



## BALKAN BAROMETER 2016

main findings of business and public opinion surveys

### LABOUR

What type of skills is needed to shift from non-tradable to tradable growth model?

**30%** **70%**



Tradable



Non-tradable

GDP supply in SEE - low share of manufacturing (tradable) is SEE economies' key weakness

### GROWTH TYPE

The people in SEE say government investment priorities should be:

**25%** **24%** **16%** **10%**



Industry



Agriculture



Small and medium enterprises



Social infrastructure

### CAPITAL

Shift from efficiency based competitiveness to innovation based: What type of investments should be attracted and what type of infrastructure should be supported?

In SEE 62% of businesses are non-exporters, while only 38% are exporting! The three main reasons for not exporting are:

**18%**

No capacity to export

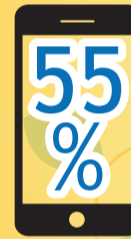
**30%**

No interest or plans to export

**36%**

Inadequacy of goods and services

### COMPETITIVENESS TYPE



#### SOFT INFRASTRUCTURE

55% of business leaders believe eliminating mobile phone roaming charges would be useful for their business.

#### HARD INFRASTRUCTURE

48% of SEE companies prioritize upgrades of roads over all other infrastructure as having the largest beneficial effect on their business.



**48%**

## DYNAMICS OF INTEGRATION INTO THE EUROPEAN DIVISION OF LABOUR

### GOODS AND SERVICES

What type of goods should be exported to have positive effects of integration into European division of labour?

**54%**

54% of business representatives believe EU accession would affect their company positively!

Almost 84% of businesses find the quality of regional cooperation either important or very important!

**84%**

Research and development or technology cooperation projects with universities to develop new product or services?



The exporters cooperate with universities more (26.2%) than non-exporters (9.4%)

**26.9%** **9.4%**

Cooperation in tradable sector is over 41% while in non-tradable is 12.7%.

**41%** **12.7%**

# Good. Better. Regional.

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SEE2020  
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## BALKAN BAROMETER 2016 and the people say... JOBS



This project is funded  
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THE PEOPLE IN SEE SAY THE MOST  
IMPORTANT PROBLEMS FACING OUR  
ECONOMIES ARE:

68%



UNEMPLOYMENT

55%



ECONOMIC SITUATION

27%



CORRUPTION

Balkan Barometer 2016: Business Opinion Survey was conducted among N=200 companies for each economy, with the total of 1800 companies in seven SEE economies<sup>1</sup>, including Slovenia and Moldova, while Public Opinion Survey was conducted among N=1000 respondents in each economy, age 18+, with the total of 8000 respondents in seven SEE economies, including Moldova.

<sup>1</sup>Albania, Bosnia and Herzegovina, Croatia, Kosovo\*, Montenegro, Serbia and The Former Yugoslav Republic of Macedonia.

\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.



Regional cooperation  
as a way:

To assist SEE in shifting from  
non-tradable to tradable  
**GROWTH MODEL:**

To assist SEE in shifting  
**COMPETITIVENESS TYPE** from  
efficiency based  
competitiveness to innovation  
based:

To assist SEE in changing  
**DYNAMICS OF INTEGRATION**  
into the European division of  
labour:

Through RCC initiatives:

**LABOUR**

RCC launched EU-funded Employment and Social Affairs Platform (ESAP) initiative.

**CAPITAL**

RCC supports regional initiatives such as digital agenda and economic corridors.

**GOODS AND SERVICES**

The RCC is devoted to removing barriers through trade facilitation and liberalization, regional mobility initiatives, such as those on mobility of professionals, researchers and automatic recognition of diplomas.