

PILLARS OF DEVELOPMENT

In this year's edition of the White Book, in the Pillars of Development, we presented the results of the sectors that made the greatest progress in the previous year. These were: digitalization, telecommunications, and energy.

DIGITALIZATION AND E-BUSINESS

The digitalization and e-business sector, which includes e-commerce, e-identification, issuing electronic documents, and e-business for administrative bodies, including the connection of public databases, achieved the highest score for improving the business climate in 2025.

On a global level, the sector has undergone major changes in the previous period and has been a driver of overall improvement. There has been a significant popularization of ChatGPT, introducing artificial intelligence as the most important topic in the domain of digitalization. These trends have also directly reflected on the dynamics and priorities of the IT sector in Serbia. The government has continued to develop new e-government services.

Following the adoption of the Law on Electronic Communications, aligned with EU regulations, a public debate was announced on the conditions for organizing an auction of radio frequencies intended for 5G technology. Significantly more than a million mobile phone users in Serbia already own 5G-compatible devices.

The volume of online trade has increased significantly. A similar trend has existed in previous years. The IPS payment system introduced by the NBS has contributed in particular to this.

Administrative procedures have been simplified within the framework of the "ePapir" program. A large number of citizens have accounts on the eGovernment portal, driven by the wide range of services it offers.

Since 2023, the "eInvoice" system has been implemented across the economy through the SEF system of the Ministry of Finance, replacing paper invoices. This has achieved a great administrative relief, increased transparency, and narrowed the space for the shadow economy. It is expected that this will improve the VAT refund process and reduce the costs of storing invoices.

Qualified signature issuance services in the "Cloud" have been introduced. In order to raise the quality and availability of digital services, the first AI-chat bots have been intro-

duced, which enable citizens to provide interactive support in state processes. A digital assistant based on artificial intelligence has been implemented on the eGovernment portal, which uses everyday language to direct citizens to the desired service and make navigation through the portal faster and easier.

Electronic invoicing has become the standard for telecommunications services.

Significant progress has been made in the digitalization of the economy and the public sector. The Foreign Investors Council has made four recommendations in this area: two have achieved significant improvement, and two have shown some improvement, resulting in a score of 2.50 (0.21 above the previous year's score).

TELECOMMUNICATIONS

The telecommunications sector in 2025 achieved the second-most-dynamic improvement in the business climate 2025. In general, the previous period was marked by a series of activities related to the development of by-laws by RATEL, harmonized with the new Law on Electronic Communications, aimed at greater rights and protection for users, as well as at encouraging competition and equal treatment of market participants.

Numerous activities were carried out during this period. The focus was on activities to harmonize the market with the regulatory framework introduced by the new Law on Electronic Communications, and partially implemented activities were initiated to improve regulations in the fields of telecommunications infrastructure construction and environmental protection. Activities were also initiated in other fields. In 2025, prepaid user registration was completed.

In February 2025, the Government of the Republic of Serbia adopted the Regulation on Reducing Security Risks Associated with the Introduction of Fifth Generation Mobile Networks, which met the legal and security requirements for the introduction of 5G technology.

In cooperation with the relevant ministries, the need to harmonize the by-laws of the Republic of Serbia regarding non-ionizing radiation with European Union regulations was recognized, while taking into account the development of technology in the field of electronic communications and the increasing use of electronic communications

