



Common Regional Market 2.0 (CRM 2.0)

Path to Stronger Western Balkans Six!

A Stronger Region, a Brighter Future!



What is CRM 2.0 ?

CRM 2.0 is a plan that connects the Western Balkans Six, making it easier for **people, goods, services, and ideas to move freely across the region**. It's about creating a unified market, just like the one in the European Union, and our stepping stone to the EU Single Market, so that we can grow together, work together, and live better lives.

Who Benefits from CRM 2.0?



Citizens

Access to more jobs, services, and affordable products.



Businesses

Easier trade and access to a larger market, making it simpler to grow and succeed.



Young People

More chances to study, work, and succeed within the region.

CRM 2.0 – The Next Big Steps

Easier Movement of Goods:

1

Let's make trading as simple as possible! By removing trade barriers, CRM 2.0 aims to grow our region's trade by up to 10% each year.

Whether it's banking, tourism, or other services, CRM 2.0 aims to make it easier for companies to offer their services across the Western Balkans Six.

2

Services without Borders:

CRM 2.0 aims to stop the brain drain by offering better education, training, and job opportunities. This means more people staying and contributing to the region's growth, while thriving on personal level as well.

Building Our Skills:

3

By creating a fair and competitive environment, businesses can grow, attract investments, and create jobs.

4

Supporting Businesses:

CRM 2.0 aims to boost internet access and digital services, helping everyone stay connected and making our economies more modern.

Going Digital:

5

How CRM 2.0 can affect our everyday lives?



More Jobs & Opportunities:

By removing barriers within the region, CRM 2.0 aims to create more jobs, help our businesses grow, attract more investments, and pay better wages.



Faster & Cheaper Travel & Trade:

Easier movement across borders means less waiting and faster deliveries, at more affordable prices.



Cheaper Products & Services:

With fewer trade barriers, we can expect more options and lower prices on things we buy every day.



Better Skills & Opportunities for Youth:

With more and better chances for education, work, and fostering innovation, our young people will have a reason to stay in the region and thrive.



Businesses Growing Across Borders:

Small businesses will find it easier to expand beyond local communities, bringing more products and services to everyone.



Better Digital Services:

Faster internet and more online services mean easier connections with friends, family, and businesses.

Top CRM Achievements So Far

CRM2 builds on the success of the previous plan (CRM 2021-2024). Here's what we've already achieved:



Doubling Trade:

In just 5 years, the trade within the region has doubled!



Zero Roaming Costs in the region:

Roaming usage in the region went up by 500% because it's now cheaper and easier to stay connected.



Lower Roaming Costs with EU:

The roaming prices between the WB6 and EU went down significantly as of October 2023, and will continue dropping.



Faster Border Crossings:

Green Lanes at borders saved over 20 years worth of waiting time just in 2023!



Recognising Qualifications:

Higher education and several professional qualifications are now recognised, making it easier to find work across the region.

Who's Leading the Change?

Western Balkans Six are!

Western Balkans Six administrations are responsible for the implementation of the CRM 2.0 Action Plan, which has been prepared based on the region's needs by the **Regional Cooperation Council (RCC)**, **CEFTA Secretariat**, **Transport Community Permanent Secretariat (TCT)**, and **WB6 Chamber Investment Forum (WB6 CIF)**, with support from the **European Commission**.

Stay Connected and Be Part of the Change!

Visit Common Regional Market CRM 2.0 <https://www.rcc.int/pages/143/common-regional-market> for updates!

#CRM #CommonRegionalMarket #CRM2 #BetterTogether #WesternBalkans

