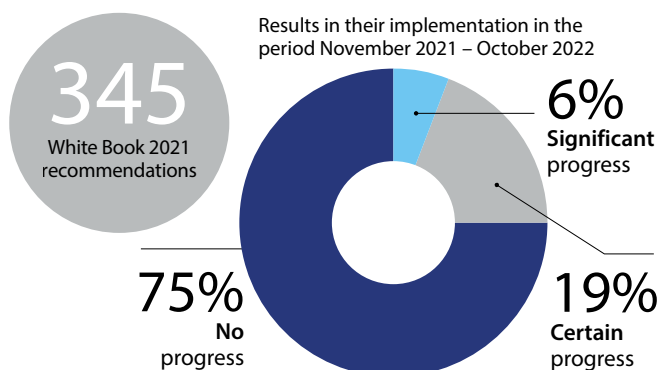
Current Situation
Positive Developments
Remaining Issues
Recommendations

WHITE BOOK 2022 IN NUMBERS



RECOMMENDATIONS

Each topic has a score card which tracks the response to the recommendations given in the previous year.



GRADES

Based on the score card results, each topic is given the grade, where 1 is the lowest and 3 is the highest score.

FIC – PARTNER FOR GROWTH

KEY CHARACTERISTICS AND VALUES OF FIC

Independence	Regulatory expertise
Consistency	Best Practices
EU promotion	Cooperation

KEY FIGURES

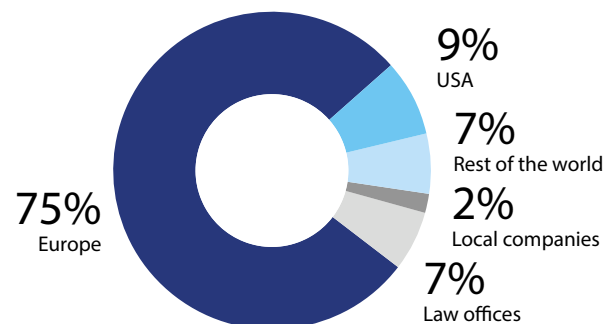


20 years since establishment



116 members from 21 sectors

Geo coverage



> €36 bil. of investments by FIC members in Serbia



>100,000 directly employed by FIC members in Serbia



9 committees

20TH EDITION OF THE WHITE BOOK PRESENTED

WHITE BOOK LAUNCHED 20TH TIME

The 20th White Book edition was presented on 22 November 2022 to the highest representatives of the Government of Serbia. The concept of the White Book 2022 launch was different compared to the previous editions. It was presented to the highest representatives of the Government of the Republic of Serbia within the framework of the Working Group of the Government of the Republic of Serbia and the Foreign Investors Council for implementation of the recommendations of the White Book. Cooperation with Miroljub Labus as the White Book Editor-in-Chief was continued. Key information on the White Book was presented in the White Book Essentials publication distributed at the event. This year as well media showed great interest in the White Book presentation. There were more than 50 accredited journalists, and a series of media appearances were organized around the event.

From the Government's side, the participants included the Prime Minister of Serbia Ana Brnabić as well as ministers and other representatives in wide number of areas: Minister of Internal and Foreign Trade Tomislav Momirović, Minister of Construction, Transport and Infrastructure Goran Vesić, Minister of Information and Telecommunications Mihailo Jovanović, Minister of Mining and Energy Dubravka Đedović, Minister of Labour, Employment, Veterans and Social Affairs Nikola Selaković, Minister of Economy Rade Basta, Minister of Agriculture, Forestry and Water Management Jelena Tanasković, Minister for Public Investments Marko Blagojević, Minister of Tourism and Youth Husein Memić, State Secretary in the Ministry of Finance Saša Stevanović, State Secretary in the Ministry of Economy Darko Mitrović, State Secretary in the Ministry of Environmental Protection; Sandra Dokić, State Secretary in the Ministry of Justice, Bojana Šćepanović, State Secretary in the Ministry of State Administration and Local Self-Government Maja Mačuzić Puzić, State Secretary in the Ministry of Health Mirsad Đerlek. From the FIC side, the participants in a dialogue included the BoD President Mike Michel, members of the FIC Board of Directors, FIC Executive Director Aleksandar Ljubić,

as well as the chairpersons of the FIC working committees.

FIC President Mike Michel said that the FIC had been actively advocating and developing a predictable, competitive, and sustainable business environment for two decades. He promoted the White Book as the most outstanding FIC achievement. The FIC general recommendations contained in the White Book 2022 represent a modification of priorities compared to last year. In this sense, the intensification of EU negotiations on Serbia's membership status is a key priority, Mike Michel explained. "We are fully aware of the challenges that the country is facing due to the economic and geopolitical conditions. Serbia's recovery from COVID-19 was interrupted in Q1 2022 by the war in Ukraine, as Serbian economy depends on the economic trends in the EU. Serbia is highly integrated into the European market but not institutionally in the EU. That is why all our concrete proposals and activities aim to harmonize domestic and EU legislation.", he said. Other key recommendations include: intensify negotiations with the EU on membership status, bringing inflation back within the target corridor, completing the restructuring of infrastructure companies, and optimizing the fiscal burden and public expenditures to prevent the country's public debt growth.

The White Book 2022 provides analysis of the main recommendations 10 in priority areas for FIC members: taxes, labor regulations, digitalization and e-commerce, real estate, illicit trade prevention, inspection oversight, bankruptcy, foreign exchange regulations, pharmaceuticals and tourism and hospitality. According to the "FIC Index" published in the latest edition of the White Book, in the period from November 2021 to October 2022, the area with the best performance remains the same as last year: digitalization and e-commerce. Despite the circumstances, regulation improvement in the energy sector was recorded. Areas with moderate progress are telecommunications and anti-illicit trade, while lack progress was marked in labour and insurance. White Book contains 372 recommendations in the key priority areas. It was outlined that out of the 345 recommendations from the White Book 2021, the improvement was noted in 25 percent.





WHITE BOOK TASK FORCE

White Book Task Force was established at the beginning of 2017 to improve implementation of FIC White Book recommendations and achieve 50% progress on annual basis. After FIC efforts to make the Task Force more operational and result oriented, it was changed in 2019, updating GoV and FIC representatives and adding the Minister of Health and Environment Minister to this body. In 2022 main Task Force meeting was the presentation of the 2022 White Book edition (see above). In addition, the priorities were sent to the working committees and further meetings are expected now that election year is over.

In previous years Task Force had 7 subgroups and tackled 9 priority areas: tax, labour, digitalization & e-commerce, real-estate, inspections, food safety, pharma industry, overall legal framework with focus on bankruptcy and foreign exchange regulations. In 2022, a new sub-group was added: tourism & hospitality. Subgroups represent FIC priority areas and are subject to change based on FIC members' priorities. Subgroups consist of relevant FIC committee chairpersons and state administration representatives on the level of state secretaries or assistant ministers. As agreed at the White Book Launch held in November, Task Force will continue its work in the upcoming period.

CELEBRATION OF THE 20TH FIC ANNIVERSARY

FIC celebrated the 20th anniversary on November 30 in Hyatt Regency hotel at the public event gathering FIC members, high Government representatives, diplomatic corps and other important stakeholders, media and FIC partners. This was the occasion to celebrate achievements and accomplishments in the previous two decades and toast to the upcoming successes.

Introductory speeches were held by the Vice-President of the FIC and general manager of Roche for Serbia and Montenegro Ana Govedarica, the Minister of Information and Telecommunications Mihailo Jovanović and the Head of the EU Delegation in Serbia Emmanuel Giaufret. The Vice President of the FIC and General Manager of Roche for Serbia and Montenegro Ana Govedarica reminded the audience on the very beginnings of the FIC work two decades ago when 14 companies founded the FIC with the aim of the business community contributing to the development of a predictable, competitive, and sustainable business environment and encouraging positive changes that had an impact on the Serbian economy and society. "In the past





twenty years, the circumstances in the Serbian and global economy have changed significantly, and with them, the FIC, adapting to these changes and responding as efficiently as possible to the challenges that, above all, our members face, contributing to the improvement of the overall business environment in the Republic of Serbia". she said. After the introductory speeches, the FIC thanked its long-term partners, the Government of the Republic of Serbia and the EU Delegation in Serbia, as well as the



founder companies: British American Tobacco; Hyatt Regency Belgrade (Ex HDD "Belgrade joint venture"); Emil Frey Auto Centar d.o.o. (ex Mercedes-Benz); Messer (Ex Tehnogas AD, Belgrade); Moravacem (Ex Cement Factory "Novi Popovac"); Nestle (Ex DELYUG); OMV d.o.o.; OTP Bank (Ex Societe Generale); PricewaterhouseCoopers d.o.o.; Raiffeisen Bank a.d.; Siemens d.o.o. Tetra Pak Production d.o.o.; Unicredit Bank Serbia (Ex HVB Bank) and Velux Serbia d.o.o.



Significant FIC growth was outlined: two decades ago, FIC members had 150 million euros of investments and 3,160 employees while today FIC consists of about 120 members who have invested about 36 billion euros and employ more than 100,000 citizens of Serbia. It was outlined that about 75% of the FIC member companies come from the EU. Corporate culture, highly ethical operations, and modern principles of corporate management of member companies make the FIC a reliable partner not only for the Government of the Republic of Serbia but also for domestic companies. Despite numerous challenges over time, the FIC's key pillars have remained unchanged: independence, transparency, expertise, best international practices, and, above all, support for more intensive European integration.

CONFERENCE ON LABOUR REGULATION

FIC organized conference “Labour Related Regulation - Facing Challenges” on March 22 at the Envoy Conference Center. Around 50 FIC members used the opportunity to discuss the significant aspects of Labour regulation with the Labour Ministry and OHS Administration representatives. Opening the event, FIC BoD member Goran Pekez said that the labour regulation became even more complex due to the Covid-19 pandemic and that improvement and simplification are needed. HR Committee President Milena Jaksic-Papac, who moderated the event, explained the main purpose of the conference: to address the changes that were at the Labour Ministry’s agenda in the last year, namely Law on Employment of Foreigners, Work Practice Law, OHS Law, and Law on Seasonal Workers. Important topics were discussed with the Head of the Group for Normative and Study-Analytical Affairs in Employment and Economic Migration and Employment Supervision Field Sanja Gavranovic, Senior Adviser of the Occupational Safety and Health Field in the OHS Administration Mira Bozic, Head of the Department for Normative and Study-Analytical Affairs in the Field of Work Snezana Bogdanovic. FIC Regulatory officer Tanja Jovanovic also participated at the event. Members used the opportunity of Q&A session to get more information or clarifications on several questions, including: type D visa for foreigners, injuries during distance working, needed flexibility in work arrangements, hybrid model of work, social contribution during internship, as well as internship of students.



“Labour Related Regulation - Facing Challenges” Conference, March 2022

Following the event, on April 12 FIC sent to the members the Q&A document from the conference. This was aimed as additional support to members regarding the Labour related regulations, in particular in understanding the changes that took place in 2021. Main issues addressed are: Law on Employment of Foreigners, Internship Law, OHS Law, and Law on Seasonal Workers.

CONFERENCE ON E-INVOICING

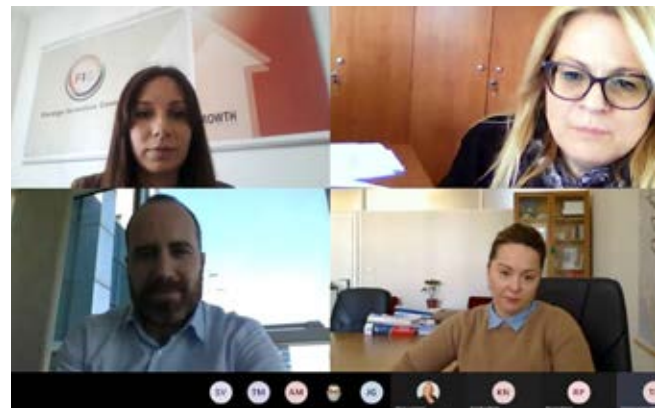
On October 31, FIC organized the conference on the implementation of E-Invoicing Law. Conference held at the Finance Ministry Premises was the opportunity to discuss the open issues flagged by members with the Assistance Ministers Dragan Demirović and Sonja Talijan, Irina Stevanović Gavrović, Head of VAT Department and Vladimir Pejčić, advisor at Ministry of Finance. Q&A is also planned to be produced and sent to members.

PRESENTATIONS ON WEST-BALKANS AGREEMENTS

In 2022 FIC organized three conferences on the impact of the West Balkans Agreements within the Open Balkan Initiative. Conferences were organized on March 15 and 16 and April 6 to hear from the competent ministries on the impact on the Agreements in the following areas: food safety, electronic identification schemes and economic entities for security and safety.

On March 15, cooperation in veterinary, phytosanitary and food and feed safety was discussed with the Ministry of Agriculture, namely Head of the Veterinary Inspection Department Zoran Ivanovic, Department for Border Veterinary Inspection Danijela Zivanovic, Head of the Department for Plant Health and Plant Quarantine Sladjana Lukic and Head of the Department of Border Phytosanitary Inspection Ivan Tomasev. The event was moderated by the FIC AIT & Food Committee Co-Presidents Dragana Stikic and Dragan Penezic.

On March 16, Head of the Department for Information Security and Electronic Business Milan Vojvodovic talked about connecting identification schemes of the citizens of the Western Balkans. The event was moderated by the FIC Telecommunications & Digital Economy Committee President Daniel Susnjar.



West Balkans Agreements within the Open Balkan Initiative, April 2022

On April 6, various aspects on the Law on Ratification of the Agreement on Mutual Recognition of Approvals of Authorized Economic Entities for Security and Safety (AEOS) were discussed with the Ministry of Finance and Customs Administration, namely: Natasa Mirkovic from Customs Procedures Department, Aleksandra Ilic from Sector for Customs Procedures, Vladimir Ilic from Sector for Customs Procedures and Milka Zivanovic from the Ministry of Finance.

The event was moderated by the FIC Taxation Committee President Dragan Draca. Presentations were supported by FIC Regulatory Director Jelena Lazarevic and Regulatory Officer Tanja Jovanovic.

FIC COCKTAILS IN JUNE AND OCTOBER

FIC had the pleasure to organize two cocktails, which was welcomed by members who used the opportunity to gather and network in a relaxed atmosphere. Cocktails were this year sponsored by members MARCH Adria and Karanovic & Partners Law Office.

On June 23, the cocktail sponsored by MARSH Adria was held at the Square Nine Hotel Belgrade under the motto "Let's Welcome Summer Together!". Members were greeted by the CEO MARSH Adria Liliana Lapadatoni – Huluta and FIC Executive Director Aleksandar Ljubic.



FIC Networking Cocktail, June 2022

On October 5, a second cocktail was organized at the Karanovic and Partners premises in the very center of Belgrade. It was also the opportunity to remind of the two decades of FIC work, as the celebration of the 20th anniversary of FIC was approaching. Guests were greeted by the HR Committee President and Partner at Karanovic & Partners Milena Jaksic Papac and FIC Executive Director Aleksandar Ljubic.



FIC Networking Cocktail, October 2022

WIDE VARIETY OF ADVOCACY TOPICS

FIC had been advocating and developing a predictable, competitive, and sustainable business environment conducive for investments for two decades. In this demanding process, we tackle a wide variety of topics that are all important elements of business conditions.

In 2022, the key advocacy topics FIC tackled in the regulatory initiatives and communication with various stakeholders included: Renewable Energy Sources Law, cadastral procedures, Conversion Law, Competition Law, market access for medicines, tax treatment of the services of the in-store positioning in retail, VAT Law, Fiscalization Law, e-Invoice Law, Tax Procedure and Tax Administration and Property Tax, Rulebook on Don't Call Registry for direct marketing purposes, and e-invoicing.

COOPERATION WITH STAKEHOLDERS – STRONGER TOGETHER

FIC attaches high importance to maintaining and further strengthening the relations with a wide network of various stakeholders. The purpose of this cooperation diligently built during the two decades of FIC work is to achieve synergy in order to promote a better business environment and increase leverage. This network is consisted of international organizations, the diplomatic corps, development agencies, business associations, civil society organizations and universities.

EUROPEAN UNION

Regular and intense dialogue with the EU is mainly dedicated to promotion of the European values and standards in Serbia and helping create the functional open market economy able to cope with the competitive pressure of the unique EU market. In 2022 FIC priorities were modified in a sense that the intensification of EU negotiations is outlined as a key priority. Most of FIC members come from the EU or have developed businesses in the EU, which makes FIC one of the focal points of EU accession support.

On April 14, FIC participated in consultations in view of preparation of the EU Progress Report. This is a part of the regular close cooperation with the EU Delegation. FIC Executive Director Aleksandar Ljubic, Regulatory Director Jelena Lazarevic and Regulatory Officer Tanja Jovanovic shared opinion on business climate in Serbia and key White Book topics to the economic officer of the EU Delegation Oliver Sarov.

On May 20, the FIC Serbia Board of Directors met the Head of the EU Delegation Emanuele Giaufret and his associates. In a fruitful discussion following topics were addressed: Serbia's EU integration path, the impact of the Ukraine crisis on the Serbian economy, including energy security, and the EU's support to Serbia in its accession process.

On June 6, together with other business associations FIC met the European Commission to discuss the business environment. EU Commission was represented by the DG NEAR Economic and Trade Policy Officer Elin Fredriksson and associates. It was a joint meeting with AmCham, Naled and Serbian Chamber of Commerce.

On June 7, FIC discussed economic and geopolitical challenges for

the business environment in Serbia in the upcoming period with the EU Commission Head of Unit for Serbia and Montenegro Michael Miller, Deputy Head of the Delegation of the European Union to Serbia Mateja Norčić Štamcar, Head of European Integration, Economic and Trade Section Andrea Hochhuber, policy officer Maja Smrkolj and Economic Officer Oliver Sarov.

On November 23rd, meeting with the European Commission and the EU Delegation in Serbia was held within the process of the European Commission's assessment of the Serbia's Economic Reform Programme.

INTERNATIONAL FINANCIAL INSTITUTIONS

International financial institutions (IMF, World Bank, EIB and EBRD) are natural partners of FIC, having the same common goal to instigate stronger economy and growth.

FIC cooperates with the IMF both on the high-level meetings on general policy issues and on the expert level. On March 1, the FIC met the IMF mission led by Jan Keys Martian to discuss the impact of the Covid-19 pandemic, policy response, structural reforms and the business investment climate. IMF was also represented by the permanent IMF representative in Serbia Julia Ustyugova. FIC delegation included the Executive Director Aleksandar Ljubić, Regulatory Director Jelena Lazarević, Regulatory Officer Tanja Jovanović and Communication Director Renata Pindžo.

On October 27, a regular annual meeting with the International Monetary Fund was held. AmCham Serbia also participated at the meeting at FIC premises. It was concluded that in the challenging times the exchange of ideas and open dialogue are of utmost importance.

GOVERNMENT BODIES AND INITIATIVES

FIC advocacy is usually organized around specific initiatives

addressed to the White Book Task Force, working groups for drafting of the laws, ministries and regulatory bodies. In addition to that, FIC has the pleasure to hold general meetings to strengthen cooperation, as well as to participate in the specific bodies and activities. As examples we would cite the following: meeting with the Trade Minister Tomislav Momirovic on November 15 on the improvement of the efficiency of business operations of trade and logistics companies, distributors and suppliers; and participation at the 4th session of the Coordination Body for Digitalization of the Health System in Serbia on 19 August. FIC also participates in the Working Group for the Implementation of the Programme of Improvement of Management of Public Policy and Regulatory Reform for 2021-2025. FIC is represented by the Regulatory Officer Tanja Jovanovic. First meeting was held on March 7 and was dedicated to defining the aspects of reporting that will be done through the Unique information system JIS. Second meeting was held on April 27.

BUSINESS ASSOCIATIONS

In 2022, FIC continued fruitful cooperation with other associations in tackling significant issues for the business environment and promoting the goals of interest for the business community.

On February 25, FIC joined forces with German-Serbian Chamber of Commerce (AHK) in an effort to resolve the technical issues foreigners face related to the e-invoicing. The initiative was launched ahead of the start of the implementation of the Law, to prevent the problems in practice. The joint letter was sent to the E-Government Office, Prime Minister Office, Finance Ministry and Ministry of Trade and Telecommunications.

On October 6, a joint meeting of the business associations was held with the Minister of Construction Tomislav Momirovic. At the joint meeting with AmCham, Naled and Serbian Chamber of Commerce, the cooperation in the process of drafting the new Conversion Law was discussed. Government representatives also included State Secretary in the Construction Ministry Aleksandra Damjanovic, Ministry of Finance State Secretary Slavica Savicic and Legal Advisor at the Prime Minister Office - Delivery Unit Mihajlo Zivkovic.

On November 25, a joint initiative with other business associations was sent regarding to the market access for medicines and proposals for the improvement of legislation and its harmonization with the EU. The initiative was sent to the Prime Minister, Health Minister and Medicines and Medical Devices Agency of Serbia ALIMs by FIC, AmCham, NALED, Association of the producers of innovative drugs "Inovia" and Association of producers of generic drugs "Genesis". In a letter, the business associations outlined the challenges pharmaceutical companies face for years due to the extension of deadlines for various procedures of putting the medicines to the market of Serbia.

OTHER STAKEHOLDERS

FEFA - LONG-TERM PARTNER

FIC has a long-term cooperation with FEFA including involvement of the interns during the preparation of the WB Project and exchange of information.

MEDIA

FIC considers media as partners in the improvement of business conditions and raising awareness on the important of such endeavour. We are therefore honored that this was recognized by Diplomacy & Commerce Magazine and that FIC was awarded for Contribution to improvement of business conditions and economic environment. The awards were granted for 6th year in a row at the dedicated event in Mona Plaza Hotel on March 31. On FIC behalf the FIC Executive Director Aleksandar Ljubic was handed the award.

In 2022 FIC also supported the organization of the conference "Serbian Companies on Changing Power Market" organized on February 22 by the Balkan Green Energy News. The event gathered high officials of the Serbian Government, Energy Community, international organizations, businesses, and diplomatic corps.

LIBEK

On September 23, FIC hosted the delegation of the Libertarian club Libek, educational and research center. Libek representatives discussed with the FIC Executive Director Aleksandar Ljubic the current activities and key challenges in the business environment in Serbia. Potential ways of cooperation were reviewed. Libek was represented by the President Milos Nikolic, Executive Manager Petar Cekerevac, as well as Programme Director of the Economic Research Department Mihailo Gajic.

TGI

TGI Group is one of the FIC partners for the long time. In 2022, FIC supported the organization of the 7th Serbian Property and Infrastructure Development Conference held on March 22 at Metropol Palace Hotel and also the 22nd Belgrade Economic Forum. The role of the long-term institutional Belgrade Economic Forum Partner gave FIC the opportunity to organize the special panel: The Future Retail - How Close are the Changes to the Serbian market.

EMBASSIES

FIC has developed good relations with the embassies, holding regular meetings in order to promote views, strengthen advocacy, facilitate attracting new members and exchanging the information on the developments regarding the legislative framework. Very large response of embassies to the FIC 20th anniversary event came also as a result of a really close cooperation between FIC and embassies.

PUBLIC PROMOTION

FIC appreciates the public events as opportunity to engage in discussion, strengthen networks, reach stakeholders and the wider audience, and promote views.

FIC AT THE CONFERENCE ON POWER MARKET

FIC supported the organization of the conference “Serbian Companies on Changing Power Market” held on February 22. The event gathered high officials of the Serbian Government, Energy Community, international organizations, businesses, and diplomatic corps.

FIC AT THE TGI REAL ESTATE CONFERENCE

Vice President of the FIC Infrastructure and Real Estate Committee Mario Kijanovic participated at the TGI 7th Serbian Property and Infrastructure Development Conference held on March 22 at Metropol Palace Hotel. Marko Kijanovic spoke at the panel The Future of Logistics, Retail and Shopping Center Industry, presenting the activities of the committee and closer insight on the initiatives. FIC officially supported the event.

KOPAONIK BUSINESS FORUM

FIC Executive Director Aleksandar Ljubic participated at the Kopaonik Business Forum, held from March 6 to 9. FIC Executive Director participated at the Panel 29: Tax Administration Reform - Getting Sustainable, on March 8. This large event gathered high representatives of international financial organizations, Serbian Government, Fiscal Council, academia, associations of economists and businesses from Serbia and the region, diplomatic corps, and large companies.

FIC AWARDED BY DIPLOMACY AND COMMERCE

Diplomacy and Commerce Magazine awarded FIC for contribution to improvement of business conditions and economic environment in March 2022. The award was handed to the FIC Executive Director Aleksandar Ljubic at the reception in Mona Plaza hotel.

FIC AT 15TH REAL ESTATE BELGRADE CONFERENCE - REBEC

FIC participated at the 15th Real estate Belgrade Conference REBEC, held in the hotel Metropol Palace from June 13 to June 15. FIC Communication director Renata Pindzo moderated a Belgrade and Serbia Hospitality potential panel on which the latest European and global trends in the hospitality real estate market.

FIC AT IDEEA CONFERENCE

FIC views were promoted at the IDEEA Hospitality Investment Forum held in Athens on September 26-27. The FIC Executive Director Aleksandar Ljubic gave an interview to the Bench, a leading organizer of hospitality investment and aviation development

business, and it was broadcasted on the occasion of IDEEA Forum.

FIC AT THE SERBIA-SPAIN FORUM

FIC Executive Director Aleksandar Ljubic promoted FIC views at the Serbia-Spain Business Forum on November 3rd. The event gathered around 150 Serbian business representatives and 17 Spanish companies in the sectors of energy, renewables, infrastructure, defense, airline industry, construction, IT, Telco and environment. Aleksandar Ljubic spoke at the first panel of the event “Business Opportunities in Serbia and Spain”.

SERBIA-JAPAN FORUM

FIC Board of Director member Goran Pekez promoted FIC views at the Business Serbia-Japan Forum on October 5 at the Serbian Chamber of Commerce. Goran Pekez shared experiences of foreign investors in Serbia, with focus on Japanese companies. The event opened by the SCC representative and Japanese ambassador to Serbia gathered business delegation from Japan, Serbian companies, and business association representatives.



FIC President Mike Michel at the opening of the 22nd Belgrade Economic Forum, December 2022

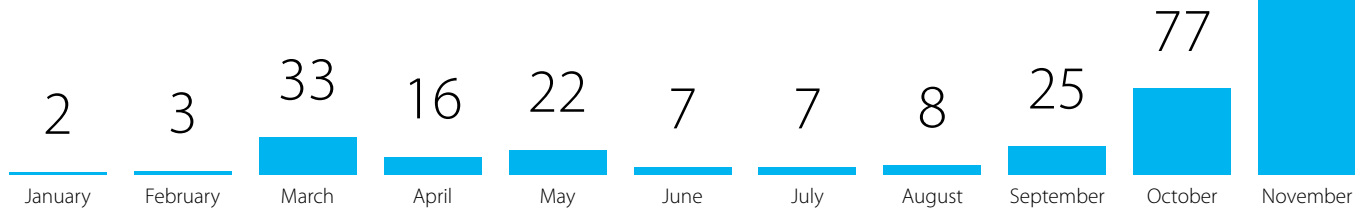
FIC AT 22ND BELGRADE ECONOMIC FORUM

FIC President Mike Michel was a keynote speaker at the official opening of the 22nd Belgrade Economic Forum held on 5-6 December 2022 at Metropol Palace Belgrade. FIC is a long-term institutional partner of the event and, as such, was given the opportunity to organize a special panel, “The Future Retail - How Close are the Changes to the Serbian market,” where FIC BoD member Mrs. Marjana Davidović shared her views about this important topic. The large event gathered officials from the Government of Serbia and other European countries, from the EU Delegation and business community.

329

MEDIA

MEDIA & PR ACTIVITIES IN 2022



MEDIA CLIPPING IN 2022



DIPLOMACY & COMMERCE INTERVIEW

In the interview for the Diplomacy and Commerce on March 10, FIC President Mike Michel drew attention to the importance of the structural reforms for the future investments, especially in the context of the recovery from the shock of the COVID-19. "There is no doubt that Serbia needs strong economic growth.

This is possible only through sustainable fiscal consolidation which, in the long run, can be sustainable through the implementation of deep structural reforms", he said. As the most significant elements he cited privatization and corporatisation of public enterprises, reform of public administration, increase of efficiency of public sector, reform of the pension, health, and education systems, and EU accession. He also explained the importance of the accelerated digitalisation and environment protection issues.

"Investing in the environment and climate change is an investment for the future because the cost of non-action would be much higher", Mike Michel said. The interview can be accessed [here](#).

FIC PROMOTED AT THE B&F

FIC views on the impact of pandemic on the economy were promoted in the Biznis & Finansije edition on March 16. Accelerating digitalization would play a key role in overcoming the consequences of the pandemic and achieving the needed economic growth, FIC Communication Officer Renata Pindzo said. Digitalization is promoted by FIC for years before the pandemic, she reminded. Survey among the FIC members showed that the crisis affected the investments more than the exports and employment. Profit was more affected than revenue, and financial sector less than the real sector. Article also featuring views of other business community representatives can be accessed [here](#).

FIC PROMOTED AT BE RISK PROTECTED PORTAL

Interview with Marinko Ukropina, the FIC BoD Member, for the portals BeRiskProtected, Sveosiguranje and Sveonovcu, on the topic "Climate change and business - what are the benefits of sustainable business?"

FIC AT KOPERNIKUS TV

On April 6, FIC Communication Director Renata Pindzo promoted FIC at the Kopernikus TV on the occasion of the Diplomacy & Commerce award, [handed to FIC on March 31](#). She said that this award is important recognition to FICs work in the area of improvement of business environment in Serbia, especially considering that the jury consisted of eleven bilateral chambers and business associations. Renata Pindzo outlined that FIC celebrates its 20th anniversary this year and in that context she reminded of the growth of the organization from the association gathering 14 founder members in 2002 to the much larger organization whose members employ more than 100,000 people and have invested more than 36 billion Euros. Predictability, EU integration, and structural reforms are of key importance

for FIC members, as the members are dedicated to improving the business environment in Serbia in the long run. Topics that were, in particular, addressed include digitalization, especially in the context of the changes brought by the pandemic, the green agenda, labor regulations, and the need to strengthen human resources in Serbia.

FIC AT BLOOMBERG ADRIA TV

On August 30, FIC Communication Director Renata Pindzo pointed out for Bloomberg Adria TV that FIC members have advocated for improving Serbia's business and investment climate for two decades. FIC's flagship project, the White Book of recommendations, represents an independent and authentic voice of business. She pointed out that reforms are a continuous process and that there is still a lot of work ahead of us. The regulatory framework must be constantly improved if Serbia wants to be a competitive investment and business destination. Continuation of digitalization in all domains (i.e., financial services, labor-legal documentation, full implementation of a digital bill of exchange, etc.), improvement of the labor-law regulatory framework (i.e., Labor Law, the Law on Safety and Health at Work, the Law on Employment of Foreigners, the Law on Foreigners, Law on seasonal jobs, Law on work practice, etc.), improvement of the foreign exchange regulations, green agenda remain the priorities of the FIC in the upcoming period. The interview can be accessed [here](#).

FIC EXECUTIVE DIRECTOR AT BLOOMBERG ADRIA TV

FIC Executive Director Aleksandar Ljubić was a guest on Bloomberg Adria TV on October 14, talking about the importance of environmental protection and sustainable business for FIC members. On that occasion, Mr. Ljubic pointed out that understanding, recognizing and respecting ethical principles is a civilized society's essence and most important feature. A good business reputation as a consequence of ethical behavior can enable a better position in the market, better quality clients, and lower operational costs.

RENATA PINDZO ON THE IMPORTANCE OF TOURISM FOR NATIONAL ECONOMY

In the Cord Special Edition dedicated to tourism, FIC Communication Officer Renata Pindzo promoted FIC new Tourism and Hospitality Committee. It was established with the members' desire to utilize their vast international experience and reputation to provide their contribution to redefining strategic priorities and improving the business sector in that area, she said. Tourism was recognized internationally before the pandemic as a powerful branch of economy, a genuine opportunity to achieve more sustainable and balanced regional development. Renata Pindzo praised the efforts of the Serbian Government in terms of infrastructure projects and massive support during the Covid-19 crisis. However, the pandemic also highlighted the outstanding issues that need to be resolved in order to make serious strides on the future development of Serbia's tourism. She promoted



main issues identified by the FIC Tourism and Hospitality Committee and outlined the FIC 20 years long experience in business environment advocacy. The article in Cord can be accessed [here](#).

WHITE BOOK PROMOTED IN MEDIA

White Book was promoted in the media by a series of media appearances by BoD and the Executive Office. **FIC BoD member Marinko Ukropina was guest at N1 TV news show Dan uzivo on November 23, FIC Executive Director Aleksandar Ljubic appeared at the Euronews on November 23, while FIC Communication Director Renata Pindzo spoke for Tanjug agency (November 22) and for the Uranak show at K1 on November 23. An article in Politika on November 22 outlined the main White Book findings. Besides, FIC Executive Director Aleksandar Ljubic gave an interview for Radio Vojvodina on November 25.**

In the appearance at Euronews on November 23, FIC Executive Director Aleksandar Ljubic said he expects much more improvements in the following year compared to 2022. Commenting on the White Book finding that the improvement was noted in the 25 percent of the FIC recommendations, he outlined the tough circumstances in the previous two years, including Covid-19 crisis and the war in Ukraine. Aleksandar Ljubic reminded that the percentage was nearly 40 percent before the two crisis began. Asked about how to attract new investors, Ljubic said that the dialogue is of key importance, and that this is what FIC advocates for in the previous 2 decades. Key recommendations in WB 2022 concern digitalization. Areas that lack improvement include labour and Forex Law. The transcript of the appearance can be accessed [here](#).

Speaking for Tanjug on November 22, FIC Communication Director Renata Pindzo promoted the importance of the EU integrations for FIC. "FIC members see EU integrations as a key priority", she said, citing among key priorities restructuring of the public infrastructure companies, as well as optimization of fiscal burden and public expenditures to prevent the growth of public debt. She said that the areas in which the best improvement was marked include digitalization and e-commerce, and that reforms are needed in labour and fight against illicit trade.

Speaking at the K1 TV show Uranak, on November 23, FIC Communication Director Renata Pindzo outlined the specific circumstances in which the White Book was published, including the pandemic that is not completely over, as well as global economic and political challenges. In addition, she reminded that the legislative activity of National Assembly in Serbia was reduced in 2022 due to elections.

FIC BoD member Marinko Ukropina promoted White Book and FIC anniversary on N1 television. He reminded of the results achieved in the previous two decades since FIC was established and started working on improving the business conditions in Serbia. Furthermore, Mr. Ukropina mentioned the White Book

as a leading project of the Council of Foreign Investors, which aims to promote the interests of the members of the Council of Foreign Investors, as well as propose business and investment climate improvements. Some concrete areas were tackled in the appearance, including renewable energy, sustainable development, and labour rules.

Ahead of the presentation of the White Book, main findings were presented in Politika daily as part of the exclusive cooperation started many years ago. It was outlined that the area of digitalization and e-commerce is the highest ranked for reforms for the 2nd time in a row, and that the pharma industry and anti-illicit trade were also highly ranked. Moderate improvements were made in tax policy, and no improvement was marked in labour, the article says citing White Book findings. Among needed reforms, changes of the Conversion Law, Mortgage Law and Financial Leasing were cited, as well as harmonization of the Food Safety Law and bylaws with the EU and improvement of the inspection's regulation. It was outlined that the tourism and hospitality sector was for the first time presented in the White Book 2022.

FIC Serbia Executive Director Aleksandar Ljubic give interview for Radio Television of Vojvodina. He presented the latest results from this year White Book edition.

"Foreign investors recognize Serbia as an excellent place to invest despite numerous challenges", said the Executive Director of the [FIC Serbia Aleksandar Ljubic](#) for RTS on 3rd December. He emphasized that the FIC represents a voice that comes from terrain, which helps the Government of the Republic of Serbia to shape its legislation and enhance laws implementation in the best possible way.

On 4th December FIC Serbia Executive Director Aleksandar Ljubic spoke for Tanjug. "The Serbian economy is deeply integrated into the EU, so the indicators that say that the economies of Germany and Italy will enter recession with some 0.3 percent are an alarm for us. We must be on alert because Serbia is not an isolated island. With these countries, "Serbia has the highest economic activity, so what happens in their economies has a strong impact on Serbia," warned Ljubičić.

FIC Serbia BoD member, Mr. Goran Pekez, gave an interview to Ljubica Gojčić for RTV on December 7, providing a retrospective of the key activities and achievements of the FIC Serbia in the last twenty years. Also, Mr. Pekez spoke about this year's White Book results and recommendations, emphasizing the areas in which foreign investors expect the most significant improvements in the upcoming period. Also, on that occasion, he pointed out that even after 20 years, the main values that FIC Serbia members stand for remain unchanged: independence, transparency, professional knowledge, best international practices, and, above all, support for more intensive European integration.

COMMITTEES

Committees are the cornerstone of FIC work. Initiatives and other advocacy plans are devised and drafted within the committees. In 2022 the number of committees increased to 9 as the Tourism and Hospitality Committee was created.

ANTI ILLICIT TRADE & FOOD

In 2022, main activities concerned the conference on the cooperation in veterinary, phytosanitary and food and feed safety in light of the ratification of the West Balkans Agreement and preparation of the White Book. It was election year for Committees, therefore the elections for the chairpersons were held and the Committee agenda adopted.

On March 15, Anti-Illicit Trade & Food Committee organized the presentation on the impact of the West Balkans Agreements ratified within the Open Balkan Initiative. It was the first in a series of three presentations on the Agreements. AIT & Food Committee co-presidents Dragana Stikic and Dragan Penezic moderated the event. Cooperation in veterinary, phytosanitary and food and feed safety was discussed with the Ministry of Agriculture, namely Head of the Veterinary Inspection Department Zoran Ivanovic, Department for Border Veterinary Inspection Danijela Zivanovic, Head of the Department for Plant Health and Plant Quarantine Sladjana Lukic and Head of the Department of Border Phytosanitary Inspection Ivan Tomasev. FIC also prepared the most important information on the Agreements and sent it to members on May 19. Presentations were supported by FIC Regulatory Director Jelena Lazarevic and Regulatory Officer Tanja Jovanovic.



AIT&Food Committee event, March 2022

The elections for the Committee were held electronically. Voting closed on May 16. Dragan Penezic from British American Tobacco has been reelected as Co-President for Anti-Illicit Trade, and Dragana Stikic from Nestlé Adriatic S has been reelected as Co-President for Food. Sladjana Babic from NIS was elected as a Vice President of this Committee. Committee agenda was discussed at the meeting on May 19.

Main priorities on the agenda for 2022-2024 are the following: Consistent implementation of the National Program for Fighting the Grey Economy; Trade facilitation with simplified import and export procedures; Wide visibility of the Committee – important factor in public discussions on AIT and Food issues; Full harmonization of Serbian regulation with EU and ensuring uniform interpretation of the regulations of all sectors within the Ministries and unique treatment by the various inspection bodies; Establishment and implementation of a system of risk assessment in terms of food safety; Full implementation on Law on Inspection Supervision.

Committee provided the following text for the White Book: Illicit Trade and Inspection Control; Food Safety Law, Sanitary and Phytosanitary Inspection; Quality Assurance, Declarations on Food, Nutrition and Health Claims.

Committee main activities in 2021:

1. *Presentation on the cooperation in veterinary, phytosanitary and food and feed safety in light of the West Balkans Agreements ratified within Open Balkan Initiative*
2. *Elections for the chairpersons and adoption of the Committee agenda for 2022-2024*
3. *Contribution to the White Book 2022*

FINANCIAL SERVICES

In 2022, main FIC activities include the meeting with the NBS and preparation of the White Book. It was an election year for the committees, therefore the elections for the chairpersons were held and the Committee Agenda adopted.

Chairpersons of the Financial Committee were elected in electronic voting closed on May 20. Two co-presidents were elected

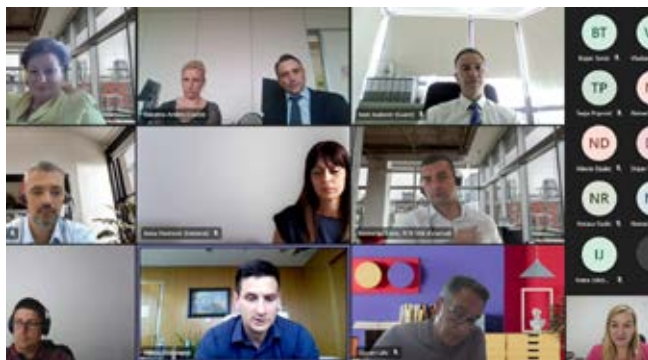
with equal number of votes - Head of Treasury and ALM department in Banca Intesa Danilo Mrvaljevic and Extended Executive Board Member at Generali Osiguranje Srbija Dusan Lalic. Coordinator for Legal support to sale activities for non-standard placements to large and mid-size corporate clients in OTP banka Srbija Jelena Vukic Suljagic was elected as Committee Vice President.

Committee meeting after the elections was held on May 26. Main priorities in the agenda for 2022-2024 are: Regular and continuous cooperation with state institutions and other relevant stakeholders; Digitalization of financial services; Development of Capital market; Tax subventions and exemptions in the financial service area; and Development of Serbian financial market.



Financial Services Committee meeting, June 2022

On June 28, a meeting was held with representatives of the NBS on several key topics in order to improve business conditions and the overall business climate in the Republic of Serbia. Special attention was paid to the development of the capital markets, improvement of payment services, protection of financial services users, and issues of importance for leasing and insurance services. Open dialogue and expert exchange of opinions have contributed to further improving the cooperation between FIC and NBS including agreed organization of conference of financial services in 2023 with all relevant stakeholders included.



Financial Services Committee meeting meeting with National Bank of Serbia, June 2022

Committee provided the following texts for the White Book: Capital Market Trends; Payment Services; Protection of Users of Financial Services, Foreign Exchange Operations (in cooperation with the Legal Committee); Prevention of Money Laundering and Financing of Terrorism (in cooperation with the Legal Committee).

Committee main activities in 2021:

1. Elections and adoption of the Committee Agenda for 2022-2024
2. Meeting with the National Bank of Serbia
3. Contribution to the White Book

HUMAN RESOURCES

In 2022, HR Committee organized the conference Labour Related Regulation - Facing Challenges and prepared the Q&A document based on the conference. The White Book contribution was provided. It was election year for Committees, therefore the chairpersons were elected and the Committee agenda adopted.



HR Committee meeting, March 2022

HR Committee President Milena Jaksis-Papac moderated the FIC conference "Labour Related Regulation" held on March 22. Around 50 members attended the conference, using the opportunity to discuss the significant aspects of Labour regulation with the Labour Ministry and OHS Administration representatives.

The event was opened by the BoD member Goran Pekez. Aim of the conference was to address the changes that were at the Labour Ministry's agenda in the previous year, namely: Law on Employment of Foreigners, Work Practice Law, OHS Law, and Law on Seasonal Workers. Government was presented by

Head of the Group for Normative and Study-Analytical Affairs in Employment and Economic Migration and Employment Supervision Field Sanja Gavranovic, Independent Advisor Ivana Nikolic, Senior Adviser of the Occupational Safety and Health Field in the OHS Administration Mira Bozic, and Head of the Department for Normative and Study-Analytical Affairs in the Field of Work Snezana Bogdanovic.

Members used the opportunity of Q&A session to get more information or clarifications on several questions, including: type D visa for foreigners, injuries during distance working, needed flexibility in work arrangements, hybrid model of work, social contribution during internship, as well as internship of students. FIC Regulatory Officer Tanja Jovanovic closed the event by thanking the Ministry for the openness for discussion and cooperation.

As a follow up from the conference, on April 12, FIC sent to members the Q&A document. This was aimed as additional support to members regarding the Labour related regulations, in particular in understanding the changes that took place the last year. Main issues addressed are: Law on Employment of Foreigners, Internship Law, OHS Law, and Law on Seasonal Workers.



HR Committee meeting, June 2022

Committee chairpersons were elected in electronic voting closed on June 10. Milena Jaksic Papac from Karanović & Partners has been re-elected for the President of the Committee, while Dusica Jovicic from G4S Secure Solutions has been elected for the Vice President of the Committee. The Committee Agenda for 2022-2024 includes the following priorities: Active engagement in activities related to amendments of the Labour Law; Digitalization and simplification of various procedures; Abuse of sick leave; and OHS Regulations.

The Committee provided following texts for the White Book: Labour Law, Staff Leasing, Human Capital, Law on Vocational Rehabilitation and Employment of Persons with Disabilities, Secondment of Employees Abroad, Employment of Foreign Nationals, Dual Education and Healthy and Safe at Work.

Committee main activities in 2021:

1. *Organization of conference "Labour Related Regulation" and preparation of the Q&A document*
2. *Elections of the chairpersons and adoption of the two-year agenda*
3. *Contribution to the White Book*

INFRASTRUCTURE & REAL ESTATE

In 2022, main activities of the Committee included the exchange with the Minister of Mining and Energy on the Renewables Regulation, election of the chairpersons and adoption of the Committee agenda, meeting with the RGA Director, engagement in the Working Group for Conversion Law and preparation of the proposal, as well as preparation of the White Book contribution.

In January, FIC continued the communication with the Minister of Mining and Energy on the Renewables Regulation and texts published in the White Book 2021. The letters were exchanged in the context of the opposition by the electric utilities EPS and EMS. In a letter on December 29, the Ministry asked FIC for support in dispelling the resistance to the future application of the Renewable Energy Sources Law.

FIC responded on January 25, supporting the Law and confirming the positions exposed in the White Book 2021 on the matter. It was outlined that the Law was adopted according to high professional standards, in a transparent way and through real public discussion. Enactment of by-laws in the prescribed deadlines and implementation of the Law is of key importance for the citizens of Serbia, but also for the investors having in mind the EU plans for further increase the already high penalties for excess CO2 emissions.

Electronic voting for Committee President was closed on June 10. Senior Associate at Bojović Drašković Popović & Partners Mario Kijanovic was elected as Committee President. At the Committee meeting on July 5, Head of Asset Management Department in NIS Tatjana Isakov was elected as the Committee Vice President.

Committee Agenda for 2022-2024 contains following priorities: Law on Use of Renewable Energy Sources, Energy Law and Law on Agricultural Land; Law on Planning and Construction – Conversion Procedure; Real Estate and Line Cadastre; Law on Mining and Geological Research and Law on Agricultural Land.

On 29 July the Committee held meeting with the Director of the Republic Geodetic Authority (RGA) Borko Draskovic and his associates. It was the opportunity for members to discuss the topics relevant for members. FIC was represented by the Committee president Mario Kijanovic, members Djordje Zejak, Miroslav Zivanovic, Nikola Siljegovic and FIC Regulatory Director Jelena Lazarevic.



Infrastructure & Real Estate Committee meeting, July 2022

Discussion was based on the White Book 2021 recommendations, as well as on the topics the members suggested ahead of the meeting. RGA expressed clear intention to ensure uniform, transparent and clear implementation of cadastral procedures' regulations, which was one of the key priorities highlighted by FIC members. RGA said it advocates for the adoption of the Law on Cadaster of Infrastructure Objects in order to solve problems in practice on uneven registration in the real estate cadastre and the utility cadastre. It was concluded that a systemic solution should be found for all unresolved first-instance and second-instance cases. It was said that FIC support is needed for full digitalization of the process and was agreed to pursue the cooperation.



Infrastructure & Real Estate Committee meeting, October 2022

In October, the Committee was involved in a very dynamic activities related to the Conversion. The engagement started with the joint FIC, AmCham, Naled and Serbian Chamber of Commerce meeting with the Minister of Construction Tomislav Momirovic on

October 6, when it was announced that the Working Group would be formed in view of adopting the new legislative solution in November. On October 10, the Committee President Mario Kijanovic and Regulatory Director Jelena Lazarevic were delegated as FIC representatives in the Working Group for the Conversion Law. First meeting of the Working Group was held on October 13. On October 19, the initial proposal for changes of the rules was sent to the Construction Ministry based on agreed positions among Committee members at the meeting held on October 18.

Committee contributed the following texts for the White Book 2022: Energy; Real Estate and Construction Chapter (Introduction, Construction Land and Development, Mortgage and Real Estate Leasing, Cadastral Procedure and Restitution), Law on Public Notaries, Environmental Regulations..

Committee main activities in 2021:

1. *Support to the Renewables Regulation in the communication with the Minister of Mining and Energy*
2. *Elections of chairpersons and adoption of the Committee agenda for years 2022-2024*
3. *Fruitful discussion with the Director of the Republic Geodetic Authority on cadastral procedures*
4. *Engagement in the Government's Working Group for Conversion*
5. *Contribution to the White Book*

LEGAL

In 2022, Legal Committee elected chairpersons and adopted the agenda for 2022-2024, discussed the important areas with the Commissioner for Personal Data Protection and Competition Protection Authority and provided the contribution to the White Book.

Elections for the Committee President were held electronically and closed on June 17. Senior Associate at Karanovic & Partners Marko Culafic was elected as Legal Committee President. Committee Vice President remains to be elected. The Committee meeting after the elections was held on June 29. Priorities defined in the two-year agenda include: Enhancement of Legal Committee's impact; Digitalization; and Improving the regulation in relation to previously identified issues in practices: litigation, data protection, forex, anti-money laundering, competition and IP.

In December Legal Committee members plan to meet the Competition Protection Commission. Main topics to be dis-



Legal Committee meeting, June 2022

cussed include the White Book, Commission's plans and future cooperation.

On November 4, the committee President Marko Culafic and the FIC Regulatory Director Jelena Lazarevic met the Office of the Commissioner for Information of Public Importance and Personal Data Protection. Main topic discussed concerned checks of the criminal records as the condition for being employed in the private sector, as well as analysis of the available options to for legitimate and proportionate monitoring of the work of the employees in view of reducing the abuses in practice. Commissioner's Office was represented by the Senior Advisor in the Sector for Harmonization Marija Todorovic and Senior Advisor in the Sector for Supervision Dusko Guduric.

Committee provided the following texts for the White Book: Law on Business Companies; Court and Arbitration Proceedings; Law on Bankruptcy; Intellectual Property; Protection of Competition and State Aid; Consumer Protection; Public-Private Partnership; Foreign Exchange Operations; Prevention of Money Laundering and Financing of Terrorism; Law on the Centralised Records of Beneficial Owners; Law on Personal Data Protection; Law on the Central Register of Temporary Restriction of Rights of Subjects; Public Procurement.

Committee main activities in 2021:

1. *Elections for the chairpersons and adoption of the Committee agenda*
2. *Meeting with the Competition Protection Commission*
3. *Discussion with the Office of the Commissioner for Personal Data Protection on criminal records of employees and supervision at work*
4. *White Book Contribution*

PHARMACEUTICAL INDUSTRY

In 2022, the Committee continued participation in the Coordination Body for Digitalization of the Health System in Serbia. In November, a joint initiative was launched with other business associations on the market access for medicines. The Committee provided the text on the Pharmaceutical Industry for the White Book.



Pharma Industry Committee meeting, June 2022

On 19 August, Pharma Industry Committee President Radomir Cerovic participated at the 4th session of the Coordination Body for Digitalization of the Health System in Serbia. New initiatives within the Body were presented: center for the 4th industrial revolution, establishment of the BIO4 campus, and use of artificial intelligence. Report of the work and achievements, as well as next steps and priorities were also on the agenda. Additional topics were discussed, namely the creation of the permanent working group for architecture, standards, profession and progress monitoring.

On November 25, FIC and other business associations sent to the Prime Minister, Health Minister and Medicines and Medical Devices Agency of Serbia (ALIMS) the thorough analysis of the administrative procedures for the market access for medicines and proposals for the improvement of legislation and its harmonization with the EU. The initiative was sent by FIC, AmCham, NALED, Association of the producers of innovative drugs "Inovia" and Association of producers of generic drugs "Genesis".

In a letter, the business associations outlined the challenges pharmaceutical companies face for years due to the extension of deadlines for various procedures of putting the medicines to the market of Serbia. On the other hand, a new Law on medicines wasn't passed, as it was planned in the previous several years. The initiative aims to help the authorities adopt the clear regulation in this domain, harmonized with the EU and easy to implement.

FIC Committee Elections are expected to be held until the end of 2022. The two years agenda should also be discussed and adopted following the elections. The updated information can be found on the FIC website.

The committee provided text on the Pharmaceutical Industry for the White Book.

Committee main activities in 2021:

1. Participation at the 4th session of the Coordination Body for Digitalization of the Health System in Serbia
2. Joint initiative with AmCham, Naled, Inovia and Genesis on market access for medicines
3. White Book contribution

TAXATION

In 2022, Tax Committee organized the conference on the mutual recognition of approvals of Authorized Economic entities for security and safety upon the ratification of the West Balkans Agreements within the Open Balkan Initiative. Advocacy was pursued against the Opinion on the services of in-store positioning in retail with the initiative, the proposal on the set of draft tax laws was sent to the Finance Ministry, and the conference on e-invoicing was organized. The committee also adopted the two-year agenda, provided contribution for the White Book, and the elections are scheduled for December.



Tax Committee meeting, April 2022

On April 6, Tax Committee organized the presentation on the Law on Ratification of the Agreement on Mutual Recognition of Approvals of Authorized Economic Entities for Security and Safety (AEOS). This was the 3rd in a series of the presentations

on the West Balkans Agreements within Open Balkan Initiative. Various aspects on the Law were discussed with the Ministry of Finance and Customs Administration, namely: Natasa Mirkovic from Customs Procedures Department, Aleksandra Ilic from Sector for Customs Procedures, Vladimir Ilic from Sector for Customs Procedures and Milka Zivanovic from the Ministry of Finance. The event was moderated by the Committee President Dragan Draca. First two presentations were held in March. Presentations were supported by FIC Regulatory Director Jelena Lazarevic and Regulatory Officer Tanja Jovanovic. FIC also prepared the most important information on the Agreements and sent it to members on May 19.



Tax Committee meeting, June 2022

Taxation Committee adopted the two years agenda proposed by the chairpersons on June 14. Agenda includes the following priorities: continue advocacy against unpredictable and non-transparent changes of tax legislation; uniform and consistent application of tax regulation; follow up on key initiatives from 2020; expert workgroups; technical workshops with the Authorities; VAT Law; CIT Law; PIT Law; Parafiscal charges; and e-invoicing and fiscalization. Elections for the chairpersons are scheduled for December. Updated info can be found on the FIC website.

In September, the Committee engaged in advocacy against the Opinion on the services of in-store positioning in retail with the initiative and a meeting with the Finance Ministry. On September 5, FIC approached the Finance Ministry to advocate against the Opinion. A meeting with the Ministry on that issue was held on September 16. The Ministry announced the amendments will be passed in order to exclude in-store positioning in retail from the issuing of fiscal invoice, in line with the FIC proposal. Implementation of the Law on Electronic Invoices was also discussed, and it was agreed to organize a joint conference to clarify open issues.

The Opinion was discussed with the Finance Ministry State Secretary Slavica Savicic and Assistant Minister Dragan Demirovic. FIC was represented by the FIC Board of Directors member

Goran Pekez, Tax Committee Vice President Vanja Korac, the FIC Executive Director Aleksandar Ljubić, the FIC Regulatory Director Jelena Lazarević and the FIC Communication Director Renata Pindžo. The Ministry announced amendments to the relevant by-law which would exclude positioning of goods from the issuing of fiscal invoice. Clarifications were provided regarding issuing the fiscal invoices in the meantime.

According to the Opinion from July 15, the positioning services in retail are subject to logging via electronic fiscal device in line with the Fiscalization Law. FIC view is that this is in contrast with the longstanding practice; that it increases the administrative costs; and that it leads to legal uncertainty having in mind multiple debatable issues on the way to log this type of transaction.

On October 31, FIC organized the conference on the implementation of E-Invoicing Law. Conference held at the Finance Ministry Premises was the opportunity to discuss the open issues flagged by members with the Assistance Ministers Dragan Demirović and Sonja Talijan, Irina Stevanović Gavrović, Head of VAT Department and Vladimir Pejčić, advisor at Ministry of Finance.

On November 14, FIC sent to the Finance Ministry the proposals on the draft set of tax laws. More concretely, the proposals were sent on the amendments of the following laws: VAT Law, Fiscalization Law, e-Invoice Law, Tax Procedure and Tax Administration Law and Property Tax Law.

The Committee provided the following texts for the White Book: Corporate Income Tax; Property Tax; Tax Procedure; Personal Income Tax; Latest Developments in the Serbian Tax System (Parafiscal Charges); Value Added Tax; Customs; and E-Business and E-Invoicing.

Committee main activities in 2021:

1. *Conference on the Law on Ratification of the Agreement on Mutual Recognition of Approvals of Authorized Economic Entities for Security and Safety (AEOS) within the West Balkans Agreement*
2. *Adoption of the Committee agenda and organization of the elections for the chairpersons scheduled for December*
3. *Advocacy against the Opinion on the services of in-store positioning in retail (proposal and meeting with the Finance Ministry)*
4. *Conference on the implementation of E-Invoicing Law*
5. *Proposals on the draft set of tax laws*
6. *Contribution to the White Book*

TELECOMMUNICATIONS & DIGITAL ECONOMY

In 2022, the Committee engaged very much in the advocacy on the "Don't Call Registry", with the meetings of the working group and different sets of proposals sent. Joint initiative with the German-Serbian Chamber of Commerce (AHK) was launched in February, the presentation in the series of conferences on the Western Balkans Agreements was organized in March, comments on the Draft Law on Broadband Infrastructure were sent in May.

The Committee also discussed the engagement on the Copyright Law from the perspective of the mobile operators and IT. The contribution for the White Book was provided. The elections for the committee chairpersons and adoption of the two-year agenda are planned for December.

The Committee engaged intensively on the "Don't Call Registry" on direct marketing. FIC participated in the Working Group meetings and provided comments on January 24, February 18 and May 13. As a reminder, last year FIC invested significant efforts in changing the Article 37 of the Proposal of the Consumer Protection Law related to direct marketing, to avoid the additional financial, technical, and organizational burden for the economy and achieved this goal.

Main message of the FIC proposals in the Working Group was that the complete purpose of limitation of contacts in view of direct marketing was achieved through the disposition 1 of article 37 of the Law, prescribing the ban of contacting the consumers that didn't give previous approval. As the Ministry insisted on adoption of the Rulebook, FIC advocated for reducing the burden on mobile operators, as well as for electronic form of Registry, instead of proposed paper form. In the WG FIC is represented by the Regulatory Director Jelena Lazarevic and representatives of Telco operators FIC members. According to the latest information from the Working Group meeting held on November 29, Rulebook is expected to be implemented in Q2 / Q3 2023 and will be in electronic form.

On February 25, FIC and German-Serbian Chamber of Commerce (AHK) approached the Government with the request to resolve the technical issues foreigners face related to the e-invoicing. This was organized before the planned implementation of the Law in May. The problem was that the foreigners legal representatives cannot identify themselves on the website e-ID to gain access e-invoicing, although they have the qualified e-certificate issued in Serbia. The solution suggested by FIC and AHK was therefore to extend the list of activities that is possible with the electronic certificate to include the signature of financial reports and access to e-invoicing portal.

On March 16, the Committee President Daniel Susnjar moderated the presentation on the connecting identification schemes of the citizens of the Western Balkans. It was one of the three conferences organized to present the West Balkans Agreements within Open Balkan Initiative. The presentation was held by the Head of the Department for Information Security and Electronic Business Milan Vojvodic. Presentation was supported by FIC Regulatory Director Jelena Lazarevic.

On May 9, the comments on the Draft Broadband Infrastructure Law were sent to the Telecommunications and Trade Ministry. FIC is a part of the working group for that Law, represented by the Telco & Digital Economy Committee Daniel Susnjar, Committee representative Marko Jovic and FIC Regulatory Director Jelena Lazarevic. Comments were agreed between all FIC members from the sector (A1, Cetin, Yettel and Telekom Srbija). FIC supported the adoption of the Law in view of enhancing the legal certainty and the Law implementation.

The committee discussed the possible engagement on the Decree on determining the list of technical devices based on Copyright Law, adopted in April 2022. The plan is to engage from the perspective of the members from the sectors of the mobile operators and IT. According to the changes of the Decree, the list on which the fee will be paid has been expanded to smartphones, tablets, laptops and other devices. Negotiations on the amount were held between SOKOJ and representatives of importers of technical devices.



Telecommunications & Digital Economy Committee meeting, July 2022

Ministry of Information and Telecommunications has announced that the work on the Law on Electronic Communication will be continued in December. FIC is a member of the Working Group on Draft Law and expectations are that the Law will be adopted as soon as possible, as well as key bylaws necessary for further market development. The new law is expected to bring significant progress in the digitization of the process of using telecommunications services, especially regarding the conclusion of contracts and invoicing in digital form.

The elections for the Committee chairpersons are planned for December, after which the two year agenda is to be adopted.

The Committee provided following texts for the White Book: Telecommunications, Digitalization.

Committee main activities in 2021:

1. *Participation in the Working Group on the "Don't Call Registry" and comments on the regulation*
2. *Participation in the Working Group on Draft Law on Electronic Communications*
3. *Participation in the Working Group on Draft Broadband Infrastructure Law*
4. *Joint initiative with the AHK on e-invoicing*
5. *Presentation on the West Balkans Agreements related to the identification schemes*
6. *White Book contribution*
7. *Elections scheduled for December*

TOURISM AND HOSPITALITY INDUSTRY

The Committee was established in 2022 upon the increased interest of members and having in mind the importance of the sector. Agenda was adopted and chairpersons elected. The Committee was promoted in the Cord Special Edition on 1st September. In the White Book 2022, the Tourism and Hospitality Industry text was added for the first time.

The Committee was established on June 24 upon the increased interest of members and their initiative and in line with the FIC rules as the entire industry showed support for its establishment. At the inaugural meeting, General Manager of Hyatt Regency Belgrade Zafir Lampadaridis was elected as Committee President, while a Partner at K&F Advokati, Dubravka Kosić was elected as Vice President.

Committee agenda for 2022-2023 was defined at the inaugural meeting. It includes the following priorities: Labour force seasonality (improve the current regulatory framework and its implementation to make it more flexible and adaptable to the seasonal needs of the industry), combating illegal practices (improving the regulatory framework and proposing measures to discourage and prevent illegal economic practices in

the tourism and hospitality industry); cost streamline (improving a regulatory framework in line with the main regional competitors); an efficient and accessible framework for improving investment in tourism and hospitality industry (accuracy, availability, and reliability of information, improvement of procedures for investors, etc.).



Tourism And Hospitality Industry Committee meeting, June 2022

The committee was promoted in the Cord Special Edition dedicated to tourism on 1st September by the FIC Communication Officer Renata Pindzo. Tourism was recognized internationally before the pandemic as a powerful branch of economy, a genuine opportunity to achieve more sustainable and balanced



Tourism And Hospitality Industry Committee meeting, October 2022

regional development, she said. Renata Pindžo pointed out that at a time when there is an evident change in international tourism demand and when the pressures on the global tourism market are growing, Serbia needs to redefine its strategic orientations and the way of managing tourism to be an authentic, globally recognizable, and competitive tourist destination.

The Committee provided the Tourism and Hospitality Industry chapter to the White Book for the first time. Key recommendations for the sector were outlined:






























- Adoption of a new Tourism Development Strategy with a change in the management concept of tourist destinations;
- Introduction of a new methodology for assessing the foreign exchange inflow of the tourist economy through the application of the methodology of tourism satellite accounts;
- Amendments to the Law on Simplified Working in Seasonal Affairs in certain activities in the direction of the circle extensions on the tourism sector and hospitality;
- Amendments to the Law on Value Added Tax to expand activities that would be taxed at a special, reduced rate to increase tourism destination competitiveness of Serbia;
- Amendments to the Law on Copyright regarding the method of determining the Copyright and related rights tariff in hospitality;
- Suppression of the high level of the grey economy in the individual accommodation services segment, which allows unfair competition for facilities that work legally.

Committee main activities in 2021:

1. *Establishment of the Committee in June 2022*
2. *Elections of the chairpersons and adoption of the two-years agenda*
3. *Public promotion in Cord Special Edition*
4. *Introduction of a dedicated chapter in the White Book*

FIC MEMBERS

 A1 SRBIJA D.O.O.	 ADDIKO BANK A.D. BEOGRAD	 ADECCO OUTSOURCING D.O.O.	 AIRPORT CITY BELGRADE	 ALMA QUATTRO D.O.O. BEOGRAD	 API BANK A.D. BEOGRAD
 ARDAGH METAL PACKAGING SERBIA D.O.O.	 AU APOTEKA BENU	 BALL CORPORATION, BEVERAGE PACKAGING EMEA, BEOGRAD	 BANCA INTESA A.D. BEOGRAD	 BARRY CALLEBAUT SOUTH EAST EUROPE D.O.O.	 BAYER D.O.O. BEOGRAD
 BDK ADVOKATI	 BELAGA MANAGEMENT COMPANY D.O.O	 BELGRADE AIRPORT D.O.O.	 BOJOVIĆ DRAŠKOVIĆ POPOVIĆ & PARTNERS A.O.D BEOGRAD	 BPI D.O.O. SOMBOR	 BRITISH AMERICAN TOBACCO SOUTH-EAST EUROPE D.O.O. BEOGRAD
 BRITISH-SERBIAN CHAMBER OF COMMERCE	 CARLSBERG SRBIJA D.O.O.	 CETIN D.O.O. BEOGRAD – NOVI BEOGRAD	 CTP INVEST	 DAD DRÄXLMAIER AUTOMOTIVE D.O.O.	 DDOR NOVI SAD A.D.O.
 DELOITTE ADVISORY D.O.O.	 DELTA HOLDING DOO	 DEUTSCH-SERBISCHE WIRTSCHAFTS-KAMMER (AHK SERBIEN)	 DRAGER TEHNIKA D.O.O.	 EKO SERBIA A.D.	 ERNST & YOUNG D.O.O. BEOGRAD
 ERSTE BANK A.D. NOVI SAD	 EUROBANK DIREKтна A.D. BEOGRAD	 EUROPEAN INVESTMENT BANK	 EVROPSKA BANKA ZA OBNOVU I RAZVOJ	 EXLRT D.O.O.	 FCA SRBIJA D.O.O. KRAGUJEVAC
 FERRING PHARMACEUTICALS D.O.O. BEOGRAD-STARI GRAD	 FRESENIUS MEDICAL CARE SRBIJA D.O.O.	 FRIKOM D.O.O.	 G4S SECURE SOLUTIONS D.O.O.	 GEBRÜDER WEISS D.O.O. DOBANOVCI	 GENERALI OSIGURANJE SRBIJA A.D.O.
 GRAND CASINO D.O.O. BEOGRAD	 GRUNDFOS SRBIJA D.O.O.	 HAD BMP A.D. BEOGRAD (HYATT REGENCY BEOGRAD)	 HEINEKEN SRBIJA DOO ZAJEČAR	 HEMOFARM A.D.	 HUAWEI TECHNOLOGIES D.O.O.
 IKEA SRBIJA D.O.O.	 INOS BALKAN D.O.O.	 INTESA LEASING D.O.O. BEOGRAD	 JANKOVIĆ, POPOVIĆ & MITIĆ A.O.D.	 JELEN DO D.O.O. (CARMEUSE SERBIA)	 JT INTERNATIONAL A.D. SENTA
 K&F ADVOKATI	 KARANOVIĆ & PARTNERS O.A.D.	 KENTKART SOUTHEAST EUROPE D.O.O.	 KLEEMANN LIFTTOVI D.O.O.	 KNAUF INSULATION D.O.O.	 KONSTRUKTOR KONSALTING

 KPMG D.O.O. BEOGRAD	 LAFARGE BFC D.O.O.	<small>Law Office Miroslav Stojanović cooperating law office of</small> Wolf Theiss LAW OFFICE MIROSLAV STOJANOVIC IN COOPERATION WITH WOLF THEISS	 LEITNERLEITNER CONSULTING D.O.O. BEOGRAD	 LUKOIL SRBIJA A.D. BEOGRAD	 MARSH D.O.O. ZA POSREDOVANJE U OSIGURANJU BEOGRAD
 MERCK D.O.O.	 MESSER TEHNOGAS A.D.	 METROPOL PALACE HOTEL BELGRADE METROPOL PALACE D.O.O.	 MINI PANI D.O.O.	 MIRABANK A.D.	 MOBI BANKA A.D. BEOGRAD
 MORAVACEM D.O.O.	 MS RAJICEVA D.O.O. (MAMA SHELTER)	 NAŠA AIK BANKA A.D. BEOGRAD	 NESTLÉ ADRIATIC S D.O.O.	 NIS A.D. NOVI SAD (NAFTNA INDUSTRIJA SRBIJE)	 NLB KOMERCIJALNA BANKA AD BEOGRAD
 NOKIA SOLUTIONS AND NETWORKS SERBIA D.O.O. BEOGRAD	 SERBIA PRIME SITE ONE OGRAKAN SERBIA PRIME SITE ONE AG BEOGRAD	 OLAF & MCATEER D.O.O.	 OTP BANKA SRBIJA A.D. NOVI SAD	 OTP LEASING SRBIJA	 PEPSICO
 PERNOD RICARD SRBIJA D.O.O.	 PETRIKIĆ & PARTNERI A.O.D. IN COOPERATION WITH CMS REICH-ROHRWIG HAINZ	 PHILIP MORRIS SERVICES D.O.O. BEOGRAD	 a PHOENIX company PHOENIX PHARMA D.O.O. BEOGRAD	 PRICEWATERHOUSECOOPERS D.O.O.	 RADISSON COLLECTION OLD MILL BELGRADE PRIGAN D.O.O. BEOGRAD
 PROCREDIT BANK	 RAIFFEISEN BANKA A.D. BEOGRAD	 RAIFFEISEN LEASING D.O.O.	 RAUCH SRBIJA D.O.O.	 RIO TINTO RIO SAVA EXPLORATION D.O.O.	 ROCHE D.O.O.
 SAVA NEZIVOTNO OSIGURANJE A.D.O. BEOGRAD	 SGS BEOGRAD D.O.O.	 SLADARA SOUFFLET SRBIJA D.O.O.	 STEEL IMPEX LLC	 STMG CONSULTANCY D.O.O. BEOGRAD	 TELEKOM SRBIJA A.D. BEOGRAD
 TETRA PAK PRODUCTION D.O.O. BEOGRAD	 THE COCA-COLA COMPANY (BARLAN S&M D.O.O.)	 THE INTERNATIONAL SCHOOL OF BELGRADE	 TIGAR TYRES D.O.O. PIROT PREDUZEĆE ZA PROIZVODNJU GUMA	 TITAN CEMENTARA KOSJERIĆ D.O.O.	 TOYO TIRE SRBIJA D.O.O. INDIJA
 UNICREDIT BANK SRBIJA JSC	 UNIFIEDPOST SOLUTIONS D.O.O.	 UNIQA NEŽIVOTNO OSIGU- RANJE A.D.O.	 WEST PHARMACEUTICAL SERVICES BEOGRAD D.O.O.	 WIENER STÄDTISCHE VIENNA INSURANCE GROUP WIENER STÄDTISCHE OSIGU- RANJE A.D.O. BEOGRAD	 YAZAKI SRBIJA
 YETTEL D.O.O.	 ŽIVKOVIĆ SAMARDŽIĆ ŽIVKOVIĆ SAMARDŽIĆ A.O.D. BEOGRAD				



IMPRESSUM

Editor

FIC Executive Director Aleksandar Ljubic

Text

Smiljana Vukojicic Obradovic and FIC Executive Team

Pictures

FIC archives

Production

Metropolis Co. Beograd



Foreign Investors Council

The Foreign Investors Council

Gospodar Jevremova 47, IV Floor, 11000 Belgrade, Serbia
Phone: +381 11 3281 958, 3281 965, e-mail: office@fic.org.rs
www.fic.org.rs