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COMMERCE AND  
INDUSTRY OF SERBIA

ASSOCIATION OF TRADE



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# FOREWORD

Sectoral analyses of the Chamber of Commerce and Industry of Serbia (CCIS bulletins) have been reporting on the business performance indicators of the domestic economy for the 18 chamber associations for eight consecutive years. We analyze trends in agriculture, industry and services, as well as business expectations of the economy, with a review of current projections. We publish the Bulletins quarterly (review of quarterly business dynamics) and annually in Serbian and English. These publications inform members of the chamber system, representatives of the business community and the professional public about the leading macroeconomic, sectoral and branch topics.

In the bulletins you can find information on current and adopted economic initiatives that we launch with the aim of improving the business environment, creating sustainable business conditions and strengthening the potential of the domestic economy to perform on domestic and foreign markets, data on sources of financing, incentives, services, public authorizations and education of the Serbian Chamber of Commerce.

All information in the bulletins are a result of the activities of the single chamber system and the domestic economy. For analyses, we use official data from domestic and foreign institutions, results of chamber research and information available on business platforms. We develop case studies and examples of good practice in cooperation with the economy.

All previously published Bulletins are available on the website of the [Chamber of Commerce and Industry of Serbia](#).

Jelena Vasić,  
Editor



The Trade Association of the Chamber of Commerce and Industry of Serbia is the basic form of organization that works for the companies whose predominant activity is trade. The Association is a professional association of traders (wholesale and retail) which, by taking care of the strategic directions of the development of trade through the transfer of information and knowledge and the introduction of standards, helps its members in making sound business and investment decisions. The Association protects and represents the interests of its members through cooperation with state authorities and other factors, all with the aim of a more successful development of trade and creation of fair market relations. Trade is a bridge between producers and consumers. Trade, and especially retail, is a driver of growth, competitiveness and employment. The retail sector is considered to be a pillar of the European economy. Trade plays a fundamental role in stimulating growth and creating new employment.

The mission of the CCIS Trade Association is to advocate for trade as a sector that connects producers with end consumers, collect and distribute information, and develop tools and methodologies that enable members to understand the market and encourage fair market competition. The association of traders within CCIS represents the interests of all members, and the Association's activities are focused on developing competition, strengthening the market and encouraging a fair market game.

Tijana Maljković,  
Secretary







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# ACTIVITIES

of the CCIS Association  
of Trade

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## **Constitutive Meeting for Establishing a Section of Real Estate Brokers**

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The Group of Real Estate Brokers of the Association of Trade of the Chamber of Commerce and Industry of Serbia held a meeting on 25 January 2024, for the purpose of establishing a Section of Real Estate Brokers of CCIS - Regional Chamber of Commerce and Industry of the Nišava, Pirot and Toplica Administrative Districts. At the meeting, the importance of forming such a Section was emphasized, that is, the necessity of creating an environment that, by unifying interests and providing assistance to individual members - primarily those with a smaller number of employees - will create conditions for professional work and adequate performance on the market. There was talk about the modalities of association within the chamber system of Serbia and the possibilities for agency owners to organize themselves in a way that is most adequate in terms of their interests. The agenda of the meeting included the election of the president and deputy president of the Section. A representative of the Pegaz company was elected president by the majority of votes, and a representative of the Riznica company was elected deputy president.

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## **Meeting of the Board of the Group of Retail and Wholesale Food Traders**

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The meeting of the Board of the Group of Wholesale and Retail Food Traders was held on 12 March 2024. The representatives of the Board of the Group were introduced to the activities of the Working Group of the Group Board, which deals with the issue of deposits, through the presentation "Deposit Return System - Basics of Operating". It was agreed to establish another working group within the Board of the Group of Wholesale and Retail Food Traders, which would deal with the preparation of the Proposal for the Code of Ethical Advertising of traders from this activity.

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## **Meeting of the Section of Real Estate Brokers of the Moravica and Raška Administrative Districts**

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The agenda of the meeting of the Section of Real Estate Brokers of the Moravica and Raška Administrative Districts, which was held on 22 February 2024, included the following topics: membership in the Group of Real Estate Brokers of Serbia; issuing identification cards for brokers; organizing education on the topic of the application of the Law on Prevention of Money Laundering and Financing of Terrorism; suppressing the shadow economy (unfair competition); protection of the rights and interests of brokers (form of brokerage agreement, exclusive brokerage agreement, court practice); amendments to the Law on Real Estate Brokerage and Leasing; issuance of real estate folio in the land register for real estate brokers; compliance with the Law on Real Estate Brokerage and Leasing in Advertising. After discussing the mentioned topics, the participants of the meeting unanimously agreed that the education of brokers is a priority activity in the coming period.

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## **Meeting of the Section of Ceramic and Sanitary Equipment Traders**

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The meeting of the Section of Ceramic and Sanitary Equipment Traders was held in the Chamber of Commerce and Industry of Serbia, on 22 May 2024. On that occasion, it was noted that the previous president of the Section, a representative of the Enmon company, had retired, as well as that the deputy president of the Section, which is a representative of the Keramika Jovanović company, had resigned due to being too busy with the company's work. The present attendees elected a new president, from the company Studio Tasev d.o.o., and a new deputy president of the Section, from the company Enmon. Both candidates were elected unanimously by the members of the Section.

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## **Meeting of the Board of the Group of Specialized Non-Food Traders**

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The meeting of the Board of the Group of Specialized Non-Food Traders was held on 18 June 2024. The agenda included the adoption of the proposed minutes from the previous meeting of the Board of the Group, and the election of the president and deputy president of the Group's Board. The new management was unanimously elected: a representative of Metalac market d.o.o. Gornji Milanovac was elected president, while a representative of the company Jugosmed d.o.o. Smederevo was elected deputy president.

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## **Meeting of the Section of Dealers in Arms and Ammunition for Civil Purposes**

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The meeting of the Section of Dealers in Arms and Ammunition for Civil Purposes was held in the Chamber of Commerce and Industry of Serbia, on 21 October 2024. At the meeting, the president and deputy president of the Section were elected. A representative of the company Bergline doo was elected as president, while a representative of the company Peloponez doo was elected as deputy president.

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## **Constitutive Meeting of the Section of Real Estate Brokers**

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The constitutive meeting of the Section of Real Estate Brokers was held in the CCIS – RCCI of Sremska Mitrovica, on 2 October 2024, at which the Section's management was also elected. The owner of the Agency Komarac from Stara Pazova was elected as the president of the Section, while the owner of the agency Nekretnine Šorak from Sremska Mitrovica was elected as the deputy. After the discussion of all present, it was concluded that the issues to be worked on are: unregulated advertising and false information, high advertising costs; unfair competition, the fight against the shadow economy and the work of persons without licenses.

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## **Meeting of the Board of the Group of Importers and Distributors of Alcoholic Beverages**

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At the meeting of the Board of the Group of Importers and Distributors of Alcoholic Beverages, which was held on 26 November 2024, the agenda included: shadow economy - sale of alcoholic beverage without excise duty, customs duty and declaration; sale of Chinese spirits (without excise, customs duty and declaration) in block 70; parallel import of goods; amendments to the Law on Advertising; a proposal to create an additional quota for the import of wine from the EU (quota B for the price category of wine from 5-15 euros per bottle); acceptance by state bodies of analyses from certified EU laboratories for the quality of wine and strong alcoholic beverages, i.e. the abolition of phytosanitary analysis, etc. At the meeting, it was agreed to submit a letter to the Customs Administration regarding the parallel import of goods, to hold a joint meeting of importers and distributors of wine and strong alcoholic beverages with producers of strong alcoholic beverages and representatives of wine producers on the subject of the shadow economy, that the Group's Board in the coming period work on amending/supplementing quotas for wine imports and to prepare a letter and send it to the competent institutions regarding amendments to the phytosanitary analysis of wine and strong alcoholic beverages.







## E-meeting of the Board of the Group of Wholesale and Retail Food Traders

The electronic meeting of the Board of the Group of Wholesale and Retail Food Traders was held on 21 November 2024. At the meeting, the minutes from the previous meeting of the Group's Board were adopted, the president and deputy president of the Group's Board were elected, the members of the Group's Board were verified and the working version of the Code of Ethical Practices in Advertising of Wholesale and Retail Food Traders was adopted. A representative of Domaći trgovački lanac - DTL was elected as the president of the Group's Board, and a representative of PTP DIS was elected as deputy president.



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## **Argentina and Serbia - Business Talks in the Field of Agricultural Mechanization at the International Agricultural Fair in Novi Sad**

In the organization of the Chamber of Commerce and Industry of Serbia and the Embassy of Argentina in the Republic of Serbia, a business meeting of domestic companies in the field of trade in agricultural machinery with Argentine manufacturers of this type of machinery was held. Representatives of companies from both sides presented the attendees with information about what types of machines they produce, that is, what machines they trade. It was pointed out that for years there has been good business cooperation between the company Maral Agrar d.o.o. and the Argentine company Franco Fabril. It was established that there are systemic problems that need to be solved, which relate to the high customs rates when importing this machinery from Argentina to Serbia, the large dimensions of certain machines, which do not correspond to the conditions on our roads, which are not in accordance with the regulations adopted by the Agency for Traffic Safety (trailers, animal feeders, sprinklers), as well as the extremely high transport costs. The representative of the Embassy of Argentina to Serbia pointed out that the reduction of customs rates is a long-term process requiring time to be implemented. The representative of the Chamber of Commerce and Industry of Serbia said that there is a possibility that the Chamber will submit an initiative to the competent ministry to reduce customs rates for the import of agricultural machinery from Argentina, if a large number of companies have a problem with high customs rates.

A representative of the Ombu company from Argentina, which is engaged in the production of large carts/tractors, trailers with a funnel, pickers, platters, fertilizer spreaders, tillage machines, silos, livestock unloading machines, pointed out that they aim to find a distributor on the Serbian market for their products. The representative of the CCIS Association of Trade said that contact will be established with the members of the Association who are engaged in trade in agricultural machinery, and if interest is expressed, the contact information will be provided to the representatives of the Embassy of Argentina.

## **Trendmakers Conference**

The first Trendmakers Conference, dedicated to influencers and digital trends, was held in Sava Center, in October 2024. The Conference gathered influencers and the most successful individuals from the world of marketing and business, with the aim of presenting sales strategies and the influence of influencers in business development and content promotion in Serbia. The Conference was attended by more than 300 participants who took part in panel discussions. As part of the Conference, four panel discussions were held that covered some of the most current topics such as the role of influencers in the FMCG industry; social responsibility of influencers; the influence of influencers in the fashion industry; as well as their role in the promotion of tourist destinations, and awards were also presented to the most outstanding content creators in different categories.

## **Logistics and Distribution Centre METRO Cash & Carry Serbia**

A new logistics and distribution centre of the company METRO Cash & Carry Serbia, which covers an area of 15,000 square meters, was opened in Dobanovci, in November 2024. It was built entirely according to the requirements and international standards, where the latest technology for cooling systems was applied, without using freon, which significantly reduced the impact on the environment. The company is also known for its unique Jutro franchise trading program, within which it provides support to independent traders for their long-term and successful business. So far, 60 Jutro stores have been opened in Serbia, and an example of a Jutro store was shown at the ceremonial opening of the distribution and logistics centre. Nevertheless, METRO in Serbia employs 1,100 people in nine sales distribution centres (Belgrade, Niš, Novi Sad, Kragujevac, Požarevac, Subotica and Šabac).



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# REGIONAL INFORMATION

## Cooperation with companies from the Antalya Industrial Zone

Belgrade Chamber of Commerce and Industry

On 19 November 2024, business meetings of Serbian and Turkish businesspeople were held in the organization of the Belgrade Chamber of Commerce and Industry and the Organized Industrial Zone Antalya, from Turkey, and in cooperation with the RCCI of the Zlatibor Administrative District (Užice) and the RCCI of the Moravica and Raška Administrative District (Kraljevo). Special guests at the meeting were the President of the Chamber of Commerce and Industry of the Federation of Bosnia and Herzegovina with his businesspeople. Leading companies from the Industrial Zone Antalya presented their products, mainly from the fields of agriculture and food industry, chemical industry, but also construction and machinery and elevator industry.

## Good work by pepper producers from Tavankut

RCCI of the North Bačka Administrative District Subotica

Tavankut, a traditional fruit-growing place near Subotica, has positioned itself as an important pepper producer. This is evidenced by the fact that the Vočko Agricultural Cooperative has started delivering edible pepper to its Croatian partner, the Company Podravka. The Cooperative points out that the delivery of around 300 tons of pepper was agreed with the mentioned partner in the first year of export, and that the possibility of exporting larger quantities in the period after that is open.

## Extended Subotica Free Zone

RCCI of the North Bačka Administrative District Subotica

By the Decision of the Government of the Republic of Serbia, the Subotica Free Zone was extended to the Municipality of Senta. Now, after expanding to the Municipalities of Kanjiža and Kikinda, it occupies an area of 100 hectares of land. The Free Zone currently consists of 11 companies: Zoppas, ContiTech Fluid, Norma Group JI Europe, Ametek, Flender, Swarovski, Boysen, B+B Sensor Solutions, Plastikcam East, Nifco Germany and Feller.

## Ambassador of Italy visiting Vršac

RCCI of the South Banat Administrative District Pančevo

On 20 March 2024, the Mayor of Vršac hosted the Ambassador of Italy in Serbia, with the aim of exchanging information regarding the operations of a large number of Italian companies in the area of the City of Vršac. Fintel energija ad, which is majority-owned by the Italian Fintel Energia Group SpA, is the leading producer of electricity obtained from wind energy in the Balkans. Also, the cooperation with the Company Palladio East doo, which is a large producer of pharmaceutical paper packaging, and employs 270 workers from the territory of Vršac, proved to be very successful. The new Industrial Zone North, which extends towards the border crossing and has new locations, very suitable for numerous investments, was also presented. An invitation was made for further cooperation with Italian companies, especially due to the convenience of proximity to Romania, where tens of thousands of Italian companies operate extremely successfully.



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## **Cooperation and partnership between Italian and Serbian businesspeople on the territory of Šumadija and Pomoravlje of the RCCI of the Pomoravlje and Šumadija Administrative District**

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RCCI of the Pomoravlje and Šumadija Administrative District Kragujevac

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Meeting of businesspeople - Connecting industries: meetings, challenges and opportunities was held on 9 April 2024, in the premises of the RCCI Kragujevac. The meeting was attended by companies with Italian capital and members of Confindustria Serbia, with the aim of maintaining an open dialogue of the companies present and presenting activities and plans, as well as possible opportunities for cooperation.

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## **Cooperation Agreement signed between the Chamber of Commerce and Industry of the Zenica-Doboj Canton and the CCIS – RCCI of the Šumadija and Pomoravlje Administrative District**

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RCCI of the Pomoravlje and Šumadija Administrative District Kragujevac

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Within the cooperation project of the Faculty of Economics of the University of Kragujevac and the University of Zenica, an Agreement on Cooperation was signed between the Chamber of Commerce and Industry of the Zenica-Doboj Canton and the Chamber of Commerce and Industry of Serbia - Regional Chamber of Commerce and Industry of the Šumadija and Pomoravlje Administrative District. The Agreement envisages joint activities that should greatly contribute to the intensification of cooperation and the stronger linking of these two industrially developed regions.

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## **Businesspeople of the Rasina District visited the 48<sup>th</sup> International Construction Fair SEEBBE**

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RCCI of the Rasina Administrative District Kruševac

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The Regional Chamber of Commerce and Industry of the Rasina Administrative District of the Chamber of Commerce and Industry of Serbia organized a visit to the 48<sup>th</sup> SEEBBE International Construction Fair, for 50 representatives of the economy and Local Self-Governments of the Rasina District. This provided the companies with the opportunity to enter new markets, and gave them access to current products and solutions, through an overview of all aspects of the construction industry.

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## **Kruševac businesspeople visiting the Liaoning Province and the City of Shenyang, China**

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RCCI of the Rasina Administrative District Kruševac

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In the organization of the Chinese Central European Logistics Zone CECZ with its Representative Office in Budapest, and the Government of the Liaoning Province, in the period from 9 to 14 October 2024, a business visit of the Business Delegations of Serbia, Hungary and Romania was realized to the Liaoning Province and the City of Shenyang, in the northeast of China. The Delegation from Serbia visited companies from the metalworking industry, rubber and light industry - textiles and fashion industry. During the visit, several conferences and meetings were held at which Serbian businesspeople established contacts aimed at economic cooperation. In addition, they participated in the dialogue of the business and the consortium of industrial and hazardous waste operators, with consultants from the field of environmental protection.



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## **Businesspeople of the Rasina, Raška and Moravica Districts visited the 25<sup>th</sup> International Business Fair in Mostar**

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RCCI of the Rasina Administrative District  
Kruševac

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Companies from the Rasina, Raška and Moravica Districts, 50 of them, visited the 25<sup>th</sup> International Business Fair in Mostar, which was held from 15 to 17 April 2024, and included significant business discussions with the companies that introduced themselves at one of the most visited and most successful fair events in Bosnia and Herzegovina.

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## **Tekijanka celebrated 34 years of successful operations**

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RCCI of the Bor and Zaječar Administrative District  
Zaječar

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By cutting the Slava Cake in the Church of Saint Nikola in Tekija, the owners of Tekijanka marked the day of the company, founded in a fishing village on the shores of the Djerdap Lake, on 25 February 1990. In the same month of 2024, their fifth store was opened in Zaječar, and a large distribution centre is also planned to be opened there this year. This will enable a significant number of local producers from the territory of Timočka Krajina to market their products in Tekijanka stores, which indirectly has a very positive effect on the development of rural and devastated areas in this part of Serbia. Since 2023, the company has expanded its operations territorially by opening stores in Niš and Paraćin. Also, two decades ago, on 25 February the restaurant Tekijanka plus started operating. It was the foundation of the development of their catering business, which was later completed and enriched with the Djerdap Hotel, and the newly opened restaurants Varnica and Krčma near Tekijanac in Kladovo.

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## **Support of the company Serbia Zijin Mining to farmers from Metovnica**

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RCCI of the Bor and Zaječar Administrative District  
Zaječar

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Representatives of the Company Serbia Zijin Mining signed a Contract on Cooperation with local agricultural producers from Metovnica, near Bor, in September 2024. The goal of the signing is to provide the support to local producers and livestock farmers, especially those from the category of socially vulnerable households, and to enable continuous marketing of their products, as well as to support the development of local industry and encourage economic growth. In the coming period, more than two hundred registered agricultural households will be able to sell their livestock and agricultural products to Serbia Zijin Mining.

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## **With hydroseeding to green areas in Majdanpek**

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RCCI of the Bor and Zaječar Administrative District  
Zaječar

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Environmental Protection Service of the Majdanpek subsidiary of Serbia Zijin Copper points out that the company has so far covered 130,000 square meters with a green "carpet" in the greening and recultivation of degraded land in Majdanpek, and that 2,000 square meters of inaccessible areas have been greened, with the hydroseeding technique, by which the annual plan of reclamation of degraded land is already exceeded. Recultivation prevents soil erosion and greatly improves the quality of ambient air. Hydroseeding is a new greening technique, which is mostly used in Italy. In Serbia, it has so far been used only to stabilize terrain along highways, because the technique is not cheap at all.



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## **The City of Leskovac won the Eco-Municipality Award for the second time**

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RCCI of the Jablanica and Pčinja Administrative District Leskovac

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At the competition in the Sustainable Water Management category, the City of Leskovac won the Eco-Municipality award for the second time, which was presented to the Mayor of Leskovac. This city has always strived to improve its system of communal infrastructure and stand side by side with the cities of Europe.

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## **A Delegation of Chinese businesspeople visited the Niš region**

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RCCI of the Nišava, Pirot and Toplica Administrative District Niš

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At the initiative of the Naissus Business Club, on 19 January 2024, a bilateral meeting of local businesspeople was held with a Delegation of the People's Republic of China and representatives of the Canton Chamber of Commerce and Industry. The aim of the meeting was to promote economic and trade exchange between the Chinese Province of Guangdong and the economic potential of the Nišava, Pirot and Toplica Districts, in order to create a long-term environment that will encourage the growth and development of business relations between Serbian and Chinese companies.

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## **Office for the Cooperation of the Cities of Niš and Lishui opened**

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RCCI of the Nišava, Pirot and Toplica Administrative District Niš

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The Office for the Cooperation of the Cities of Niš and Lishui (China) was opened in Niš, on 23 September 2024. On that occasion, a Protocol of Intentions was signed, which foresees the continuation of the promotion of trade of goods and services, as well as the organization of mutual visits and dialogues.

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## **Cross-border Conference Europe in the Balkans: a Common Future**

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RCCI of the Nišava, Pirot and Toplica Administrative District Niš

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Cross-border Conference of the project Europe in the Balkans: a common future was held simultaneously in Belgrade and Vidin (Bulgaria), on 14 June 2024. The project Europe in the Balkans: a common future is implemented by BTA, with the support of the European Commission, and builds on the already realized project called Europe in Bulgaria: a common future. The goals of the project are: better understanding of the role of cohesion policy, with an emphasis on the Balkans, raising awareness of projects financed by the EU through cohesion policy, promoting an open dialogue on the results of its implementation at the local level, as well as civic participation in issues related to cohesion policy. The representative of the CCIS – RCCI Niš introduced the participation of this chamber in cross-border cooperation projects, which has lasted for more than two decades, and pointed out, among other things, that in addition to the Cross-Border Cooperation Programme of Serbia and Bulgaria, this Chamber also participates in other programmes financed by the EU.





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## Agreement between Serbia and Uganda to conquer new African markets

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RCCI of the Nišava, Pirot and Toplica  
Administrative District Niš

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The city of Niš hosted the first meeting of the Joint Commission for Trade Cooperation between the Republic of Serbia and the Republic of Uganda. At the meeting, held on 25 October 2024, a Memorandum of Understanding in the field of air transport was signed, as well as an Agreement on Air Transport between the Government of the Republic of Serbia and the Government of the Republic of Uganda. This opens the door to increasing the volume of cargo transport and trade between the two countries, which will have the opportunity to place their goods on third markets, i.e. on the territory of Europe in the case of Uganda's economy, and in the markets of Africa, in the case of our country. It was especially emphasized that the common goal is that the trade between Serbia and Uganda exceeds 100 million euros, and that it continues to grow in the coming years.









# ECONOMIC ACTIVITY

## in Trade

### Relative Importance of the Activity – Gross Value Added

According to the data of the Statistical Office of the Republic of Serbia, the gross value added (GVA) of the wholesale and retail trade and real estate activities, in 2023, amounted to EUR 13.2 billion, which accounts for 20.6% of the total realized GVA of the Republic of Serbia, with the year-on-year real growth rate of 2.6%.

In the structure of the gross value added of the section of wholesale and retail trade, the share of wholesale trade (except of motor vehicles and motorcycles) amounts to 49.0% (EUR 3.8 billion).

The realized GVA in retail trade (except of motor vehicles and motorcycles) amounts to EUR 3.3 billion (42.7% GVA of the section of wholesale and retail trade), and in the wholesale and retail trade; repair of motor vehicles and motorcycles, it amounts to EUR 649.0 million (8.3% GVA of the mentioned sector). In the section of real estate activities, the GVA was recorded in amount of EUR 5.4 billion, which accounts for 8.4% of the total created GVA in the Republic of Serbia in 2023.

The highest year-on-year growth in the gross value added was registered in the retail trade, by 6.4%, whereas the lowest growth was recorded in the real estate activities (0.1%).

### Gross value added (GVA) in the wholesale, retail trade and real estate activities, 2023

Code of section and activity divisions	GVA, by sections and activity divisions of CA (2010)	Share in GVA, in %		Real growth rates (2022 = 100, %)
		in total	by section	
	<b>Republic of Serbia</b>	<b>100.0</b>	<b>-</b>	<b>4.8</b>
<b>Section G</b>	<b>Wholesale and retail trade; repair of motor vehicles and motorcycles</b>	<b>12.2</b>	<b>100.0</b>	<b>4.4</b>
Division 45	Wholesale and retail trade and repair of motor vehicles and motorcycles	1.0	8.3	3.5
Division 46	Wholesale trade, except of motor vehicles and motorcycles	6.0	49.0	2.9
Division 47	Retail trade, except of motor vehicles and motorcycles	5.2	42.7	6.4
<b>Section L</b>	<b>Real estate activities</b>	<b>8.4</b>	<b>100.0</b>	<b>0.1</b>
Division 68	Real estate activities	8.4	100.0	0.1

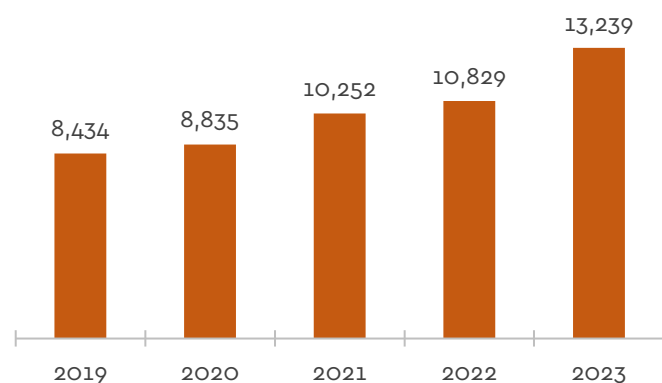
Source: SORS, precalculation by Centre for SAAPP (CCIS).

Note:

in total = the share of activity sections and divisions of CA(2010) in the recorded GVA of the Republic of Serbia

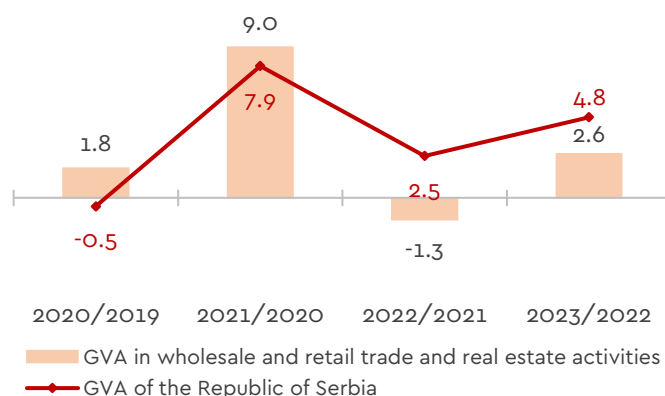
by section = the share of activity division of CA (2010) in the GVA of the activity section of CA (2010) it belongs to

### GVA, current prices, in wholesale and retail trade and real estate activities (in EUR million)



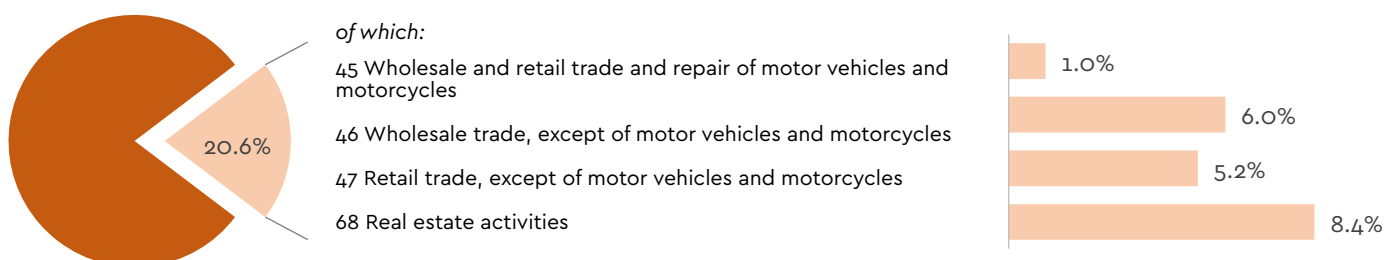
Source: SORS, precalculation by Centre for SAAPP (CCIS).

### GVA, real growth, in constant prices of the previous year, in wholesale and retail trade and real estate activities (in %)



Source: SORS, precalculation by Centre for SAAPP (CCIS).

### Share of GVA in wholesale and retail trade and real estate activities in GVA of the Republic of Serbia, 2023 (in %)



Source: SORS, precalculation by Centre for SAAPP (CCIS).

Note: For the calculation of GVA in wholesale and retail trade and real estate activities, the following areas of activity are included according to CA(2010): 45-Wholesale and retail trade and repair of motor vehicles and motorcycles, 46-Wholesale trade, except of motor vehicles and motorcycles, 47-Retail trade, except of motor vehicles and motorcycles, 68-Real estate activities.



## Companies and Entrepreneurs

According to the calculations of the Chamber of Commerce and Industry of Serbia, and based on the Business Registers Agency, in 2024, the total of 42,062 companies operated in the wholesale and retail trade and real estate activities, which accounts for 30.5% of the total registered companies in the Republic of Serbia. Out of that number, 27,152 companies are registered for the wholesale trade (except of motor vehicles and

motorcycles), i.e. 64.6%, then 8,197 companies for the retail trade (except of motor vehicles and motorcycles), i.e. 19.5% and 3,615 companies for the wholesale and retail trade; repair of motor vehicles and motorcycles (8.6%). The lowest number of companies is registered in the real estate activities (7.4%).

In addition to companies, in 2024, about 58,656 enterprises were engaged in the wholesale and retail trade and real estate activities.

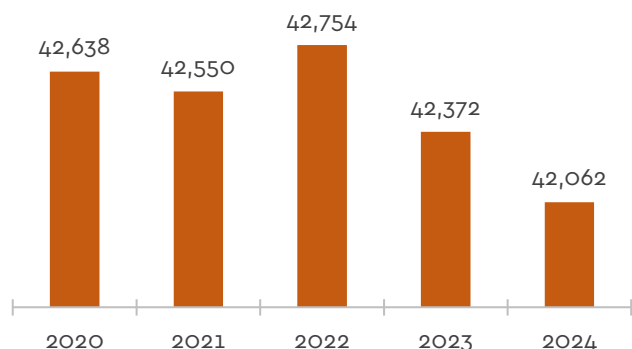
### Active companies and entrepreneurs engaged in wholesale, retail trade and real estate activities, 2024

Code of section and activity divisions	Active companies and active entrepreneurs	Active companies		Active entrepreneurs	
		number	year-on-year change, in %	number	year-on-year change, in %
	<b>Republic of Serbia</b>	<b>137,871</b>	<b>0.4</b>	<b>353,010</b>	<b>7.0</b>
<b>Section G</b>	<b>Wholesale and retail trade; repair of motor vehicles and motorcycles</b>	<b>38,964</b>	<b>-1.3</b>	<b>57,011</b>	<b>0.6</b>
Section 45	Wholesale and retail trade and repair of motor vehicles and motorcycles	3,615	-2.4	12,447	5.0
Section 46	Wholesale trade, except of motor vehicles and motorcycles	27,152	-1.4	4,040	3.7
Section 47	Retail trade, except of motor vehicles and motorcycles	8,197	-0.8	40,524	-1.0
<b>Section L</b>	<b>Real estate activities</b>	<b>3,098</b>	<b>7.5</b>	<b>1,645</b>	<b>7.7</b>
Section 68	Real estate activities	3,098	7.5	1,645	7.7
<b>TOTAL</b>		<b>42,062</b>	<b>-0.7</b>	<b>58,656</b>	<b>0.8</b>

Source: Serbian Business Registers Agency (SBRA), precalculation by CCIS.

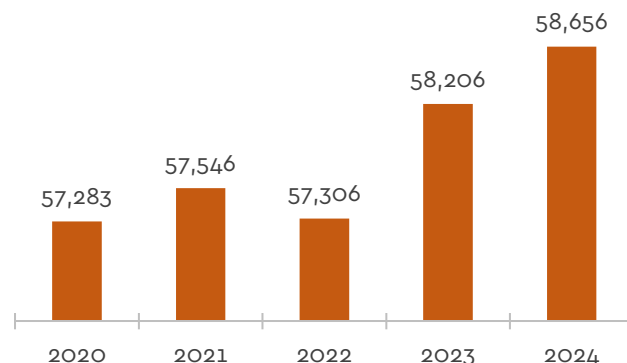


### Number of companies in wholesale and retail trade and real estate activities



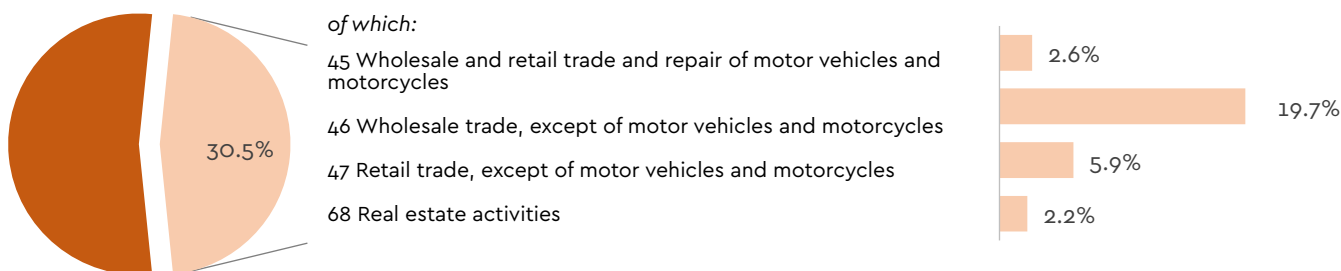
Source: Serbian Business Registers Agency (SBRA), precalculation by CCIS.

### Number of entrepreneurs in wholesale and retail trade and real estate activities



Source: Serbian Business Registers Agency (SBRA), precalculation by CCIS.

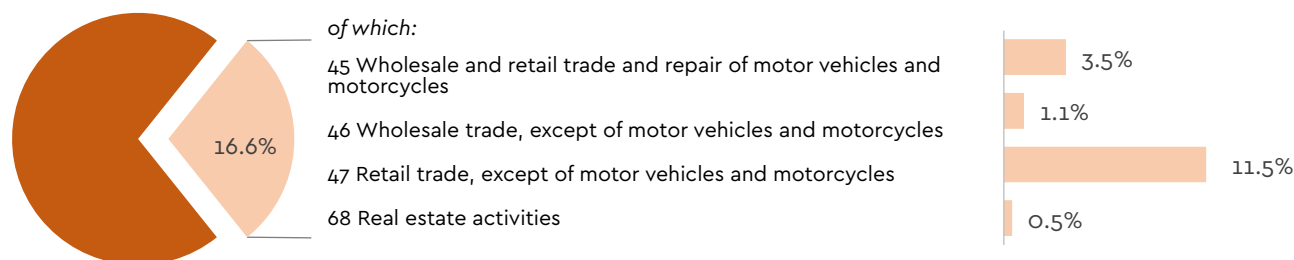
### Share of the number of companies in wholesale and retail trade and real estate activities in the total number in the Republic of Serbia, 2024 (in %)



Source: Serbian Business Registers Agency (SBRA), precalculation by CCIS.

Note: For the calculation of the number of companies in wholesale and retail trade and real estate activities, the following areas of activity are included according to CA(2010): 45-Wholesale and retail trade and repair of motor vehicles and motorcycles, 46-Wholesale trade, except of motor vehicles and motorcycles, 47-Retail trade, except of motor vehicles and motorcycles, 68-Real estate activities.

### Share of the number of entrepreneurs in wholesale and retail trade and real estate activities in the total number in the Republic of Serbia, 2024 (in %)



Source: Serbian Business Registers Agency (SBRA), precalculation by CCIS.

Note: For the calculation of the number of entrepreneurs in wholesale and retail trade and real estate activities, the following areas of activity are included according to CA(2010): 45-Wholesale and retail trade and repair of motor vehicles and motorcycles, 46-Wholesale trade, except of motor vehicles and motorcycles, 47-Retail trade, except of motor vehicles and motorcycles, 68-Real estate activities.

## Retail and Wholesale Trade in Goods

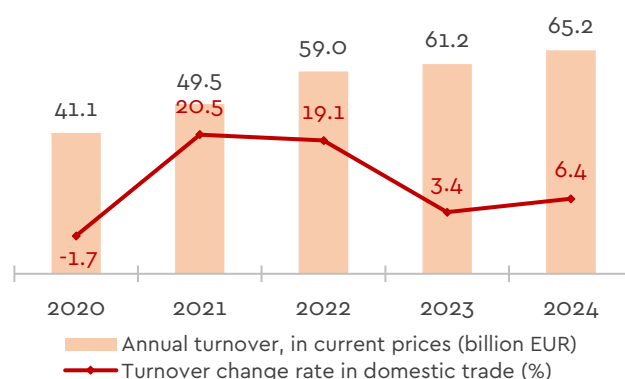
In the five-year period (2020-2024), trade turnover increased in all areas of domestic trade, except for 2020, when, due to the global crisis, a decline in turnover was recorded in certain areas.

The highest annual growth rate of trade in goods over a five-year period was recorded in **retail trade (except trade in motor vehicles)**, where turnover grew at an average annual rate of 13.9%, while the highest year-on-year growth of turnover was recorded in 2022 (22.0%). In 2024 trade turnover increased by 9.2% comparing to 2023.

The turnover of goods in **wholesale trade (excluding trade in motor vehicles)** grew by an average of 10.4% in the period 2020-2024, and in 2024, turnover increased by 3.8% year-on-year. In 2023, a decrease of 1.1% was recorded compared to 2022.

In the area of **wholesale and retail trade in motor vehicles**, a five-year growth rate of 15.8% was recorded in goods turnover, and the highest year-on-year growth in turnover was recorded in 2022, at 22.2%. In 2024, turnover increased by 10.0% compared to 2023.

### Wholesale and Retail Trade Turnover

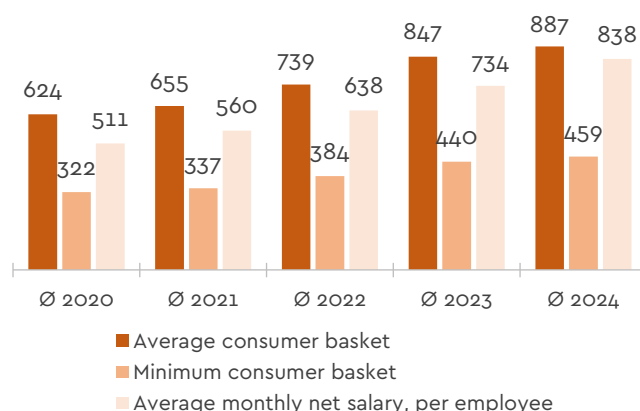


Source: SORS, precalculation by Centre for SAAPP (CCIS).

## Purchasing Power in the Republic of Serbia

In 2024, the average consumer basket in the Republic of Serbia amounted to EUR 886 and increased by about 41.6% compared to the beginning of the observed period, i.e. 2020. On the other hand, the minimum consumer basket, which makes up 51.8% of the average consumer basket, amounted to EUR 459 in 2024 and increased by 42.0% compared to the beginning of the observed period 2020-2024. Average monthly net earnings in 2024 made up 94.5% of the average consumer basket, and it is higher than the minimum consumer basket by 82.5%.

### Average monthly net salary and average new consumer basket ratio (in EUR)



Source: MIET, based on the data of the SORS.

Note:

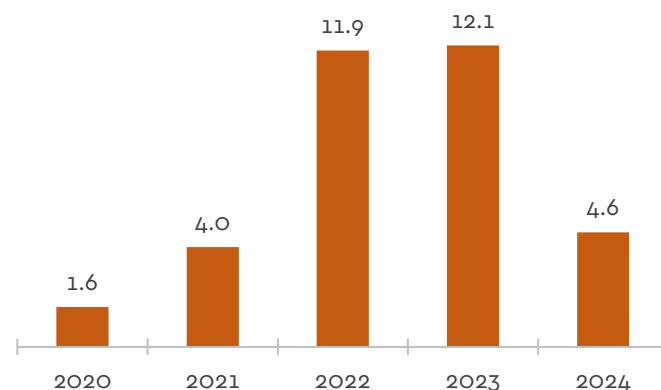
**Minimum basket** – refers to household consumption, which ensures the maintenance of life and working capacity of household members, taking into account the optimal biochemical composition of food (carbohydrates, proteins, fats and calories). The total value of the minimum consumer basket is the sum of expenditures on food and other products and services that make up the personal consumption of the household.

**Average basket** – refers to the consumption of personal consumption goods and services by the average household.

## Realized Consumer Price Growth

In the five-year period (2020–2024), the fastest acceleration of consumer prices was just recorded in 2023, when prices increased by 12.1% on average, in relation to the volume of prices in 2022. The lowest inflation measured by consumer price indices was in 2020, when it amounted to 1.6%. This economic indicator has been recording a declining trend since 2021, that in 2021 inflation would record a progressive acceleration, and the maximum of 12.1% was reached in 2023, which is above the target range of the National Bank of Serbia for the given year ( $3.0\% \pm 1.5$  percentage points). In 2024, the consumer prices growth was 4.6%, which shows that annual inflation is declining from the maximum achieved in 2023.

Consumer prices  
(in %, compared to the same period of the previous year)



Source: SORS.







## Average Retail Prices and Indices of Basic Food Products in Republic of Serbia

### Average retail prices of basic food products in the Republic of Serbia, in RSD

Product name	Unit of measure	2020	2021	2022	2023	2024
Cow's milk, pasteurized	litre	89.0	91.7	115.4	150.3	147.1
Cow's milk, sterilized	litre	94.6	94.9	115.1	149.5	142.8
Yogurt	litre	103.3	104.3	128.4	165.0	168.0
Wheat flour type-500	kilogramme	56.3	58.8	72.1	76.0	69.7
White bread	kilogramme	86.2	89.3	102.8	117.2	117.4
Chicken drumstick	kilogramme	273.3	306.7	381.3	406.7	398.8
Beef with bones	kilogramme	613.5	634.8	899.7	960.4	996.6
Pork meat with bones	kilogramme	471.5	477.9	602.1	710.9	726.7
Edible oil, sunflower	litre	134.9	174.5	202.0	194.5	164.9
Sugar, crystal	kilogramme	72.4	75.5	95.9	115.3	114.8

Source: MIET, based on the data of the SORS.

### Annual indices of basic food products in the Republic of Serbia

Product name	Unit of measure	Ø 2020 / Ø 2019	Ø 2021 / Ø 2020	Ø 2022 / Ø 2021	Ø 2023 / Ø 2022	Ø 2024 / Ø 2023
Cow's milk, pasteurized	litre	99.7	103.0	125.9	130.2	97.9
Cow's milk, sterilized	litre	94.4	100.4	121.3	129.9	95.5
Yogurt	litre	99.7	100.9	123.1	128.5	101.9
Wheat flour type-500	kilogramme	112.7	104.5	122.7	105.3	91.7
White bread	kilogramme	105.3	103.6	115.1	114.0	100.2
Chicken drumstick	kilogramme	94.4	112.2	124.3	106.7	98.1
Beef with bones	kilogramme	102.0	103.5	141.7	106.7	103.8
Pork meat with bones	kilogramme	112.7	101.4	126.0	118.1	102.2
Edible oil, sunflower	litre	109.5	129.4	115.7	96.3	84.8
Sugar, crystal	kilogramme	108.5	104.3	127.0	120.3	99.6

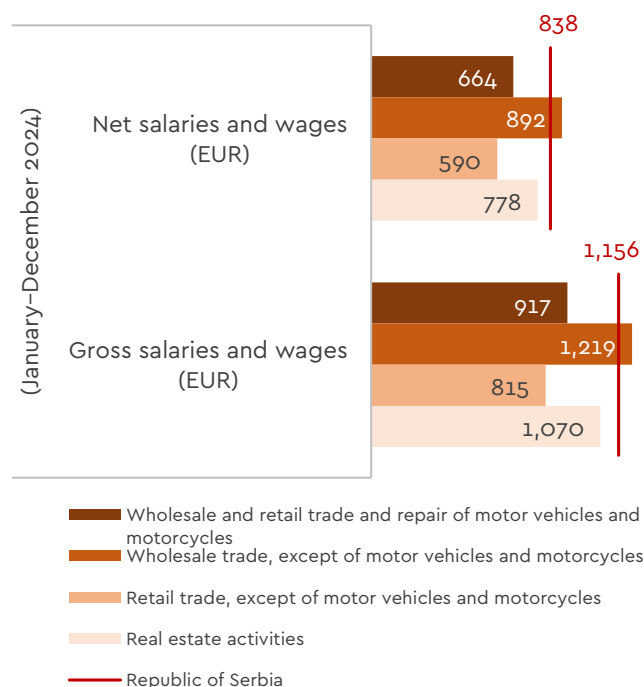
Source: MIET, based on the data of the SORS.

## Salaries and Wages

In the period January–December 2024, the average salaries and wages paid out in the Republic of Serbia amounted to EUR 1,156, whereas the average salaries and wages without taxes and contributions (net) stood at EUR 838. The growth in gross and net salaries and wages, in the period January–December 2024, as compared with the same period in 2023, amounted to 14.2% nominally, i.e. 9.2% in real terms.

In 2024, the highest average salaries and wages were paid out in the wholesale trade (except of motor vehicles and motorcycles), and amounted to EUR 1,219, and they were higher by 5.4% in relation to the average salaries and wages in the Republic of Serbia. The average salaries and wages paid out in the real estate activities, in 2024, amounted to EUR 1,070, and they were lower by 7.4%, as compared with the Republic average. The salaries and wages in the remaining two activities, the wholesale and retail trade; repair of motor vehicles and motorcycles and retail trade (except of motor vehicles and motorcycles) are below the average in the Republic of Serbia, by 20.7% and 29.5%, respectively.

## Salaries and wages, January–December 2024 (in EUR)



Source: SORS, precalculation by Centre for SAAPP (CCIS).

## Average gross salaries and wages in the wholesale, retail trade and real estate activities, 2024

Code of section and activity divisions	Average gross and net salaries and wages	Average gross salaries and wages			Average net salaries and wages		
		EUR	year-on-year change, in %		EUR	year-on-year change, in %	
			nominal	real		nominal	real
<b>Republic of Serbia</b>		<b>1,156</b>	<b>14.2</b>	<b>9.2</b>	<b>838</b>	<b>14.1</b>	<b>9.1</b>
<b>Section G</b>	<b>Wholesale and retail trade; repair of motor vehicles and motorcycles</b>	<b>967</b>	<b>14.0</b>	<b>9.0</b>	<b>703</b>	<b>14.0</b>	<b>9.0</b>
Division 45	Wholesale and retail trade and repair of motor vehicles and motorcycles	917	16.0	10.9	664	15.8	10.7
Division 46	Wholesale trade, except of motor vehicles and motorcycles	1,219	12.8	7.8	892	12.7	7.7
Division 47	Retail trade, except of motor vehicles and motorcycles	815	14.7	9.7	590	14.6	9.6
<b>Section L</b>	<b>Real estate activities</b>	<b>1,070</b>	<b>13.1</b>	<b>8.1</b>	<b>778</b>	<b>12.9</b>	<b>7.9</b>
Division 68	Real estate activities	1,070	13.1	8.1	778	12.9	7.9

Source: SORS, precalculation by Centre for SAAPP (CCIS).



## Employment

According to the data of the Statistical Office of the Republic of Serbia, in 2024, the total of 2.3 million employees were registered in the Republic of Serbia at legal entities and with entrepreneurs. In the wholesale and retail trade and real estate activities, the number of employees at legal entities and entrepreneurs in 2024 reached 368,683, which is lower by 0.4%, as compared with 2023.

The majority of employees are in the retail trade (except of motor vehicles and motorcycles), 209,334 (y-o-y drop of 0.8%) and in the wholesale trade

(except of motor vehicles and motorcycles), 118,234 (y-o-y drop of 0.5%), while the lowest number of employees is in the real estate activities, 9,126 (y-o-y growth of 2.6%). The number of employees in the wholesale and retail trade; repair of motor vehicles and motorcycles is 31,989, with the realized year-on-year growth rate of 1.2%.

In the total number of employees in the Republic of Serbia, the share of employees in the wholesale and retail trade and real estate activities is 15.9%. The five-year (2020–2024) average growth in the number of employees in the wholesale and retail trade and real estate activities amounts to 0.9%.

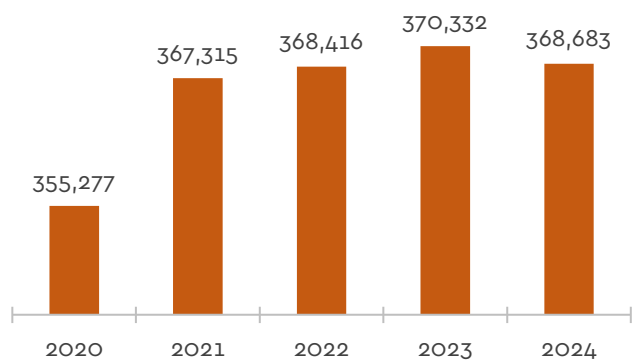
### Registered employment in wholesale, retail trade and real estate activities, 2024

Code of section and activity divisions	Registered employment	Number of employees		Share in employment, in %	
		number of employees	year-on-year change, in %	in total	by section CA(2010)
	<b>Republic of Serbia</b>	<b>2,319,535</b>	<b>0.5</b>	<b>100.0</b>	<b>-</b>
<b>Section G</b>	<b>Wholesale and retail trade; repair of motor vehicles and motorcycles</b>	<b>359,558</b>	<b>-0.5</b>	<b>15.5</b>	<b>100.0</b>
Division 45	Wholesale and retail trade and repair of motor vehicles and motorcycles	31,989	1.2	1.4	8.9
Division 46	Wholesale trade, except of motor vehicles and motorcycles	118,234	-0.5	5.1	32.9
Division 47	Retail trade, except of motor vehicles and motorcycles	209,334	-0.8	9.0	58.2
<b>Section L</b>	<b>Real estate activities</b>	<b>9,126</b>	<b>2.6</b>	<b>0.4</b>	<b>100.0</b>
Division 68	Real estate activities	9,126	2.6	0.4	100.0
<b>TOTAL</b>		<b>368,683</b>	<b>-0.4</b>	<b>15.9</b>	

Source: SORS, precalculation by Centre for SAAPP (CCIS).

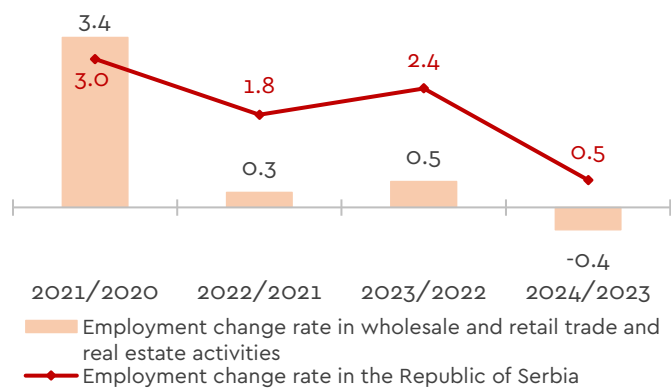


**Number of employees in wholesale and retail trade and real estate activities**



Source: SORS, precalculation by Centre for SAAPP (CCIS).

**Year-on-year rate of change in employment in wholesale and retail trade and real estate activities (in %)**



Source: SORS, precalculation by Centre for SAAPP (CCIS).



## Total Realized Investments

The total realized investments in fixed assets in the wholesale and retail trade and real estate activities, in 2023, amounted to EUR 902.6 million, out of which 51.3% were realized in the wholesale trade (EUR 463.1 million), 33.2% in the retail trade (EUR 284.4 million), 9.8% in the wholesale and retail trade; repair of motor vehicles and motorcycles (EUR 88.1 million) and 7.4% in the real estate activities (EUR 67.0 million).

In the structure of these investments, the investments in domestic and imported equipment had the largest share (47.5%). Slightly lower investments were made in buildings and civil engineering (41.7%), whereas the remaining 10.9% account for investments in intellectual property – research and development, software, databases and other.

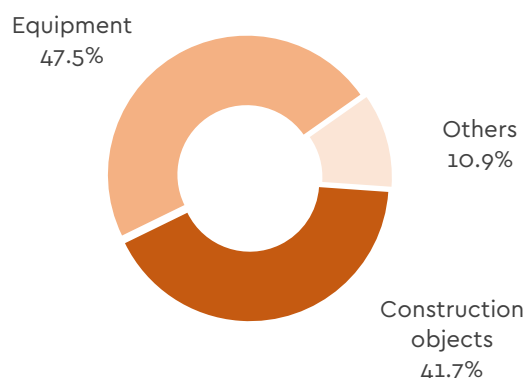
## Foreign Direct Investments

According to the preliminary data of the National bank of Serbia, in 2024, the total net inflow of FDIs in the Republic of Serbia, on ground of investments of non-residents, amounted to EUR 5.2 billion.

In the wholesale and retail trade and real estate activities, the net inflow of EUR 314.2 million was achieved, which accounts for 6.0% of the total FDIs in the Republic of Serbia. In the real estate activities, the highest net inflow of FDIs was recorded on ground of investments of non-residents in amount of EUR 130.8 million, then in the retail trade, EUR 146.4 million. The lowest net inflow of FDIs was noted in the wholesale and retail trade; repair of motor vehicles and motorcycles, in the amount of EUR 68.0 million.

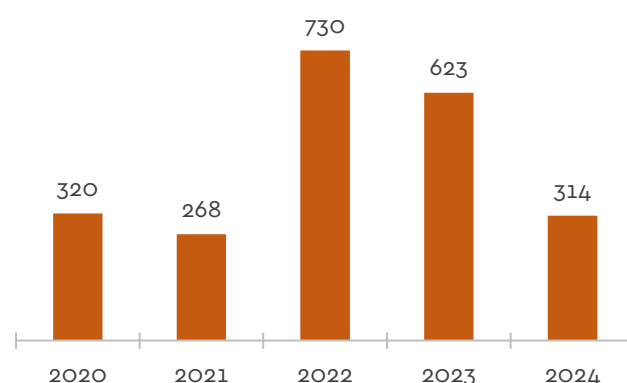
In the five-year period (2020–2024), the total net inflow of FDIs in the wholesale and retail trade and real estate activities amounted to about slightly below than EUR 2.3 billion, and the highest inflow was recorded in 2022 (EUR 729.9 million).

## Structure of realized investments in fixed assets in wholesale and retail trade and real estate activities, 2023



Source: SORS, precalculation by Centre for SAAPP (CCIS).

## Net FDI inflow, based on non-residents' investments, (in EUR million)



Source: NBS, precalculation by Centre for SAAPP (CCIS).

Note: In accordance with the "Manual for the preparation of the balance of payments and international investment position no. 6, IMF", the mentioned economic branch includes: **Wholesale and retail trade and repair of motor vehicles and motorcycles; Wholesale trade, except of motor vehicles and motorcycles; Retail trade, except of motor vehicles and motorcycles; Real estate activities**. Industries are classified according to the statistical classification of economic activities of the European Community (NACE Rev. 2, 2008).

## Annual Assessment of Business Activity

### Investments

According to the results of the [CCIS Survey on Business Activity of the Domestic Economy](#), the surveyed companies in trade industry state that in the structure of investments the following items have the largest share: construction buildings (46.7% of realized investments in 2024, i.e. 37.4% of total planned investments in 2025), domestic equipment (23.8% of realized investments, i.e. 23.8% of total planned investments), and are least interested in investing in intellectual property (only 3.2% of the realized investments in 2024, i.e. 4.1% of planned investments in 2025).

### Financing

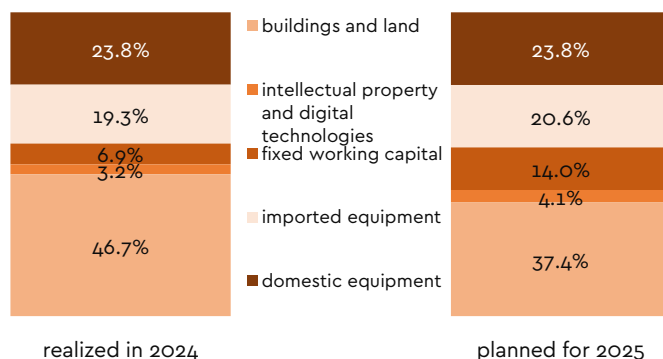
In 2024, the largest number of the surveyed companies in trade industry mainly used their own assets in business operations (82.5%) and loans (16.7%). Budget incentives and other sources of financing have a negligible share in the structure of sources of financing.

### Incentives

In 2024, the incentives of state institutions and local self-governments were used by 4.0% of the surveyed companies in trade industry, whereas 93.7% of the respondents stated that they did not apply for these funds.

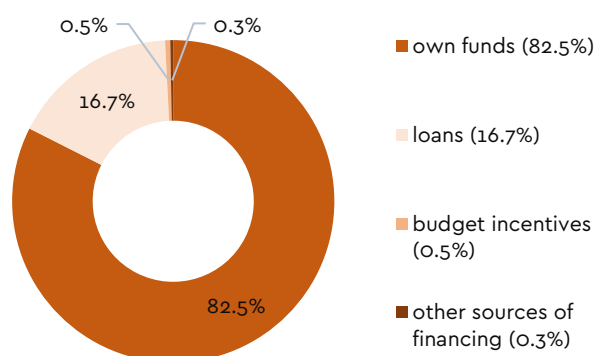
The number of the surveyed companies in trade is indicated by the letter "n" (sample size).

### Structure of the realized and planned investments (% of respondents)



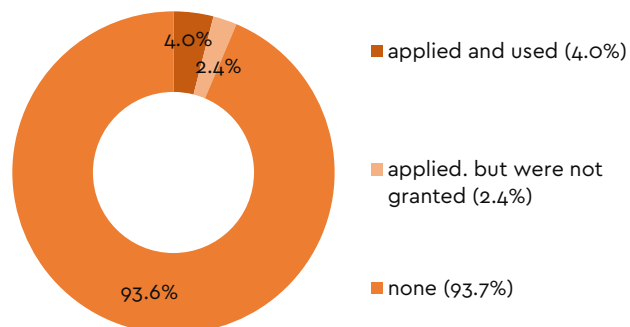
Source: CCIS Survey on Business Activity of the Domestic Economy (n realized = 89, n planned = 110).

### Structure of the sources of financing in 2024 (% of respondents)



Source: CCIS Survey on Business Activity of the Domestic Economy (n=254).

### Did you apply for any subsidies granted by state institutions or local self-governments in 2024? (% of respondents)



Source: CCIS Survey on Business Activity of the Domestic Economy (n=254).



# ECONOMIC ACTIVITY

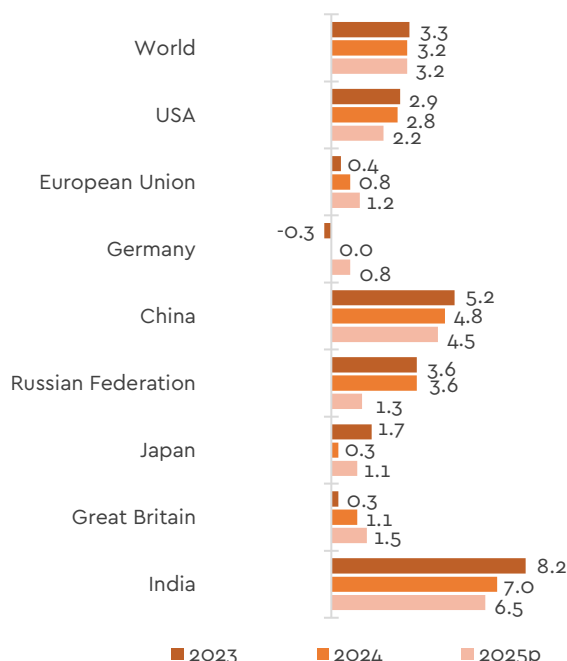
## Macroeconomic Overview

In 2024, the global economy was characterized by growing risks due to increased geopolitical conflicts in the world, economic fragmentation and strengthening of state protectionism, the return of inflation to the target range and the cautious start of expansionary monetary policy, along with political instability and uncertainty. Europe, faced by the above risks, has not managed to cope with economic, political and technological challenges even in 2024, which is the main inhibiting factor in a faster exit from the crisis situation. The election process in the US and the victory of Donald Trump triggered the so-called domino effect, and political changes were also recorded in countries such as Germany, France, Canada.

While the West is struggling with political changes that could lead to strategic oscillations in the further development of its economies, China is advancing technologically and is moving towards the strategic goal of strengthening its position in the coming years. The tightening of relations between the world's largest economies has been in effect for years, and it has been further intensified by the West's increase in tariffs on imports of products from China, as well as a comprehensive package of sanctions against the Russian Federation. On the other hand, it can be said that Inflation has been brought back within the target range and the world's leading central banks have begun to lower interest rates, which has meant cheaper loans to businesses and population thus boosting both economic activity and household consumption.

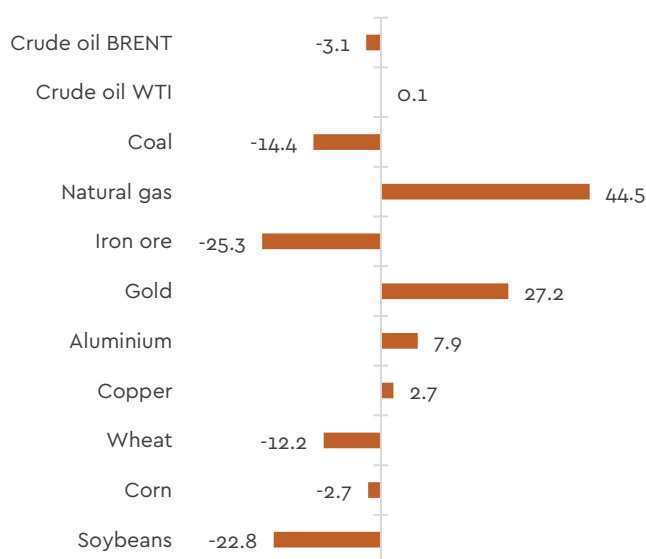
According to the IMF's estimate, the world economy recorded growth of 3.2% in 2024, with China (4.8%) and India (7.0%) being the drivers of this growth. If the impact of these two economies were excluded, only the Russian Federation (3.6%) and the US (2.8%) had growth at the average level. All other countries have recorded anemic growth, hence the European Union achieved an acceleration of economic activity of only 0.8%, whereas the largest economy in this economic bloc, Germany, is in a certain degree of stagnation (0.0%) and has been struggling with recession for several years now.

**GDP growth/decline projection for the world's largest economy for 2023, 2024 and 2025 (in %)**



Source: IMF.  
(p – projection)

**Change in the price of energy, metals and the most important agricultural products in December 2024 compared to the beginning of the year (in %)**



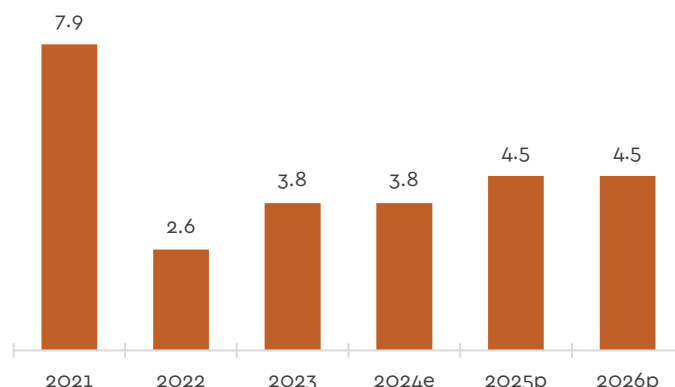
Source: Bloomberg L.P.

The 2025 outlooks are similar to the ones in 2024, and the continued dominance of China and India is expected within this parameter, as well as a slight slowdown in the US (2.2%). Global growth in 2025 will depend most on the European Union's capacity to deal with political conflict in Europe, whether leading economies will overcome problems in the industrial sector, and whether greater central bank monetary stimulus will contribute to reducing technological and economic dependence on the United States.

In 2024, Serbia managed to preserve the stability of its economy and the trust of consumers and investors, with a constant inflow of Foreign Direct Investments, growth in employment and earnings in the private sector, as well as the highest level of foreign exchange reserves. The economy of Serbia had an average quarterly growth of around 4% in 2024 measured by the **real growth rate of gross domestic product**, and given that the positive dynamics of activity in most manufacturing and service sectors continued during October, it is estimated by the economists that annual GDP growth in 2025 will be around 3.8%. Leading economists at the IMF and the World Bank also agree with this projection.

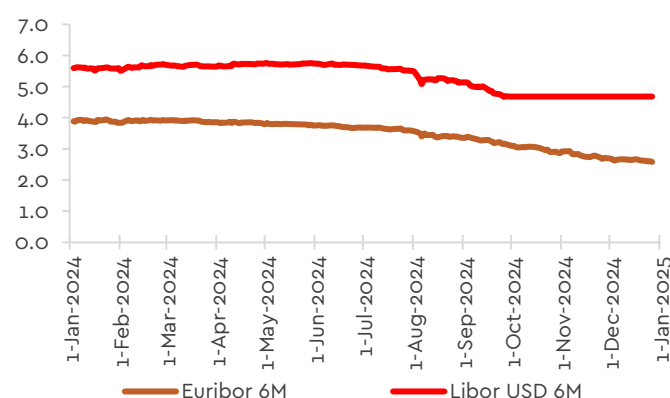
The backbone of economic activity growth in 2025 is infrastructure projects and the recovery of real incomes of citizens (private household consumption). In 2024, the domestic economy recorded an acceleration in the first half of the year, when the drivers of economic growth were the manufacturing, trade, and public administration sectors, however there was a slight slowdown in progress in the second half of the year. In 2025, the growth will still be driven by domestic demand: higher private consumption will be driven by further growth in employment and salaries and investment growth will be driven by implementation of projects in the field of transport, energy and communal infrastructure. The National Bank of Serbia projects that, due to the expected growth of investments and private consumption, imports will grow faster than exports, which will result in negative net export.

### Real GDP growth of the Republic of Serbia (in %)



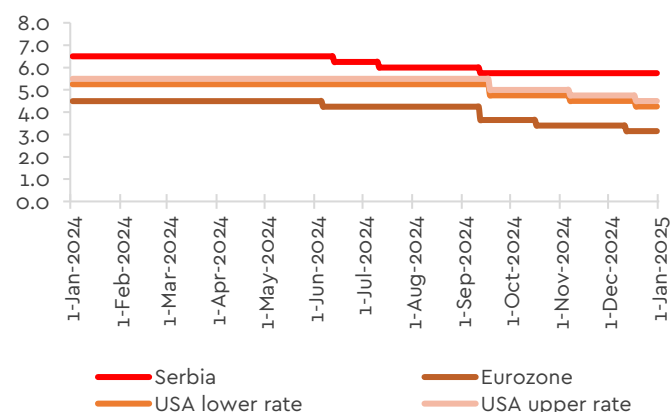
Source: SORS, NBS.  
(e – SORS estimate, p – NBS projection)

### Interest rates trend in Serbia in 2024



Source: Bloomberg L.P.

### Trends in key interest rates in Serbia, Eurozone and USA in the last year



Source: Bloomberg L.P.

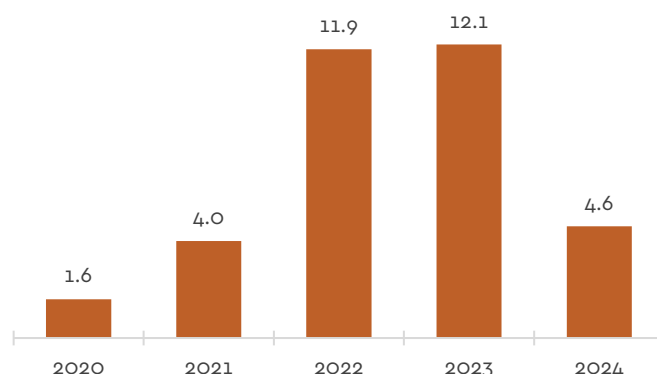
The risks of reaching the target growth rate in 2025 are: energy situation and general uncertainty regarding the functioning of NIS, the consequences of inflation on the part of the population with below-average incomes, slow economic dynamics of key trading partners, sensitive power production system, relatively high borrowing costs for both citizens and business, lack of labor in certain industries, foreign political pressures, regional political disputes, stagnation of EU integration, etc.

In 2024, **the reference interest rate** was reduced three times and currently is 5.75% (as of September 2024). In a large number of economies all over the world, regardless of their level of development, the process of reducing interest rates has been in force, which is aimed at stimulating economic activity at a time when risk factors from the global market have been neutralized and the business environment is stable and predictable. In order to avoid any unwanted effects of this decision, *inter alia*, interest rates were reduced by 25 basis points.

In the period January–December 2024, **the inflation** amounted to 4.6%, which is at the upper limit of the NBS target interval (3.0% ± 1.5 percentage points). In December 2024, as compared to the same month in 2023, the inflation amounted to 4.3% which shows that it is within the target range on a monthly basis. The National Bank of Serbia states that inflation will be within the projection horizon during 2025. According to the results of the *Ipsos* survey as of November 2024, inflation expectations of the financial sector one year ahead are within the target range (*Ninamedia* November 3.9%, *Bloomberg* December 3.5%), whereas expectations two and three years ahead are within the NBS target range.

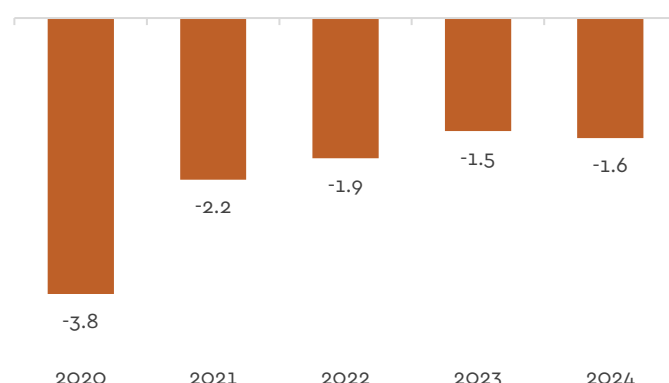
According to the data of the Ministry of Finance, a **consolidated budget deficit** of about EUR 1.6 billion was recorded in the period January–December 2024. At the end of December 2024, the **share of public debt in the GDP of Serbia** was 47.4% which is a decrease of about 60 basis points as compared to the level in December 2023. The medium-term fiscal framework envisages a gradual reduction in the general government deficit to the level of 1.5% of GDP and maintaining the share of public debt

**Consumer prices**  
(in %, as compared with  
the same period previous year)



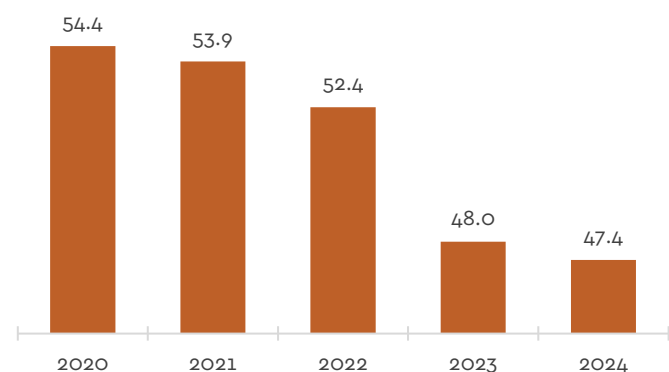
Source: SORS.

**Consolidated fiscal balance  
of the Republic of Serbia (in EUR billion)**



Source: Ministry of Finance, precalculation by CCIS.

**Public debt of Serbia  
(central country level, in GDP %)**



Source: Ministry of Finance.



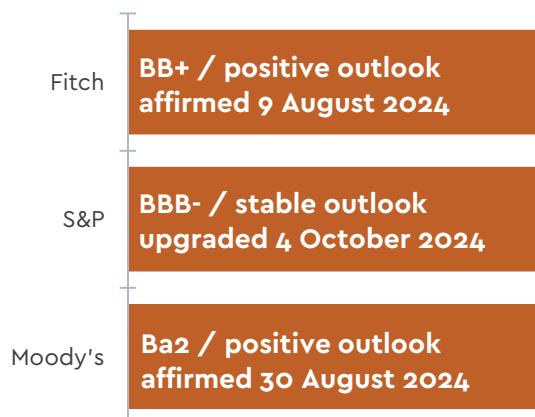
in GDP below the Maastricht limit (60%). On the other hand, the Fiscal Strategy in 2024 predicts a budget deficit of 2.7% of GDP.

In 2024, Serbia was ranked among the countries with an investment grade credit rating for the first time in its history. In October, *Standard and Poor's* increased Serbia's credit rating to the level of "BBB-", whereas, in August, the *Fitch Ratings* ("BB+") and *Moody's* ("Ba2") increased the outlook of increasing a credit rating from stable to positive, therefore, in the coming months we should expect these agencies to rate Serbia with an investment grade, as well. Key factors for obtaining an investment rating include high real GDP growth compared to the pre-pandemic level, doubled foreign exchange reserves, a substantial reduction in the share of public debt in GDP, as well as responsible management of monetary and fiscal policy.

In the period January–December 2024, the **industrial production** increased by 3.1%, as compared with the same period of 2023. The highest growth in production was recorded in the mining sector (7.4%), whereas the manufacturing industry recorded a slightly lower growth (4.7%). A 6.5% decrease was recorded in the electricity, gas, steam and air conditioning supply sector in the same period.

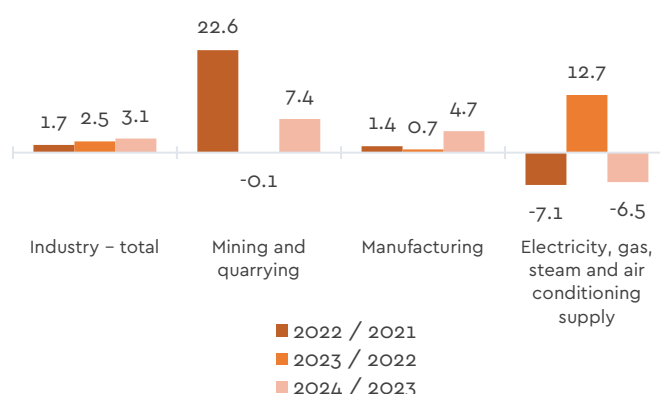
The **total foreign commodity trade** of Serbia, in the period January–December 2024, amounted to EUR 68.2 billion, which is an increase of 4.1% as compared with the same interval of 2023. Goods were exported in the value of EUR 29.2 billion, which is an increase of 1.8%, while the imports of goods amounted to EUR 39.0 billion, with the recorded year-on-year increase of 5.9%. The commodity trade deficit amounted to about EUR 9.9 billion, whereas the coverage of imports by exports decreased year-on-year by around 3 percentage points and amounted to 74.8%. The deficit increased by 19.9% year-on-year, primarily because of a growth in the import of raw and production materials for the purposes of the current investment.

### Republic of Serbia's long-term credit rating



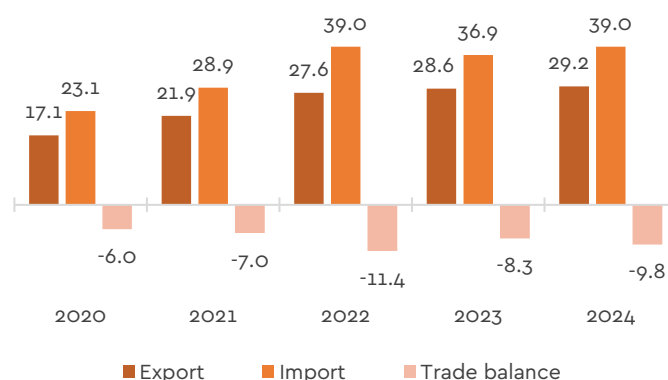
Source: NBS.

### Increase/decline in industrial production, in total and according to sectors (in %)



Source: SORS.

### Foreign trade (in EUR billion)



Source: SORS.

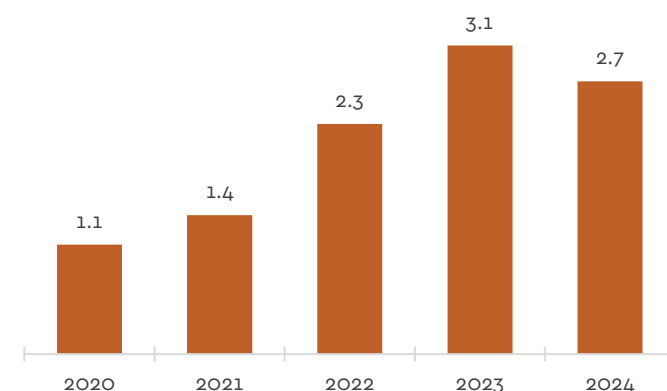
In the period January–December 2024, Serbia reached the **surplus in trade in services** of EUR 2.7 billion, with the year-on-year drop of 11.5%. Taking into account a progressive development of the service sector in recent years, in 2024, this indicator slowed down as it was expected. ICT sector in Serbia (telecommunication services, computer and information services), except for recording excellent export results, increasingly contributes to the total growth in turnover, total number of employees and gross added value, i.e. increasing gross domestic product. In addition to them, business services (management counselling, research and development, and other technical services) make the largest contribution to reducing the deficit in trade and payment balance of the country.

In the period January–December 2024, Serbia attracted totally EUR 4.6 billion of **net foreign direct investments**, which is the year-on-year increase of 7.9%. FDIs are geographically diversified, as well, with the largest share of inflows of countries from the European Union, which is the main foreign trade and financial partner, but also the growing share of inflows from the Asia-Pacific region.

According to the data of the NBS, in the period January–December of 2024, the **current account balance of payment deficit** amounted to EUR 5.2 billion, which is a significant change having in mind that in the same period of 2023 a deficit in the amount of EUR 1.8 billion was recorded. In 2024, the current account balance of payment deficit accounts for about 5.0% of GDP of the Republic of Serbia, which is within the targets of sustainability.

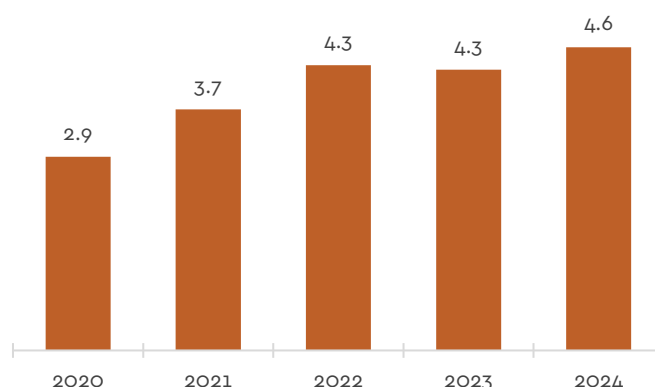
The current account balance of payment deficit in Serbia has been influenced by a faster growth in imports of goods and services than exports, which is largely reflected in the import of equipment for the needs of the investment cycle, as well as consumer goods and tourist services due to higher available income. The inflow of remittances from abroad was recorded in 2024, in the amount of EUR 3.8 billion, mainly from the German speaking countries (Germany, Austria, and Switzerland).

**Surplus in trade in services**  
(in EUR billion)



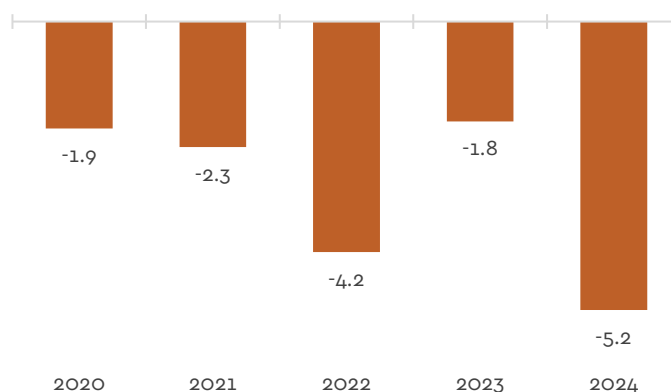
Source: NBS.

**Net FDI**  
(in EUR billion)



Source: NBS.

**Balance of payments of the Republic of Serbia**  
(in EUR billion)

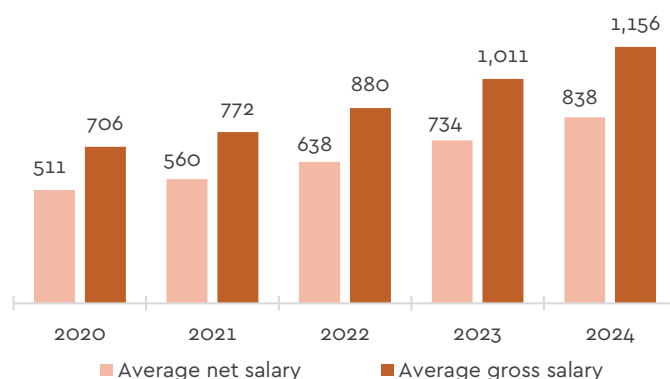


The **average gross salary** calculated for the period January–December 2024 amounted to RSD 135,403 (EUR 1,156), while the **average net salary** amounted to RSD 98,143 (EUR 838). As compared with the same period of the previous year, the salaries were higher in real terms by 9.2%. At the same time, medial net salary for December 2024 amounted to RSD 79,624 (EUR 680), which means that 50% of employees earned the salary lower than the above amount.

According to the **Labour Force Survey**, in the fourth quarter of 2024, the number of employees amounted to 2.9 million, whereas 273.1 thousand unemployed persons were registered. The number of residents outside the labor force was 2.5 million. Compared to the same quarter of the previous year, the number of employed persons increased by 50.7 thousand, the number of unemployed persons decreased by 11.6 thousand, as did the number of residents outside the labor force, which decreased by 65.3 thousand. The **employment rate** of the population aged 15 and over increased by 1.1 percentage points and amounted to 51.4%, whereas the **unemployment rate** decreased by 0.5 percentage points and was 8.6%. The rate of the population outside the labor force was 43.7%, which represents a decrease of 1.0 percentage points. The labour market can be characterized as stable.

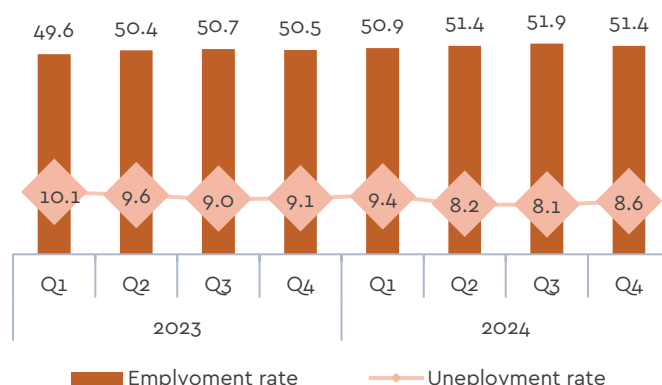
According to the data of the NBS, the domestic **lending activity** speeded up its year-on-year growth in 2024 and is expected to continue to grow in the following period. The loan structure, in 2024, remained favorable in terms of its contribution to the economic growth led by investments with corporate and housing loans with citizens. Corporate loans increased by 4.8% in 2024, and housing loans by 10.4%, with a more dominant growth in dinar loans. In 2024, banks facilitated credit standards for dinar corporate and housing loans, which was contributed by a more favorable assessment of the general economic situation. The stability of the banking sector in Serbia was maintained and additionally reinforced owing to the measures of the NBS, and the share of non-performing loans in total loans amounted to 2.5%.

**Average net and gross salary  
(in EUR)**



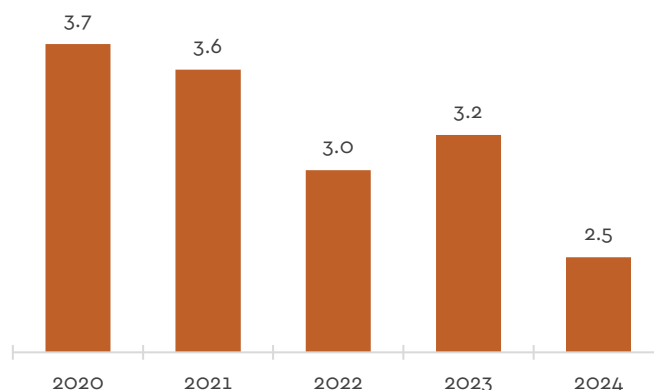
Source: SORS, precalculation by CCIS.

**Trends in employment/unemployment rate with  
the population of age 15 and over, according  
to the Survey on Labour Force (in %)**



Source: SORS.

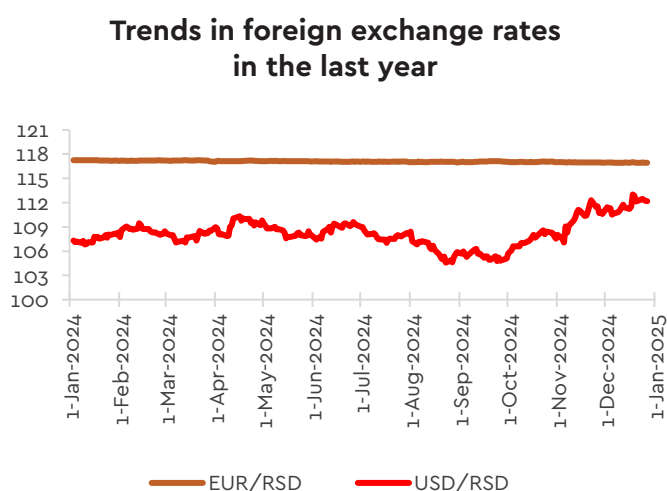
**Non performing loans (NPL)  
share in total loans (in %)**



Source: NBS.



The **average foreign exchange rate**, in the period January–December 2024, amounted to 117.0851 dinars to one euro, as well as 108.1965 dinars to one American dollar. Despite numerous economic and geopolitical challenges in 2024, dinar has shown substantial level of stability against the leading currency of the Eurozone, whereas it has shown certain level of oscillations against American dollar, which has been caused primarily by the current monetary policy in the global level. The National Bank of Serbia states that the stable foreign exchange rate should be expected in the coming period without large oscillations in the value against the leading currencies.



Source: Bloomberg L.P.



Macroeconomic Overview edited by the Chamber of Commerce and Industry of Serbia is yearly and quarterly overview of the most important macroeconomic indicators of the national economy. It contains the main macroeconomic performances, current trends, and economic activities shown through the main statistical, monetary and fiscal indicators in a textual or graphical manner.

For more details, please visit the [website](#) of the Chamber of Commerce and Industry of Serbia.



PLO	EER	QRT	OPY
6,350	10,985	665	6,800
(-200)	(+580)	(-15)	(-115)
RQN	NFR	UGH	OMJ
7,654	6,522	1,632	3,652
(+169)	(+122)	(-54)	(+182)
IIT	KLM	CCX	EMH
7,150	782	1,901	3,280
(-150)	(+74)	(+101)	(-120)
OLC	LSD	SDH	GHS

# METHODOLOGICAL NOTES

Association of Trade, according to the CA (2010), includes fields of activity: Wholesale and retail trade and repair of motor vehicles and motorcycles, Wholesale trade, except of motor vehicles and motorcycles, Retail trade, except of motor vehicles and motorcycles, Real estate activities.

Presentation of data by activity is performed according to the Regulation on Classification of Activities („Official Gazette of the RS", No. 54/10).

From 2018, the Statistical Office of the Republic of Serbia calculates average wages on the basis of data from the records the Tax Administration. The study of wages is based on the data from the Tax Return for withholding tax (form PPP-PD). Average wages are calculated based on the amount of calculated wages for the reporting month, and the number of employees, which is shown in the full-time equivalent – FTE. All categories of employees are included, for whom their employers, i.e. economic entities, submitted to the Tax Administration a completed electronic tax return form PPP-PD, with the calculated wages. Since 1999, the Statistical Office of the Republic of Serbia has not disposed of some specific data for the Autonomous Province of Kosovo and Metohija, and therefore, they are not included in the scope of data for the Republic of Serbia (total).

The term employees implies persons who have a formal and legal employment contract, i.e. the established labour relationship with the employer, for a fixed or indefinite period; persons working outside the labour relationship, based on an engagement contract or a contract on temporary and occasional jobs; persons engaged in self-employment, or founders of companies or sole trade businesses; and persons engaged in agricultural activities, who are in the records of the Central Registry of Compulsory Social Insurance. The study on the registered employment is based on the combination of data of the Central Registry of Compulsory Social Insurance (CROSO) and the Statistical Business Register (SBR). The data on payers of the compulsory social insurance contribution and the insured, based on the work, are obtained from CROSO. The data on business entities and their main characteristics are obtained from SBR. Distribution of employees by activity, in

the context of a business entity, is done according to the structures that are formed on the basis of data on local units.

Some of the values shown in the Bulletin, are rounded up to millions or billions, with one decimal place and, therefore, the total values (summaries) do not always coincide with the sum of individual data, due to the fact that non-rounded up figures were used (which gives more accurate data).

**Abbreviations used:** GDP – Gross Domestic Product, GVA – Gross Value Added, FDI – Foreign Direct Investment, CA (2010) – Classification of Activities (2010), Ø – Average for Period, LFS – Labour Force Survey, NPL – Non-performing Loan, MSMEs – Micro, Small and Medium Enterprises, p.p. – Percentage Point, RSD – Serbian Dinar, EUR – Euro, USD – American Dollar.

**The sources of data:** Statistical Office of the Republic of Serbia (SORS), National Bank of Serbia (NBS), Business Registers Agency (BRA), Chamber of Commerce and Industry of Serbia (CCIS), Customs Administration (CA), Ministry of Finance (MF), Central Registry of Compulsory Social Insurance (CROSO), International Monetary Fund (IMF), World Bank, Bloomberg L.P.



**Foreign exchange rates:** All conversions in the Bulletin were made according to the average medium rates of the National Bank of Serbia:

Time:	2017	2018	2019	2020	2021	2022	2023	2024
EUR/RSD	121.3367	118.2716	117.8524	117.5778	117.5733	117.4588	117.2513	117.0851
USD/RSD	107.4987	100.2784	105.2762	103.0272	99.4925	111.8607	108.4143	108.1965



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# CCIS ASSOCIATION

## of Trade

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### Mission of the Association

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By promoting trade as the sector that links producers and end consumers, to collect and distribute information, develop tools and methodology enabling understanding of the market and fair market competition.

The association of traders within the CCIS does not mean creation of a group for lobbying for interests of any trading company or group of trading companies, and the activity will not be directed to a market division, cartelization, monopolistic behaviour, disloyal competition, or any form of market suspension.

Trade, and especially retail trade is an engine of growth, competitiveness and employment, and it plays a key role in achieving the goals of the EU Strategy 2020. The retail sector is regarded as a pillar of the European economy.

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### Vision of the Association

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The CCIS Association of Trade is a professional association of trading companies (wholesale and retail) which helps its members in making proper business and investment decisions, taking into account the strategic development directions of the trade activity, through transfer of information and knowledge, and introduction of standards. The Association protects and promotes interests of its members through the cooperation with state bodies and other stakeholders, all with the aim to develop the best possible conditions for trade, and creation of fair relations in the market.

The basic role of trade is to stimulate growth and new employment.

The Association performs the tasks and responsibilities form the scope of the Association's activities stipulated in the Statute of the Chamber of Commerce and Industry of Serbia, of common interest of trading companies.

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### The Association of Trade

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- analyses the level of development, organization and operating results in trade;
- follows implementation of the established strategy of economic development of the trade, and encouraging competitive advantages, fair-play business, market openness and full business professionalism;
- follows the legal regulations in the area of trade, makes proposals, gives opinions and recommendations relating to amendments and supplements of current laws, and passing of new ones;
- fosters good business practices/ business ethics/follows and sets trading practices;
- cooperates with state bodies and institutions, scientific institutions, employers' association, trade unions and similar institutions with the aim to create favourable and enabling business environment;
- proposes the main institutional conditions that ensure development of the entrepreneurial initiative in trading companies;
- proposes business policy measures that impact business operations of trading companies /taxes, prices, quality control, consumer protection, etc;
- gets involved in innovative activities in the area of e-trade;
- encourages trading companies to find new markets, new buyers and new method of work
- collects, processes and analyses information that identify problems in the area of trading activity;
- responds to members' enquiries;
- organizes seminars and other professional gatherings of trading companies.

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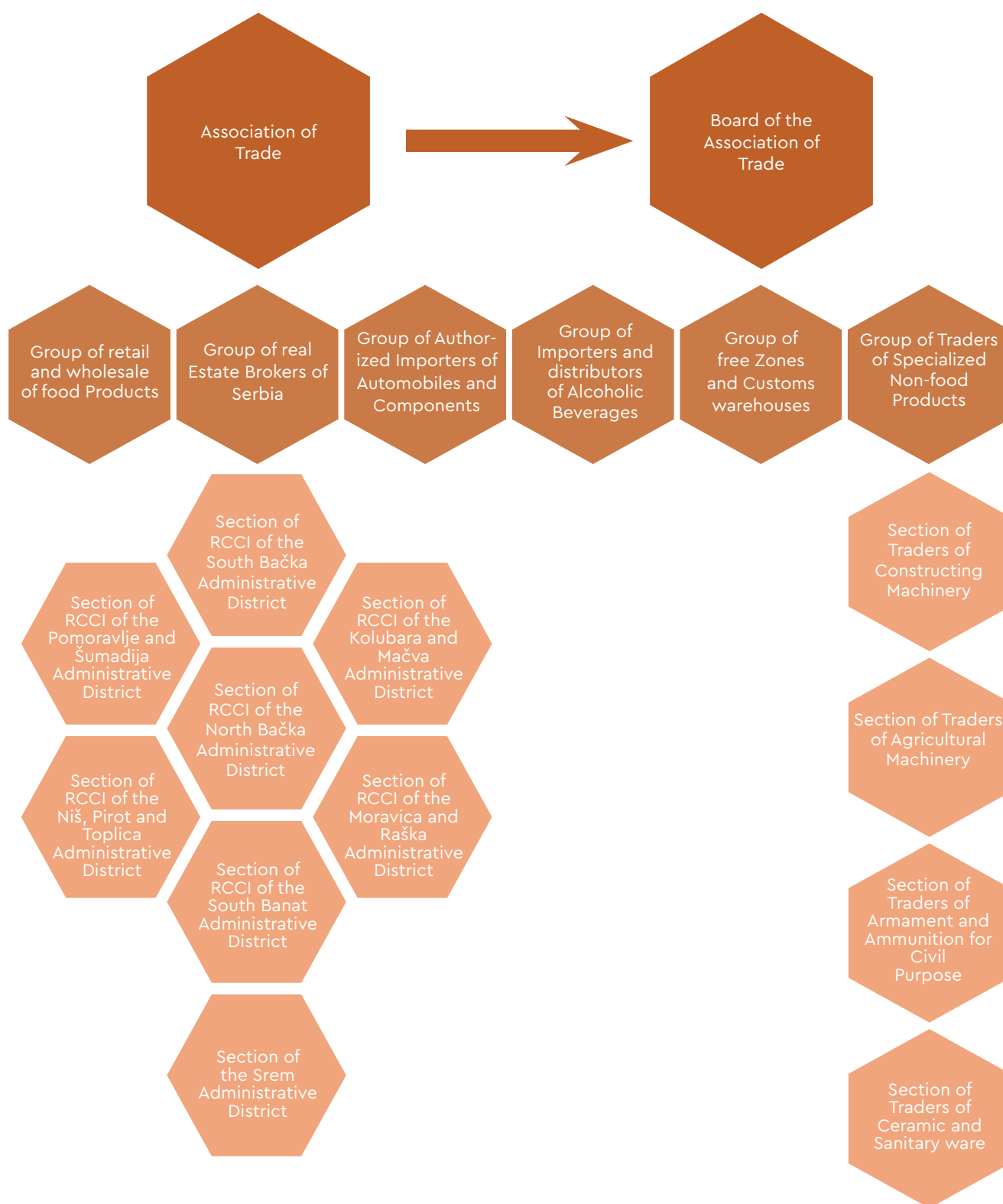
## What can we do for you?

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- Provide contact data of potential business partners;
- Provide information on markets for individual products;
- Provide information on implementation of specific legal solutions and accompanying by-laws (Law on Trade, Law on Consumer Protection, Law on Competition Protection, Law on free Zones, Law on fiscal Cash registers, Law on e-trade, Law on Trade and Lease of real Estate);
- Provide information on trends in prices, costs of living, turnover, margins;
- Provide information on the level of supply of specific products, or current problems in trade of specific products;
- Give information on the activities of the Groups of the Association of Trade and conditions for becoming their members.







# CONTACT

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## Association of Trade

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CHAMBER OF  
COMMERCE AND  
INDUSTRY OF SERBIA

1857