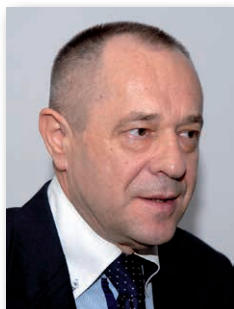


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JAČANJEM KONKURENTNOSTI MALIH I SREDNJIH PREDUZEĆA KA BRŽEM PRIVREDNOM RAZVOJU

Jedna od redovnih publikacija OECD-a, čije je najnovije izdanje nedavno objavljeno pod nazivom *Konkurentnost u Jugoistočnoj Evropi: Pregled politika u 2018. godini (Competitiveness in South East Europe: A Policy Outlook 2018)* ukazuje na ključne ekonomske izazove i strukturne prepreke na putu ka jačanju konkurentnosti u šest zemalja regiona, uključujući i Srbiju. Ovim dokumentom OECD pruža temeljnu i iscrpnu analizu i ocenu ekonomskog učinka i regionalne konkurentnosti na osnovu kvalitativnih i kvantitativnih indikatora, naročito ističući značaj razvoja sektora malih i srednjih preduzeća, čija je uloga u ukupnoj privrednoj aktivnosti veća nego što je to slučaj na nivou Evropske unije u celini. Naime, u Jugoistočnoj Evropi MSP čine 99,7% svih preduzeća, zapošljavaju 73,8% radne snage u regionu i generišu 63,9% dodate vrednosti. Uprkos nespornom značaju, međutim, doprinos malih i srednjih preduzeća ukupnom privrednom razvoju sputan je njihovim ograničenim pristupom izvorima finansiranja. Upravo u tome OECD i ostale relevantne međunarodne finansijske institucije vide potencijal za razvoj - olakšanim pristupom finansiranju za MSP povećao bi se njihov doprinos jačanju konkurentnosti privrede, kreiranju radnih mesta i inkluzivnom razvoju. Izvesne reforme već su sprovedene u zemljama regiona, ali je neophodno intenzivirati napore kako bi finansijska sredstva bila lakše i pod boljim uslovima raspoloživa svim preduzećima kojima su potrebna. Prema oceni OECD-a, ekonomije Jugoistočne Evrope beleže postepeni napredak u razvijanju neophodnih politika na tom putu, ali je za ostvarenje krajnjeg cilja neophodna koordinacija između finansijskih institucija, vlada dotičnih zemalja kao i građana kako bi se kreditne usluge usmerile na pravi način, te izgradila kultura odgovornog pozajmljivanja.

U istom pravcu usmereno je i delovanje Evropske banke za obnovu i razvoj (*European Bank for Reconstruction and Development - EBRD*), sudeći prema najnovijoj Strategiji za Srbiju od 2018. do

TOWARDS THE QUICKER ECONOMIC DEVELOPMENT BY STRENGTHENING THE COMPETITIVENESS OF SMALL AND MEDIUM- SIZED ENTERPRISES

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One of the regular OECD publications, the latest issue of which was recently published under the title *Competitiveness in South East Europe: A Policy Outlook 2018*, points to the key economic challenges and structural barriers on the path to strengthening competitiveness in six countries in the region, including Serbia. In this document, the OECD provides a thorough and comprehensive analysis and assessment of the economic performance and regional competitiveness based on qualitative and quantitative indicators, in particular highlighting the importance of developing the SME sector, the role of which in overall economic activity is greater than in the case of the European Union as a whole. Namely, in South Eastern Europe, SMEs account for 99.7% of all enterprises, employing 73.8% of the labour force in the region and generating 63.9% of value added. Despite their indisputable importance, however, the contribution of small and medium-sized enterprises to the overall economic development is limited by their limited access to finance. This is precisely where the OECD and other relevant international financial institutions see the potential for development – easier access to finance for SMEs would increase their contribution to boosting the competitiveness of the economy, job creation and inclusive development. Certain reforms have already been implemented in the countries of the region, but it is necessary to intensify these efforts to make financial resources available more easily and at better conditions, to all enterprises that need them. According to the OECD, the economies of South Eastern Europe are recording gradual progress in the development of the necessary policies along the way, but in order to achieve the ultimate goal it is necessary to coordinate the financial institutions, the governments of the countries concerned and the citizens, in order to point the lending services in the right direction and build a culture of responsible borrowing.

2023. godine, koja je usvojena u februaru ove godine. Naime, EBRD definiše sledeće strateške prioritete za Srbiju u ovom periodu: 1) unapređenje konkurentnosti i upravljanja jačanjem kapaciteta privatnih preduzeća i reformisanjem odabranih preduzeća u državnom vlasništvu i javnih komunalnih preduzeća; 2) jačanje integracije kroz unapređenje saobraćajne mreže, podršku reformi procesa ekonomskog povezivanja regiona i unapređenje umreženosti energetskih sistema; 3) podršku „zelenoj“ ekonomiji kroz unapređenje energetske efikasnosti, bolje korišćenje obnovljive energije i promovisanje održive prakse.

S tim u skladu, EBRD je nedavno predstavio novi Program finansiranja zelene ekonomije (*Green Economy Financing Facility - GEFF*) u Srbiji, kojim je obezbeđena kreditna linija od 10,2 miliona EUR sa svrhom poboljšanja energetske efikasnosti. Program se realizuje u saradnji sa UniCredit bankom a.d. Beograd i Erste bankom a.d. Novi Sad, ali je predviđeno da se u predstojećem periodu proširi i na druge banke. Njime je građanima omogućeno da apliciraju za kredite za investicije u energetske rešenja za svoje domaćinstvo, poput novih prozora sa dvostrukim ili trostrukim staklom, kotlova visoke efikasnosti grejanja ili termalne izolacije objekta. Predstavljajući ovaj projekat, direktorka EBRD za Srbiju i Zapadni Balkan, Žužana Hargitaj, istakla je da je ova kreditna linija u Srbiji deo GEFF programa za Zapadni Balkan u ukupnom iznosu od 85 miliona EUR, kao i da ove kreditne linije već postoje u Albaniji, Crnoj Gori, Bosni i Hercegovini i Makedoniji. Ono što ovom projektu, u kontekstu evropskih integracija, daje poseban značaj jeste njegova podrška politici i usklađivanju pravnog okvira Srbije po pitanjima standarda energetske efikasnosti objekta sa relevantnim direktivama EU. Ovim povodom treba istaći i da je u planu Ministarstva energetike da, u saradnji sa Ministarstvom finansija, osnuje poseban fond za energetske efikasnosti kako bi se dalje pomoglo ostvarenje zacrtanih ušteda i ciljeva u ovoj oblasti. Imajući u vidu da Evropa poslednjih godina sve više kao svoje prioritete ističe zelenu ekonomiju, energetske efikasnosti i obnovljive izvore energije, može se reći da su za Srbiju ovo mali, ali sigurni koraci na tom putu.

Najnovija inicijativa Evropske banke za obnovu i razvoj, koja će malim i srednjim preduzećima omogućiti lakši pristup finansiranju i poslovnom savetovanju, zove se „Spremni za trgovinu“ (*Trade Ready*) i zapravo će proširiti delokrug aktivnosti koje su već obuhvaćene EBRD Programom za podsticanje trgovine (*Trade Facilitation Programme*), EBRD Programom za finansiranje i razvoj malih i srednjih preduzeća (*SME Finance and Development*), kao i Inicijativnom za mala preduzeća (*Small Business Initiative*). Srbija je prva zemlja u regionu u kojoj EBRD, uz finansijsku podršku Evropske unije i Luksemburga, pokreće ovu inicijativu, a

Evropska banka za obnovu i razvoj (EBRD)

Evropska banka za obnovu i razvoj (EBRD) je jedan od vodećih investitora u Srbiji. Fokusira se na poboljšanje uloge i konkurentnost privatnog sektora, zatim na osnaživanje bankarskog sektora, podršku procesu privatizacije, produbljivanje finansijskog posredovanja i napredak na polju energetske efikasnosti. Kroz ukupno 222 projekta do danas, EBRD je u Srbiju uložio oko 4,9 milijardi EUR, pri čemu tekući portfolio projekata ima investicionu vrednost od oko 2,2 milijarde EUR. Među projektima su najbrojniji oni koji se tiču agrobiznisa, saobraćaja, energetike, infrastrukture i finansija.

Kroz svoj tim za podršku MSP, EBRD podržava mala i srednja preduzeća iz različitih industrija, kao što su industrija hrane, trgovina i distribucija, građevinarstvo i inženjering, na području cele zemlje (73% projekata je izvan Beograda). Od početka rada u Srbiji 2001. godine, ovaj tim pomogao je da preko 625 preduzeća dobije savetodavnu podršku, zahvaljujući finansiranju iz velikog broja zemalja i fondova. Aktivnosti u Srbiji trenutno finansiraju EU, Luksemburg, Švedska i specijalni akcionarski fond EBRD.



European Bank
for Reconstruction and Development

The activities of the *European Bank for Reconstruction and Development* (EBRD) are focused in the same direction, according to the latest Strategy for Serbia from 2018 to 2023, which was adopted in February this year. Namely, the EBRD defines the following strategic priorities for Serbia in this period: 1) improving competitiveness and governance, strengthening the capacity of private enterprises and reforming the selected state-owned enterprises and public utility companies; 2) strengthening integration through the improvement of the transport network, supporting the reforms of the economic integration process of the region and the improvement of the interconnectedness

The European Bank for Reconstruction and Development (EBRD)

The European Bank for Reconstruction and Development (EBRD) is one of the leading investors in Serbia. It focuses on improving the role and competitiveness of the private sector, on strengthening the banking sector, supporting the privatisation process, deepening financial mediation and progress in the field of energy efficiency. Through a total of 222 projects to date, the EBRD has invested around EUR 4.9 billion in Serbia, with the current portfolio projects having an investment value of about 2.2 billion EUR. Among these projects, the most numerous are those concerned with agribusiness, transport, energy, infrastructure and finance.

Through its support team for SMEs, EBRD supports SMEs from various industries, such as food, trade and distribution, construction and engineering, across the country (73% of projects are outside Belgrade). Since it began its operations in Serbia in 2001, this team has helped over 625 companies get advisory support, thanks to the funding from a large number of countries and funds. Activities in Serbia are currently financed by the EU, Luxembourg, Sweden and the special EBRD equity fund.

of energy systems; 3) supporting the "green" economy by improving energy efficiency, better use of renewable energy and promoting sustainable practices.

In line with this, the EBRD recently presented the new *Green Economy Financing Facility* (GEFF) in Serbia, which provided a line of credit amounting to 10.2 million EUR for the purpose of improving energy efficiency. The programme is implemented in cooperation with UniCredit Bank a.d. Belgrade and Erste Bank a.d. Novi Sad, but it is planned to expand and include other banks in the forthcoming period. It enables the citizens to apply for loans for investments in energy efficient solutions for their households, such as new windows with dual or triple glass, boilers with high heating efficiency or thermal insulation of buildings. Presenting this project, EBRD Director for Serbia and the Western Balkans, Zsuzsanna Hargitai, pointed out that this credit line in Serbia is part of the GEFF programme for the Western Balkans in the total amount of 85 million EUR, and that these credit lines already exist in Albania, Montenegro, Bosnia and Herzegovina and Macedonia. What makes this project particularly important, in the context of European integration, is its policy support and the harmonisation of the legal framework of Serbia regarding issues related to the energy efficiency standards for facilities with the relevant EU directives. In this respect, it should be noted that the Ministry of Energy, in cooperation with the Ministry of Finance, plans to establish a special energy efficiency fund in order to further assist the implementation of the set cost-cuts and goals in this area. Bearing in mind that in recent years Europe has been increasingly focusing on the green economy, energy efficiency and renewable energy sources as its priorities, it can be said that these are small but certain steps for Serbia.

The latest initiative of the European Bank for Reconstruction and Development, which will enable small and medium-sized enterprises to gain easier access to finance and business consulting is called *Trade Ready* and will in fact expand the scope of activities already covered by the *EBRD Trade Facilitation Programme*, the *EBRD SME Finance and Development Programme*, and the *Small Business Initiative*.

programu su se za sada priključile Addiko banka a.d. Beograd i Eurobank a.d. Beograd. Projekat je početkom oktobra predstavljen na posebnom događaju, uz prisustvo predstavnika EBRD, Ministarstva privrede, delegacije Evropske unije u Srbiji i banaka učesnica u projektu, kada je istaknuto da je osnovni cilj inicijative jačanje kapaciteta preduzeća u Srbiji kako bi se ona pripremila da lakše razumeju, a onda i primene instrumente neophodne za finansiranje izvoza i uvoza. Osim toga, planirane aktivnosti u okviru *Trade Ready* programa uključice obuke za finansiranje trgovinskih poslova, poslovno savetovanje za mala i srednja preduzeća, mogućnost povezivanja preduzeća sa lokalnim bankama, kao i dijalog u domenu javnih politika u cilju poboljšanja regulatornog okruženja. Najšire gledano, fokus bi trebalo da bude na povećanju izvoza domaćih MSP kako bi Srbija uhvatila korak u tom pogledu sa zemljama Evropske unije. Štaviše, uz podršku EU na putu unapređenja trgovine i ekonomije, ali i evropskih integracija, Srbija će nastojati da iskoristi potencijal malih i srednjih preduzeća kao katalizatora celokupnog privrednog razvoja.

Glavni i odgovorni urednik
dr Veroljub Dugalić



Program za podsticanje trgovine (*Trade Facilitation Program - TFP*)

Pokrenut 1999. godine, Program za podsticanje trgovine (*Trade Facilitation Program - TFP*) Evropske banke za obnovu i razvoj (EBRD) razvijen je sa ciljem unapređenja međunarodne trgovine u Centralnoj i Istočnoj Evropi, Zajednici nezavisnih država i regionu južnog i istočnog Mediterana. Proširen je 2015. godine tako da obuhvati Grčku i Kipar. U okviru programa obezbeđuju se garancije međunarodnim (konfirmirajućim) bankama čime se pokrivaju politički rizik i rizik komercijalnih plaćanja koje preuzimaju banke izdavaoci u zemljama u kojima EBRD posluje. Program okuplja više od 100 banaka izdavalaca, odnosno preko 800 konfirmirajućih banaka u 28 zemalja, pri čemu je tokom proteklih 19 godina obuhvaćeno preko 18.500 transakcija ukupne vrednosti 12,8 milijardi EUR. Ovaj program obezbeđuje: pokrće za širok spektar instrumenata za finansiranje trgovine, безусловne garancije platve na prvi pisani poziv, garancije do 100% vrednosti primenjenih instrumenata za finansiranje trgovine, linije za finansiranje trgovine i relevantna odobrenja transakcija na bazi svakog pojedinačnog slučaja, atraktivan nivo naknada koje se ugovaraju posebno za svaku transakciju, brzu i jednostavnu proceduru odobrenja za izdavanje garancija, kao i kratkoročne kredite odabranim lokalnim bankama za potrebe kreditiranja lokalnih izvoznika i uvoznika.



The Trade Facilitation Programme (TFP)

Launched in 1999, the *Trade Facilitation Programme* (TFP) of the European Bank for Reconstruction and Development (EBRD) was developed with the aim of improving international trade in Central and Eastern Europe, the Commonwealth of Independent States and the region of the Southern and Eastern Mediterranean. It was expanded in 2015 to include Greece and Cyprus. Within the programme, guarantees are provided to international (confirming) banks covering the political risk and the risk of commercial payments taken over by issuers in countries where the EBRD operates. The programme gathers more than 100 issuing banks, and over 800 affiliated banks in 28 countries, with over 18,500 transactions amounting to 12.8 billion EUR completed over the past 19 years. This programme provides: coverage for a wide range of trade finance instruments, unconditional guarantees payable on the first written call, guarantees of up to 100% of the value of the instruments used for financing trade, trade finance lines and relevant transaction approvals based on each case, attractive fees negotiated individually for each transaction, a quick and simple procedure for issuing guarantees, as well as short-term loans to selected local banks for the purpose of lending to local exporters and importers.

Serbia is the first country in the region where the EBRD is launching this initiative, with the financial support of the European Union and Luxembourg, and Addiko Bank a.d. Belgrade and Eurobank a.d. Belgrade have since joined the programme. The project was presented at a special event in early October, in the presence of the representatives of the EBRD, the Ministry of Economy, the European Union Delegation in Serbia and the banks participating in the project, when it was emphasised that the main goal of the initiative is to strengthen the capacity of companies in Serbia in order to prepare them to understand, and then apply the instruments necessary to finance exports and imports. In addition, the planned activities within the *Trade Ready* programme will include trade finance training, business consulting for small and medium-sized enterprises, the possibility of linking businesses with local banks, as well as policy dialogue in order to improve the regulatory environment. More broadly speaking, the focus should be on increasing the export of domestic SMEs in order for Serbia to measure up to the countries of the European Union in this regard. Moreover, with the support of the EU on the path of improving trade and economy, as well as European integration, Serbia will endeavour to exploit the potential of small and medium-sized enterprises as the catalysts of overall economic development.

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