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Table of Contents

<i>Doing Business in Bosnia and Herzegovina</i>	4
Market Overview	4
Market Challenges	5
Market Opportunities.....	6
Market Entry Strategy.....	6
<i>Leading Sectors for U.S. Exports and Investments</i>	7
Agriculture	7
Energy	9
Ground Transportation	11
Information Technology (IT) Equipment and Services.....	12
Materials for Industrial Processing	13
Medical Equipment	13
Mining	14
Rail Transportation.....	15
Telecommunications Industry	16
<i>Customs, Regulations, & Standards</i>	18
Trade Barriers	18
Import Tariffs.....	18
Import Requirements & Documentation.....	18
Labeling/Marking Requirements	19
U.S. Export Controls	20
Temporary Entry	21
Prohibited & Restricted Imports	21
Customs Regulations	21
Standards for Trade	23
Trade Agreements.....	25
Licensing Requirements for Professional Services	26

<i>Selling U.S. Products & Services</i>	26
Distribution & Sales Channels	26
eCommerce	30
Selling Factors & Techniques	30
Trade Financing	32
Protecting Intellectual Property	34
Selling to the Public Sector	35
<i>Business Travel</i>	39
<i>Investment Climate Statement</i>	42
<i>Political Environment</i>	43

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Doing Business in Bosnia and Herzegovina

Market Overview

Bosnia and Herzegovina (BiH) is a transitional economy with a rapidly declining population of less than 3.5 million. In 2020, BiH GDP was \$19.95 billion and per capita GDP was \$6,080 with total nominal GDP of approximately \$20.05 billion. In 2021, BiH's economy is estimated to have expanded by 7.1 percent according to the World Bank. The World Bank expects BiH's economic output to increase by 2.7 percent in 2022, 0.3 percentage points below the forecast the bank made in January 2022. In 2023 BiH's gross domestic product is projected to grow by 3.1 percent, the World Bank predicted in its June 2022 Global Economic Prospects report. The European Bank for Reconstruction and Development (EBRD) estimated that BiH's GDP grew by 7.1 percent in 2021. The European Bank for Reconstruction and Development expects Bosnia and Herzegovina's economy to expand by 3 percent in 2022, revising upwards its previous projection by 0.7 percentage points, and by 3 percent in 2023 as well. Economic growth in BiH is primarily driven by consumption and, to some extent, by public investment. BiH is tied closely to global value chains as it primarily exports low value goods rather than services.

BiH has been a potential candidate country for European Union (EU) accession since 2003. Although BiH's progress toward EU accession has been slow, the country's Stabilization and Association Agreement (SAA) entered into force on June 1, 2015. BiH submitted its formal application for EU membership on February 15, 2016. In early 2019 the Government of BiH completed the European Commission's (EC) Questionnaire and the EC officially released its Opinion on May 29, 2019, identifying fourteen recommendations for BiH to complete before it could receive candidate status. BiH is also pursuing World Trade Organization membership, with the Russian Federation as the only pending bilateral market access agreement.

BiH consists of two entities: The Federation of BiH (the Federation) and Republika Srpska (RS). A third, smaller area, the Brčko District, operates under separate self-administration. The Federation is further divided into ten cantons, each with its own government and responsibilities. Both entities and the Brčko District are also comprised of municipalities. As a result, BiH has a multi-tiered legal and regulatory framework that is often duplicative and contradictory and creates opportunities for corruption. BiH struggles to attract foreign investment due to complex labor and pension laws, the lack of a single economic space, and inadequate judicial and regulatory protections that deter foreign direct investment. According to the BiH Central Bank, foreign direct investment (FDI) in BiH in 2021 was \$511 million, a 22 percent increase from the same period in 2020. The all-time high for FDI was \$2.1 billion in 2007. Most investments came from Austria, Croatia, Serbia, Slovenia, and Germany.

BiH imports almost twice as much as it exports: 2021 imports totaled \$13.03 billion against exports of \$8.6 billion. The country finances this trade deficit through extensive remittances from the 2 million-strong BiH diaspora living outside the country. In 2021, U.S. exports to BiH increased by 37 percent, from \$235 million in 2020 to \$322 million. U.S. products and services held a 3 percent share of total BiH imports in 2021. U.S. exports to BiH are primarily in the areas of agricultural products, machinery and transport equipment, mineral fuels, and raw materials for industrial processing. Primary BiH exports to the United States are leather products, apparel manufacturing products, furniture and fixtures, and petroleum and coal products. BiH exports to the United States in 2021 totaled \$94 million, an increase of 135 percent over 2020 exports.

The EU is BiH's largest trading partner, importing \$6.27 billion from BiH (73 percent of BiH's total exports) and exporting \$7.68 billion to BiH (59 percent of BiH's total imports). Overall, 64 percent of BiH's trade is with the EU. Central European Free Trade Agreement (CEFTA) countries comprise the next tier, but are well behind the EU. BiH exports \$1.45 billion to CEFTA countries (17 percent of total exports), and imports from CEFTA countries \$1.67 billion (13 percent of total imports), which is approximately 14.3 percent of BiH total trade. BiH has significant trade with its two biggest neighbors, exporting \$1.12 billion to and importing \$1.16 billion from Croatia, and exporting \$1.04 billion to and importing \$1.46 billion from Serbia.

BiH operates a currency board arrangement by which the Bosnian Convertible Mark (KM) is pegged to the euro (One euro = KM 1.958). As a result, the KM is one of the most stable currencies in Southeast Europe.

U.S. companies in BiH include major multinational and market leaders in their respective sectors, such as Coca-Cola, Microsoft, Cisco, Oracle, Pfizer, McDonalds, Marriott, NCR, Caterpillar, Johnson & Johnson, FedEx, UPS, Philip Morris, KPMG, Price WaterHouse Coopers, and others.

U.S. investment in BiH is low due to its small market size, relatively low income levels, distance from the United States, challenging business climate, and the lack of investment opportunities. Most U.S. companies in BiH are represented by small sales offices that are concentrated on selling U.S. goods and services, with minimal longer-term investments in BiH.

Market Challenges

The lack of a single economic space in BiH affects companies trying to do business across the entire country. The country's political environment and complex government structure creates significant obstacles to economic development.

BiH is among the least competitive economies in Southeast Europe. BiH suffers from lengthy and arduous processes to start a new business and obtain construction permits, issues which have impacted American companies. BiH's poor investment climate, endemic corruption, complex legal and regulatory frameworks and government structures, non-transparent business procedures, insufficient protection of property rights, and weak judicial system have resulted in stagnant foreign direct investment inflow over the past five years.

The complex institutional and territorial structure of BiH complicates the economic landscape of the country and may lead to further disruptions in Foreign Direct Investment. In July 2021, the Republika Srpska (RS) entity began a blockade of state institutions and in October 2021 began to take unconstitutional steps to return state-level competencies to the entity-level government. The RS near total blockade of state-level decision making, and its attempts to withdraw from state institutions and agencies, have created questions for many investors and businesses. The duplicative nature of the proposed RS-based parallel institutions and agencies would complicate the investment landscape by creating regulatory and legal confusion. While no new parallel RS agencies are yet operational, the RS has taken concrete legislative and regulatory steps to lay the groundwork for their full implementation in the near to mid-term. It has also passed a law on immovable property under which the RS is attempting to claim ownership of property belonging to the state of BiH. Investors should exercise all due diligence and take into account ongoing and potential Constitutional Court challenges and the fact these RS moves violate the Dayton Peace Agreement when deciding whether to conduct business with these nascent agencies or operate under constitutionally questionable legal frameworks established by the RS. The Federation also has functionality issues, with 2018 election results still unimplemented, and a legislative body that struggles to pass basic reforms. Potential investors are urged to read the legal reviews and statements of the High Representative to BiH.

Historically, U.S. investment in BiH has been low due to the small market size, relatively low income levels, distance from the United States, challenging business climate, and the lack of investment opportunities.

Government and public procurement tenders have been criticized for a lack of openness and transparency. A long-awaited public procurement law has been stalled in the BiH parliament for over a year.

Dispute resolution is also challenging as the judicial system moves slowly, often does not adhere to existing deadlines, and provides no recourse if the company in question re-registers under a different name. Arbitration and mediation of commercial disputes is infrequently used.

Market Opportunities

BiH offers opportunities to well-prepared and persistent exporters and investors. In 2021, the United States exported \$322 million in goods to BiH. Companies that have managed to overcome the challenges of establishing a presence in BiH have often made a return on their investment over time. A major U.S. investment fund was able to enter the market with a regional investment in 2014 and exit its majority position in 2019 with a good return. The country is open to foreign investment and offers a liberal trade regime. It is richly endowed with natural resources. The best opportunities are in the following sectors (discussed in detail later in the report):

Agricultural Sector products and services related to meat and livestock, milk and dairy, fruits and vegetables, medicinal and aromatic herbs, and fisheries.

Materials for Industrial Processing to supply BiH's metal-based industrial sector.

Energy Generation and Transmission Equipment for construction and upgrading of hydropower plants, thermal power plants, and electrical power distribution projects.

Telecommunications Equipment and Services for the expansion of existing networks including mobile, fixed line, and broadband.

Transport Infrastructure Engineering and Construction Services for the Corridor 5c highway construction project and upgrading of local road and railroad infrastructure.

Construction Equipment to support commercial construction needs for infrastructure projects.

Medical Equipment for the public health-care systems and private practices, including sophisticated diagnostic equipment.

Information Technology Equipment and Services including computer software and IT equipment and services.

Market Entry Strategy

It is essential to visit the country early in the market exploration phase to develop relevant industry contacts and understand BiH's multi-layered bureaucratic structure.

New entrants to the market in established sectors will often be competing with nearby suppliers from Croatia, Serbia, and Slovenia, as well as other dominant EU member country exporters, who benefit from various trade preferences.

For a new-to-market company, identifying a local partner is key. The selection should be based on a potential partner's knowledge of the local market and a thorough check of its reputation. Sales agents, representatives, and distributors all have important roles to play in this market. Regardless of which channel is selected, sales support and after-sales service are critical.

Financing is a key consideration for Bosnian companies when considering whether to take on a new U.S. product line.

Leading Sectors for U.S. Exports and Investments

Agriculture

Overview

BiH has approximately one million hectares of arable land with farms accounting for approximately half of it, or 500,000 hectares. Domestically, the sectors with the best available and productive natural resources are fruits and vegetables, livestock, and poultry. The largest crop is corn, followed by wheat, and potatoes. The agriculture sector's share of GDP is approximately eight percent, while it accounts for 20 percent of total employment. Farms are predominately small and inefficient, and the country remains a net food importer. In 2021, agri-food imports totaled \$20.6 billion, while exports were valued at \$552.6 million. Agricultural products only represent approximately six percent of exports, but account for 15 percent of total imports. The primary imported food products include grains and grain products, beverages (alcoholic and non-alcoholic), and meat and dairy products.

In 2021, total U.S. agricultural and fish export to BiH were valued at \$15.5 million 0.7 percent of BiH's total agricultural and fish imports and consisted of whey protein, tree nuts (almonds, pistachios, and walnuts, whiskey), frozen hake, and dried fruits (cranberries). Total U.S. agricultural and fish imports from BiH were valued at \$4.9 million in 2021. The key exports from BiH were coffee, processed grain products, and alcohol.

Table 1: 2021 U.S.-BiH Bilateral Agricultural Trade

U.S. leading agricultural exports to BiH	BiH leading agricultural exports to the U.S.
Whey protein powder: \$6.2 million	Coffee: \$1.7 million
Tree nuts: \$3.7 million	Bread and pastry products: \$1.2 million
Alcohol drinks: \$1.7 million	Alcohol drinks: \$0.4 million
Hake: \$0.7 million	Soft drinks and mineral water: \$0.3 million
Cranberries: \$0.6 million	Cigarettes: \$0.2 million

Most U.S. origin products are shipped to BiH through neighboring countries and therefore may not appear as a U.S. origin import. Actual U.S. exports are likely considerably higher than indicated above.

Table 2: BiH Agri-Food Sector (million \$)

Year	2018	2019	2020	2021 (Est.)	2022 (Est.)
Market Size	2,801	2,893	2,774	3,008	3,090
Local Production	1,444	1,480	1,444	1,500	1,550
Imports	1,890	1,900	1,850	2,060	2,100

Year	2018	2019	2020	2021 (Est.)	2022 (Est.)
Exports	533	487	520	552	560
Total Market Size	2,801	2,893	2,774	3,008	3,090

Source: BiH Agency for Statistics and the World Bank

Food and Agriculture Import Requirements

BiH has been a potential candidate for EU membership since 2003 and continues to harmonize its regulations with the EU’s Acquis. Therefore, BiH largely uses EU standards and regulations, including those restrictive to U.S products. BiH is not a member of the World Trade Organization (WTO) but has been negotiating for membership and is close to completing that process.

For more information, please see the latest [Food and Agricultural Import Regulations and Standards \(FAIRS\) Annual](#) and [FAIRS Export Certificate](#) reports.

Opportunities

Despite slow economic growth and weak purchasing power, food expenditures are increasing, and food imports are constantly growing. Tourism is increasingly seen as an important source of job growth and foreign exchange. Revenues generated in the lodging and food and beverage sectors have seen an annual average growth of over 17 percent since 2015 and reached \$291 million in 2019. Due to the coronavirus, tourism, transportation, and manufacturing recorded weaker business results in 2020, but started recovering in 2021 due to higher consumption and increased exports. U.S. export opportunities include U.S. genetics, beef, wine, seafood, confectionary products, dried fruits, and tree nuts.

Agricultural Biotechnology Acceptance: Currently, the Law on Genetically Modified Organisms (GMO) sets the conditions for the limited use, importation, and deliberate release into the environment and marketing of products that are composed of GMOs, contain GMOs, or are derived from GMOs. Imports of approved biotechnology products are permitted, if approved by the Food Safety Agency. To date, several feed importers have received permits to market soybean meal. A GMO-free certificate or a GMO-related statement is often required as part of the import process for grains and similar products.

There is no policy on the import, labeling, and traceability of biotech animals and clones, including animal genetics. However, as part of its EU accession aspirations, BiH continues to harmonize its sanitary and phytosanitary requirements with EU regulations

Resources

The U.S. Department of Agriculture’s [Foreign Agricultural Service \(FAS\)](#) provides information to buyers looking for U.S. agricultural genetics, bulk and processed commodities, food, and beverage products. FAS also gathers market information and offers market briefs to help U.S. firms better understand the local market. For more information on the U.S. Foreign Agricultural Service please visit the [U.S. Embassy Sarajevo’s FAS website](#).

For more information on food import requirements and certification, please see:

- [Exporter Guide](#)
- [Food and Agricultural Import Regulations and Standards \(FAIRS\) Country Report](#)
- [FAIRS Export Certificate Report](#)

For other FAS reports on specific commodities, please see the following websites:

[Global Agricultural Information Network](#)

Energy

Overview

Electric power generation is a key sector of economic activity in BiH. Electric power is primarily generated in coal-fired thermal and hydro power plants, and the country is a net exporter of electrical energy. The generating capacity is about 17,000 GWh. BiH historically had a comparative advantage in electricity, particularly because of its natural hydropower resources and coal reserves. However, as the EU looks to implement a carbon border tax and phase out financing for new fossil fuel projects, BiH needs to develop a strategic plan to transition away from coal. BiH is in the process of developing a National Energy Climate Plan (NECP) in line with EU regulations to address energy efficiency, renewables, greenhouse gas emissions reductions, interconnections, and research and innovation. An approved NECP with a clearly laid out decarbonization strategy is reportedly necessary for BiH to have further access to EU financing in the energy sector.

BiH has significant renewable energy potential, particularly in hydropower and wind power capacity. Hydropower provided 37 percent of the country's total electricity production in 2021 and there is room for additional growth. Recently, solar and wind power plants have emerged but remain a small percentage of the overall energy mix at about 5 percent. According to a study conducted by the German government, BiH could generate up to 2000 MW of wind energy per year, primarily in the areas of Livno, Tomislavgrad, Mostar, and Trebinje. This nascent industry still faces several regulatory and financial challenges.

After the 1992-1995 war, the once-unified power system in BiH was divided into three vertically-integrated companies split along geographic/ethnic lines. The three state-owned electric power generation and distribution companies are: Elektroprivreda BiH (EPBiH), Elektroprivreda Republike Srpske (ERS), and Elektroprivreda Hrvatske Zajednice Herceg Bosna (EPHZHB). As the companies were created along ethnic/geographic lines and not for any technical reasons, there are significant generation disparities between them:

Table 3: 2021 BiH Electricity Generation Mix

Energy Type	Hydro	Thermal	Wind
EPBiH	26 percent	72 percent	2 percent
EPHZHB	90 percent	0 percent	10 percent
EPRS	28 percent	72 percent	0 percent

Although BiH has made some significant steps toward the liberalization of the electricity market, including establishment of independent regulator market opening and competitive market processes, there remains a lot to be done in terms of organization of the internal electricity market so that it can be fully transparent and ready to join the regional electricity market. BiH has been slow to implement reforms to make the power sector more attractive, efficient, transparent, independently regulated, and free from corruption. Thus, the governments of the Federation of BiH and the RS have not fully capitalized on potential energy investment projects and have no unified strategy to address structural issues such as extensive permit and contract processes, antiquated incentive systems, and inadequacies in the transmission system.

In the long run, the World Bank estimates that BiH's energy sector would require more than \$6 billion in investment for modernization, life extension, and new generation facilities for the power generation and coal mines sectors.

Leading Sub-Sectors

- Desulphurization equipment/technology
- Emission control equipment and systems
- Generation equipment for hydro and thermal (coal) power plants
- Equipment for wind and solar farms

Opportunities

BiH's electrical grid has suffered from decades of neglected maintenance and a lack of investment. The European Bank for Reconstruction and Development (EBRD) intends to give a corporate loan of up to EUR 20.1 million to Elektroprenos BiH (Transco) for the modernization and upgrading of its telecommunication system. The project should lead to improvements in cross-border trade through better management of the transmission network. The project will facilitate the purchase and installation of a new telecommunication system for the entire transmission network in BiH; the delivery and installation of backup power supplies for substations; reconstruction of data centers; and provide advisory services for the Project Implementation Unit.

Most of the Yugoslav-era coal-fired plants in BiH will age out of their useful life in the next 5-10 years; thus, BiH is looking for opportunities to upgrade existing infrastructure and build new infrastructure primarily in hydro and wind power but also in coal. Chinese and Russian companies have expressed interest in many power generation projects but only one has been completed. In 2016, the Chinese company Dongfang International Corporation completed construction of the Stanari coal-fired power plant in the RS. The project was a collaboration of the Chinese Development Bank (CDB), the energy company EFT Group, Dongfang International Corporation, and the RS government. The CDB provided EFT Group with a structured loan of \$455 million, accounting for 65 percent of the project's total estimated cost of \$715 million. In April 2014, EPBiH chose a consortium consisting of China's Gezhouba Group and Guangdong Electric Power Design Institute for the construction of a 450 megawatt (MW) coal-fired unit known as "Tuzla 7" at its Tuzla power plant; construction costs are estimated at around \$850 million. The construction of this largest post-war investment in BiH's energy sector has been delayed and is still on hold. It remains unclear when or if the project will start.

The RS Government awarded in March 2020 a 50-year concession for the construction and use of a solar power plant in the Bileća municipality to EFT International Investments Holding Limited, based in London. The power plant will have an installed capacity of 60 MW and an estimated annual production of 84 GWh. The estimated value of the investment is EUR 53 million (\$62 million). The RS Government also awarded in October 2020 to the Public Utility Elektroprivreda RS a concession for the construction of a solar power plant in the city of Trebinje, with an installed capacity of 100 MW and an average annual production of 147.7 GWh. Estimates of the investments are around KM 134 million (\$86 million). Both concessionaires are interested in cooperating with potential partners from the United States as investors, or with suppliers of technology and equipment for planned solar parks.

In November 2019, the Federation energy ministry launched its first competitive round for bidding on oil and gas exploration and exploitation licenses at four blocks in the Dinaric and Panonian basin regions. According to estimates of the geology institute of the Federation, the territory of the Dinaric Alps could potentially contain deposits of about one billion barrels of oil. However, there has been little investor interest in pursuing these licenses.

In 2021, the share of natural gas in BiH was approximately 3 percent of total available energy with the majority used to heat homes in the winter in Sarajevo. Gazprom is BiH's only natural gas supplier through BiH's single pipeline connected to Serbia. The Federation has long expressed interest in building a second pipeline, the Southern Interconnection, to connect to Croatia's gas network to diversify and increase its gas supply. USAID financed and

EBRD completed a feasibility study on the pipeline in 2021. However, BiH lacks a state-level legislative framework and regulatory agency in the gas sector as well as other necessary regulation to increase the attractiveness, competitiveness, and transparency of the sector. Without making long-overdue legislative and regulatory changes, BiH will not likely be able to move forward with the necessary investment in natural gas to utilize it as a transition fuel to reduce its reliance on coal.

Resources

Elektroprenos BiH (Transco)

Elektroprivreda BiH ([EPBiH](#))

Elektroprivreda Republike Srpske (ERS)

Elektroprivreda Hrvatske Zajednice Herceg Bosna (EPHZHB)

BiH State Electricity Regulatory Commission (SERC)

[USAID-financed Guidelines for Investors in the Electricity Sector of BiH](#)

Ground Transportation

Overview

BiH's road infrastructure is fairly poor and underdeveloped. At the time of this report's publication, BiH has 220 kilometers of usable highways (113 kilometers in the Federation and 106 kilometers in the RS). Trunk roads and regional roads, with a total length of 8,501 km, represent the country's core road network. BiH is focused on finishing Corridor Vc, the only major highway that connects north and south BiH in a single stretch. Once completed, the highway will link BiH with European road networks. The Corridor Vc project, a major road construction project that has made some progress since it was first designed, is a part of the Trans-European ground corridors network. Its final design will connect the central part of the Adriatic Sea coast and Budapest, Hungary. The Corridor Vc will run 336 kilometers in BiH from north to south. The Bosnian Government has taken out multiple loans from lenders, primarily European Bank for Reconstruction and Development (EBRD) and European Investment Bank (EIB), to fund the construction of the Corridor Vc.

Corridor Vc's central objectives are BiH's inclusion into Europe's main traffic flows, as well as easier access to the European marketplace. Experts predict that the motorway will be the prime mover of economic activities in BiH and should enable connectivity to its neighboring countries and regions. Historically, advancement in this sector has been impeded by issues concerning inter-entity coordination, the absence of a coherent strategic vision, political obstructionism, and a lack of funding. In March 2022, the EU temporarily suspended financing of the construction of Corridor Vc in Republika Srpska until the work of state level institutions is unblocked by the Republika Srpska representatives. The December 2017 passage of a KM 0.15 (9 cent) per liter increase in fuel excise taxes to fund road construction has eased financial constraints on building highways in BiH. Though progress is discouragingly slow, highway construction is ongoing.

Opportunities

The best opportunity may lie in the two most difficult segments of the project – the 60 kilometer stretch from Zenica to the border with Croatia (north of Sarajevo) and the 125 kilometer stretch from Tarcin to Bijaca (the southern end point). The estimated cost of construction for those two segments is approximately EUR 2 billion. Procurement of construction equipment, such as asphalt patchers, bulldozers, backhoes, cranes, excavators, and mowing equipment,

as well as other road construction equipment, presents significant opportunities as the construction of Corridor Vc continues.

An agreement has been reached on the Sarajevo-Belgrade Highway project, planned to be built between Sarajevo and Belgrade with Turkey's support. Set to connect Sarajevo and Belgrade, the project is reported to cost around 1.8 billion euros (around \$2.1 billion). However, debate over the highway's route is ongoing and will require continued negotiations before construction can begin.

RS Highways launched an international tender for the construction of three sections of the highway from Vukosavlje, through Brčko and Bijeljina, to Rača and the border with Serbia, with a total value of KM 1.35 billion (\$813 million). The tender is divided into three lots – the Vukosavlje-Brčko section, with an estimated value of KM 600 million (\$31 million), the Brčko-Bijeljina section, which should cost KM 310 million (\$186.7 million), and the Bijeljina-Rača section, worth KM 440 million (\$265 million). The Vukosavlje-Brčko section is about 33 kilometers long, the Brčko-Bijeljina section is 17 kilometers, and Bijeljina-Rača is 20 kilometers. Successful companies or consortia to which the contracts will be awarded will be obliged to provide at least 85% of the project funding while the RS government will provide loan guarantees.

Resources

BiH Ministry of Transport and Communication

Road Directorate of the Republika Srpska

Road Directorate of Federation of Bosnia and Herzegovina

Information Technology (IT) Equipment and Services

Overview

BiH's fragmented public sector is the largest customer for IT equipment and services in BiH. It is followed by the financial sector and telecommunications sector. Retail sales are also recording growth due to the expansion of shopping malls and retail stores. While IT spending in the financial and telecommunications sectors will likely continue to grow, the largest share of prospects and opportunities will remain in the public sector due to BiH's myriad government offices and agencies. Generally, the government, private and public companies and commercial banks are highly receptive to U.S. computer technology. Local experts predict strong spending in the IT security and data protection segments in the coming years. As more customers implement integrated product solutions for security and protection, corresponding services that follow the same model are likewise in demand. The software industry is especially growing especially due to the entrepreneurial spirit of local software companies.

According to the BiH Customs Agency, in the past four years BiH imported over \$50 million of U.S. Information Technology equipment. Many major U.S. companies have established a full-time presence in the market, either directly or through an authorized network of resellers and distributors, including Cisco, Hewlett Packard, Microsoft, Oracle, IBM, Intel, and Dell.

Leading Sub-Sectors

- IT services
- Hardware sales
- Software, including Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) solutions
- Broadband infrastructure

Materials for Industrial Processing

Overview

There is a longstanding tradition of metal processing in BiH, due to the country's abundance in natural resources such as iron ore, bauxite, lead, zinc, and copper. The metal sector is a significant export driver with robust production growth rate of over ten percent in the past few years. The main export products of the metal sector include aluminum, steel and automotive industry components. BiH's metal sector exports are primarily oriented toward the EU and Central European Free Trade Agreement (CEFTA) markets. Most metal processing companies are small companies (80 percent) while medium sized companies represent 15 percent and large companies represent five percent of companies in the metal sector.

Leading Sub-Sectors

- Petroleum coke, petroleum bitumen and other residues of petroleum
- Stone coal
- Sodium hydroxide

Opportunities

The existing structure of the metal sector, characterized by small companies, provides an opportunity for larger companies to integrate existing primary producers and further develop their business operations. The price of labor in the metal processing industry in BiH is competitive when compared with global market labor costs. Besides materials for industrial processing, small private companies also buy modern computerized equipment and strive to stay updated with current technologies. Many factories are engaged in semi-processing of components for foreign companies based in the EU and neighboring countries.

Top metal processing companies in BiH that present the best sales prospects for U.S. suppliers include Arcelor Mittal Zenica, TMD AI Gradačac, MLM Alutec Bugojno, Bekto-Precisa, FEAL, Tvornica Glinice Birač Zvornik, and Jelšingrad Livnica Čelika Banja Luka. Procurement notices can be found on the companies' websites and the best way to access these opportunities is via some form of local presence, either direct or through agents and distributors.

Resources

- BiH Foreign Trade Chamber
- Ministry of Energy, Mining, and Industry of the Federation of BiH
- Ministry of Industry, Energy, and Mining of the Republika Srpska
- Chamber of Economy of the Federation of BiH
- Chamber of Commerce and Industry of the Republika Srpska

Medical Equipment

Overview

The majority of medical equipment suppliers in Bosnia and Herzegovina are EU-based manufacturers, primarily from Germany and Italy. However, in recent years, U.S. manufacturers such as GE Medical and Medtronic have made significant headway in supplying U.S. technology in hospitals throughout the country, specifically diagnostic-imaging equipment in the clinical centers in Sarajevo, Tuzla, Banja Luka, and Mostar.

The entity and cantonal Institutes of Health Insurance administer healthcare systems which are funded through compulsory payroll contributions from both employers and employees. BiH's health care system is predominantly

publicly funded; however, there are an increasing number of private practices. The RS also has some Private Public Partnerships (PPP) in the health care system, but the Federation still lacks a law to allow PPPs in any industry.

U.S.-manufactured medical equipment enjoys an excellent reputation in BiH for state-of-the-art technology, quality, and reliability. The medical equipment market is very price sensitive.

The RS entity Law on Medicines and Medical Devices establishing a parallel RS Agency for Medicines and Medical Devices entered into force on June 28, 2022. The Constitutional Court temporarily annulled the law on July 6 pending a final ruling expected in September. Companies should be aware of this parallel agency and take precautions before considering doing business outside of the State level Medical Agency.

Opportunities

The best sales prospects for U.S. medical equipment include cardiovascular diagnostic equipment, non-invasive surgical devices, anesthesia and intensive care equipment, diagnostic imaging (CTs, MRIs), radiation therapy equipment, ultrasound equipment, urology equipment, laboratory and testing equipment, and tissue and blood bank related equipment. There are also good prospects for products such as ultra-violet/infra-red equipment used in medical, surgical, and dental procedures, as well as apparatuses based on the use of X-rays of alpha, beta or gamma radiation treatments.

Opportunities also exist for U.S. manufacturers of sophisticated diagnostic equipment such as electrocardiographs, endoscopes, scanners, imaging equipment, pacemakers, digitalized x-ray equipment, nuclear medicine instruments, and clinical laboratory equipment. Diagnostic imaging equipment, especially ultrasonic diagnostic equipment, and dialysis equipment are in great demand.

Resources

Ministry of Health of the Federation of Bosnia and Herzegovina

Ministry of Health and Social Welfare of the Republika Srpska

BiH Agency for Medicines and Medical Devices

Mining

Overview

The country has significant reserves of brown coal and lignite. The official estimates on total reserves of coal in BiH are around 5 billion metric tons, out of which the exploitation reserves are estimated to be around 2 billion metric tons. Reserves of iron ore deposits are estimated at 653 million metric tons; zinc and lead at 56 million metric tons; and bauxite at 120 million metric tons. There are two aluminum and aluminum oxide processing plants situated near bauxite mining operations. Annual coal production is approximately 15 million metric tons, both via open pits and casts.

Leading Sub-Sectors

- Heavy mining equipment, including bulldozers, tractors, excavators, surface mining conveyor systems, and heavy trucks.

Opportunities

The Federation Government consolidated seven coal mines under the new ownership of Elektroprivreda BiH. The government hopes that this will pave the way for significant investments in the rehabilitation of those seven mines. Elektroprivreda BiH has committed to investing \$497 million in the long term in rehabilitation of the mines, primarily

through heavy mining equipment procurement and upgrade that should increase the coal mines' efficiencies. The procurement process has been slow due to lack of available funds and as of this report's publication most of the planned equipment has not been purchased. Recent foreign investment in mining has indicated there are significant quantities of silver, lithium borate, nickel, and other minerals.

Resources

Elektroprivreda BiH (EPBiH)

Elektroprivreda Republike Srpske (ERS)

Elektroprivreda Hrvatske Zajednice Herceg Bosna (EPHZHB)

Rail Transportation

Overview

A modernized railway system is needed to alleviate the traffic burden on BiH's inadequate roads. The BiH rail system is divided by entity, weighed down by excess employees, and hampered by poor and aging infrastructure. The total length of operational railway tracks in BiH is 1,031 km. Major users of the railway transport system are large industrial plants (such as the chemical plant in Tuzla and the Arcelor-Mittal Steel plant in Zenica), coal mines (Zenica, Tuzla, and Prijedor), the Aluminij aluminum plant in Mostar, and oil distributing companies (INA, Energopetrol, HIFA). Passenger railway traffic is very limited but has been growing since 2017 when the railway companies put into use modern and comfortable coach cars.

Rail transport in Bosnia and Herzegovina is operated by two companies: Željeznice Federacije Bosne i Hercegovine, which operates in the Federation, and Željeznice Republike Srpske, which operates in the RS. The entity companies manage the infrastructure and provide transport operations for both freight and passenger service within their borders. Priorities for the railway sector in both entities are reconstruction and modernization of infrastructure and purchase of new locomotives and coach cars. While there is some cooperation, inter-entity politics plays a large role in rail transport. In cooperation with the World Bank, the RS railway company is undergoing a restructuring to improve financial results and right-size staffing levels. The Federation railway company has recently improved its financial performance.

Opportunities

Federation Railways bought new Spanish "Talgo XXI" passenger trains in 2011 and put them into use in 2016 after completing upgrades of the rail lines. RS Railways has announced that the company is planning to significantly upgrade the existing railway infrastructure in the near term. Passenger service between Banja Luka, Sarajevo, and Mostar was revived in 2017, although the volume is still relatively small. Passenger service between BiH and the Croatian city of Ploče was restored in July 2022 with expectations that it will become year-round service. Reconstruction and modernization of rail infrastructure, such as signalization equipment and rail track upgrades, will remain the focus of both railway companies.

Resources

- BiH Ministry of Transport and Communication
- Railways of Federation of Bosnia and Herzegovina
- Railways of Republika Srpska

Telecommunications Industry

Overview

Information about the sector's regulatory framework and latest activities can be found on the [BiH Communications Regulatory Agency's](#) (CRA) website.

Bosnia's telecommunications sector, similar to electric power production and other infrastructure, was divided along ethnic lines following the 1992-1995 war. In the Federation, service is split between the Sarajevo-based BH Telecom in Bosniak-majority areas and Mostar-based HT Mostar in Croat-majority areas, while Banja Luka-based M:Tel (Telekom Srpske) covers the entire territory of Republika Srpska.

M:Tel was privatized in December 2006 via a sale to Telekom Srbija, the dominant fixed-line and mobile telephone provider of Serbia, whose government owns a controlling interest in the parent company. The Federation government owns controlling shares in BH Telecom and HT Mostar. The CRA awarded the three operators 4G licenses in April 2019. The mobile phone market currently is estimated to have around 98 percent market penetration. M:Tel has been expanding steadily both in the Republika Srpska and in the Federation. BH Telecom's subsidiary BH Mobile and HT Mostar's Eronet still have dominant positions in their traditional market areas.

A notable development is the appearance of broadband Internet service deployed via cable television. In years to come, more providers will be able to offer a "triple package" of phone, internet, and cable service.

The U.S. investment fund Kohlberg, Kravis, Roberts (KKR) became the largest U.S. investor in BiH with its purchase of United Group (SBB/Telemach) in 2014. In March 2019, BC Partners, a leading international investment firm, announced the completion of the acquisition of majority ownership of United Group from KKR, following the receipt of all necessary regulatory approvals. KKR retained a substantial minority stake in the company.

Bosnia and Herzegovina's Communications Regulatory Agency (CRA) published data on the country's communications markets for 2020, which revealed that mobile subscriber numbers decreased by 6 percent. According to the regulator's statistics, there were a total of 3.509 million mobile subscribers in the country at the end of 2020. BH Telecom remains the sector leader, accounting for 43.4 percent of the nation's mobile subscribers at end of 2020, followed by the other two network operators M:Tel and HT Eronet retaining their second-placed and third-placed spots with 36 percent and 20.3 percent, respectively. At the end of 2021, there were six active mobile virtual network operators in Bosnia and Herzegovina.

Total fixed line connections declined by 25 percent in 2021 to 543,797 with the nation's three "dominant" operators – [BH Telecom](#), [M:Tel](#), and [HT Mostar](#) – controlling the majority (81 percent) of those between them while the number of fixed line connections with the private telecom companies increased to 145,498. The number of Internet users in 2021 was 2.3 million users with Internet penetration at 71 percent.

According to Business Monitor International's (BMI) Bosnia-Herzegovina Telecommunications Report, BiH's telecom market remains one of the least developed in Central and Eastern Europe and as such represents a significant growth opportunity for operators and telecom equipment vendors. Meanwhile, BMI believes higher value services, especially mobile data and postpaid subscriptions, will be major growth drivers as operators attempt to capitalize on the improved outlook for economic growth.

Leading Sub-Sectors

- Telecommunications equipment and services for the expansion of existing networks including mobile, fixed line, and broadband.

Opportunities

The aforementioned operators remain the best opportunity for marketing goods and services. Their near monopoly position in mobile telephone services will continue to generate sufficient revenues to finance expansion and modernize their networks.

The companies face the challenge of migrating from traditional to Internet-based technologies. All three incumbent operators have in their development plans the acquisition and deployment of the following technologies/services: IP/MPLS, VoIP, 3G, GRPS, EDGE, and UMTS. In addition, they are looking to expand existing broadband access networks, to include xDSL, Ethernet WAN, Ethernet Metropolitan Area Networks, Wi-Fi, W-LAN, among others.

The rapidly growing cable television sector also provides opportunities for investment. The liberalization of VoIP could signal the next big development in BiH and may present a significant business opportunity. The ISPs and cable television operators are expected to play a significant role in providing the VoIP service in the future.

In accordance with EU standards, all television stations in BiH must begin digital broadcasting. Despite the deadline for transition to digital broadcasting passing in 2015, the process of digitalization is still ongoing, which should provide an opportunity for U.S. sale of digital broadcast and ancillary equipment. Five informative-technical centers throughout the country will be linked to public broadcasting services' digital connections and transmitters to cover the cities of Sarajevo, Banja Luka, and Mostar with digital signals. The digitization will include three public broadcasters, which will cost about \$30 million after all phases of the project are complete.

The incumbent operators are required by law to conduct open public tendering procedures for the purchase of goods and services. Procurement notices can be found on the companies' websites listed below. The best way to access these opportunities is via some form of local presence, either direct or through agents and distributors.

Resources

- BiH Communications Regulatory Agency (CRA)
- BH Telecom
- Hrvatske Telekomunikacije (HT) Mostar/HT Eronet
- m:Tel Telekom Srpske

Customs, Regulations, & Standards

Trade Barriers

BiH, as part of its efforts to accede to the WTO, has made major trade policy reforms to bring practices in full conformity with WTO requirements and eventual membership in the EU. Reforms include the elimination of import quotas, reduction of import licensing and prohibitions, streamlining of customs procedures, and the reduction of tariff and non-tariff barriers.

BiH Customs Tariff Law generally provides that foreign trade is liberal and without limitations. Once registered for performing business activities, a legal entity/entrepreneur may perform foreign, as well as domestic, operations. No special approval or administrative procedure is now required for re-export transactions, except for arms, ammunition, and dual use goods, which are subject to other regulations.

Import Tariffs

The Import Tariffs of Bosnia and Herzegovina are harmonized each year with the Combined Nomenclature of EU and legislative regulations. Goods imported into Bosnia and Herzegovina and placed in free circulation are subject to payment of value added tax (VAT) at the rate of 17 percent while certain groups of products (e.g. coffee, cigarettes, oil, oil derivatives etc.) are subject to payment of specific taxes (excise) in accordance with the Law on Excise of BiH. The rates of specific taxes have an *ad valorem* and/or specific rates form.

Import Requirements & Documentation

All goods imported into the customs territory of BiH are subject to customs procedures contained in the Law on Customs policy, which applies uniformly throughout the customs territory of BiH. USDA has additional agriculture-related information at the following two websites: [Food and Agricultural Import Regulations and Standards](#) and [Exporter Guide](#).

Imports must be accompanied by a customs declaration, completed in one of the three official languages of BiH (Bosnian, Serbian, or Croatian), and submitted by the person named on the waybill or an authorized representative. The declaration must be accompanied by any relevant documents (invoice, shipping documents, and quality control certificates). The customs office may inspect the goods and take samples to determine that the goods correspond to the information on the customs declaration.

Once the customs office determines the amount of customs duty, the importer is required to obtain a guarantee covering the customs duty with the Customs Authority in the form of a cash deposit or a bank guarantee. The goods cannot be placed in circulation until customs duties have been paid or the payment has been guaranteed.

Bill of Lading

May be direct or to order. Mail and parcel shipments require postal documentation in place of bills of lading. Packages containing merchandise for which the senders are to receive payment must enclose the original invoice in the package (marked "Original Invoice") and the wrapper of the package must be marked to indicate that the original invoice is enclosed. Senders are recommended to post a signed copy of the invoice giving notice to the addressees that the packages are enroute. Air cargo shipments require airway bills with the number of copies issued based on requirements of the importer and the airline.

Certificate of Origin

Certificates of origin should be issued in a minimum of two copies (the certifying organization will require an additional notarized file copy) made out by a reliable authority or agency duly authorized for that purpose by the country of issue. Certificates of origin are not required for imports for long-term production ventures with foreign partners, for the purchase of capital goods for investment projects abroad and for the return of goods to BiH, or for imports without payment of equivalent value.

Commercial Invoice

There is no prescribed format. Invoices should be issued in a minimum of two copies; additional copies may be requested. They must contain the usual particulars, including a full description of goods, marks and numbers, gross and net weights, number of packages, country of origin, plus any information that must be furnished to conform to contract.

Insurance Certificate

Normal commercial practices. Follow the importer's and/or the insurance company's instructions/advice.

Packing List

Not mandatory, but its use will facilitate clearance of goods.

Pre-shipment Inspection

May be requested by the importer.

Pro-Forma Invoice

May be requested by the importer.

U.S. Shipper's Export Declaration (SED)

Required if the value is more than \$2,500 (\$500 for shipments through the U.S. postal system). SEDs are required for all shipments requiring an export license. For specific information on import requirements and documentation for food and agricultural products, please see the [Food and Agricultural Import Regulations and Standards](#) and [Exporter Guide](#).

Labeling/Marking Requirements

Labels must contain the following information:

- Name of the product
- Full address of the importer
- Country of origin
- Net quantity/weight/volume
- Ingredients
- Manner of storage (transport, use, or maintenance)
- Pertinent consumer warnings

Technically complex products must be accompanied by instructions on usage, manufacturer specifications, a list of authorized maintenance persons/businesses, warranty information, warranty period, and other applicable data. All information must be translated into the languages of BiH and affixed to (or accompanying) the product before it is put on the market.

For labeling and marking requirements for food and agricultural products please see the [Food and Agricultural Import Regulations and Standards](#) and [Exporter Guide](#).

U.S. Export Controls

The United States imposes export controls to protect national security interests and promote foreign policy objectives related to dual-use goods and less-sensitive military items through implementation of the [Export Administration Regulations](#) (EAR) (15 CFR Parts 730 – 774). The Bureau of Industry and Security (BIS) is responsible for regulating, implementing, and enforcing dual-use export controls. Export Administration (EA) is responsible for processing license applications, counselling exporters, and drafting and publishing changes to the EAR; and Export Enforcement (EE) is responsible for compliance monitoring and enforcement of the EAR. BIS works closely with U.S. embassies, foreign governments, industry, and trade associations to ensure that exports from the United States are secure and items subject to the EAR comply with the regulations. BIS officials conduct site visits, known as End-Use Checks (EUCs), globally with end-users, consignees, and/or other parties to transactions involving items subject to the EAR to verify compliance.

An EUC is an on-site verification of a non-U.S. party to a transaction to determine whether the party is a reliable recipient of items subject to the EAR. EUCs are conducted as part of BIS’s licensing process, as well as its compliance program, to determine if items were exported in accordance with a valid BIS authorization or otherwise consistent with the EAR. Specifically, an EUC verifies the *bona fides* of transactions subject to the EAR, to include: confirming the legitimacy and reliability of the end use and end user; monitoring compliance with license conditions; and ensuring items are used, re-exported or transferred (in-country) in accordance with the EAR. These checks might be completed prior to the export of items pursuant to a BIS export license in the form of a Pre-License Check (PLC) or following an export from the U.S. during a Post-Shipment Verification (PSV), regardless of whether or not a BIS license was required.

BIS officials rely on EUCs to safeguard items subject to the EAR from diversion to unauthorized end uses/users and destinations. The verification of a foreign party’s reliability facilitates future trade, including pursuant to BIS license reviews. If BIS is unable to verify the reliability of the company or is prevented from accomplishing an EUC, the company may receive, for example, more regulatory scrutiny during license application reviews or be designated on BIS’s Unverified List or Entity List, as applicable.

BIS has developed a list of “[red flags](#)”, or warning signs, and compiled “[Know Your Customer](#)” guidance intended to aid exporters in identifying possible violations of the EAR. Both of these resources are publicly available, and their dissemination to industry members is highly encouraged to help promote EAR compliance.

BIS also provides a variety of training sessions to U.S. exporters throughout the year. These sessions range from one to two-day seminars that focus on the basics of exporting to coverage of more advanced, industry specific topics. Interested parties can check a [list of upcoming seminars and webinars](#) or reference BIS provided [online training](#). BIS’s Export Control Officers (ECOs) located at U.S. embassies and consulates in seven overseas locations also conduct outreach to raise awareness of reexport control requirements with foreign business communities.

BIS and the EAR regulate transactions involving the export of “dual-use” and less-sensitive military items (commodities, software, and technology) as well as some U.S. person activities. For advice and regulatory requirements on items under the export control jurisdiction of other U.S. Government agencies, exporters should consult other U.S. Government agencies. For example, the U.S. Department of State’s Directorate of Defense Trade Controls has authority over the defense articles and services that are not subject to the EAR. A list of other agencies involved in export control can be found on the [BIS website](#) and in Supplement No. 3 to Part 730 of the EAR.

The EAR is available on the [BIS website](#) and on the [e-CFR](#) (Electronic Code of Federal Regulations) and is updated as needed.

The [Consolidated Screening List](#) (CSL) is a list of parties for which the United States Government maintains restrictions on certain exports, reexports or transfers of items. The CSL consolidates eleven export screening lists of the Departments of Commerce, State, and the Treasury into a single data feed as an aid to industry in conducting electronic screens of parties to regulated transactions. Exporters should determine the export requirements specific to their proposed transaction by classifying their items prior to export, and reviewing the EAR's requirements specific to the item(s) and the proposed end use and end user, as well as consulting the CSL to determine if any parties to the transaction may be subject to specific license requirements.

Assistance is available from BIS by calling one of the following numbers:

- 202) 482-4811 - Outreach and Educational Services Division (located in Washington, DC – open Monday-Friday, 8:30 am-5:00 pm ET);
- (949) 660-0144 - Western Regional Office (located in Irvine, CA – open Monday-Friday, 8:00 am-5:00 pm PT); or
- (408) 998-8806 - Northern California branch (located in San Jose, CA – open Monday-Friday, 8:00am-5:00 pm PT).

You may also e-mail your inquiry to the Export Counseling Division of the Office of Exporter Services at ECDOEXS@bis.doc.gov.

Contact information for BIS's overseas ECOs can be found at:

<https://www.bis.doc.gov/index.php/enforcement/oea/eco>.

Temporary Entry

Goods temporarily entering BiH may be fully or partially free of customs duties and must not undergo any changes except for the nominal loss of value due to use. The maximum period for temporary entry is 12 months. The full list of goods that can be imported under this regime is provided in the Law on Customs Policy.

Prohibited & Restricted Imports

In accordance with the Law on Foreign Trade Policy, for reasons of public safety and protection of human health and lives, the following types of imports are restricted:

- Cargo vehicles older than ten years
- Buses older than ten years
- Trailers for cargo vehicles older than ten years
- Used tires

In accordance with obligations from international trade agreements, the Council of Ministers may ban imports, exports, or transit of certain goods through BiH or set conditions for imports, exports, or transport of such goods in transit in order to prevent danger to human lives, health, and the environment.

Customs Regulations

Customs Valuation

Articles 24 to 32 of the Law on Customs Policy establish procedures for the determination of the customs value of goods. Pursuant to Article 25 of the Law on Customs Policy, the customs value of imported goods is the transaction

value, i.e. the price actually paid or payable for the goods when sold for exports to the customs territory of BiH. BiH's system of customs valuation in the Law on Customs Policy is fully compatible with WTO rules.

Application of Internal Taxes on Imports

Value Added Tax

As of January 1, 2006, BiH introduced a value added tax at a flat rate of 17 percent that is levied on all imported and domestic goods.

Excise Tax

The excise tax is paid only on certain goods at the moment of their release for free circulation. The excise tax is applied identically to domestic and imported goods.

The goods for which an excise tax is levied are: oil derivatives, tobacco, beverages, alcoholic drinks, and coffee.

Rules of Origin

Rules of origin are set out in Articles 20 - 23 of the Law on Customs Policy. This Law distinguishes between non-preferential and preferential origins. BiH has not concluded an agreement on preferential origins with the U.S.

Non-Preferential Origin

The Law stipulates those goods originating from a country are those wholly obtained or produced in that country. Goods whose production involved more than one country shall be deemed to originate in the country where they underwent their last substantial processing or finishing.

Preferential Origin of Goods

Article 23 of the Law on Customs Policy prescribes the rules to be applied for preferential trade, i.e. the conditions goods need to fulfill in order to benefit from the preferential measures referred to in Article 19, Paragraph 4 (c) and (d) of the Law.

National Tariffs

Import tariffs were eliminated for 11,000 products that BiH imports from the EU in 2009. The Customs Tariff Nomenclature is based on the Harmonized Commodity Description and Coding System (HS). BiH nomenclature of goods is fully harmonized with the combined EU nomenclature.

Customs duties on all commodities imported into BiH are paid *ad valorem* at rates of 0, 5, 10, and 15 percent. These rates apply to commodities originating from countries that have concluded an agreement with a Most Favored Nation clause with BiH, or from those countries that apply the same clause on the commodities originating from BiH. Upon BiH accession to the World Trade Organization, most-favored nation (MFN) status will be granted to all WTO members.

In addition to *ad valorem* custom duty rates, an additional duty is paid on imports of certain agricultural products in a per-unit amount. This additional duty is charged on 852 of the total number of tariff headings (10,823), and the amounts range from KM 0.08 KM/per unit to KM 6.00 /per unit. (Currency note: \$1= KM 1.8265 on 6/8/2022)

Preferential tariff measures, pursuant to Article Three, Paragraph (c) of the Customs Tariff Law, may apply to goods from certain countries or groups of countries which have concluded an agreement on preferential treatment with BiH.

Trade with Albania, Macedonia, Moldova, Romania, Serbia, Montenegro, and Kosovo is governed by the Central European Free Trade Agreement (CEFTA), concluded in 2007. A separate bilateral free trade agreement is in force with Turkey.

Tariff Quotas & Tariff Exemptions

Tariff Quotas

Articles Three and Seven of the BiH Customs Tariff Law permit the introduction of tariff quotas as a special measure for certain tariff headings. Consequently, the BiH Council of Ministers may approve imports of goods exempt from customs duties or at tariff rates lower than the duty set by the BiH Customs Tariff. The application of this measure is restricted to limits and ceases when the stipulated limit or value of the quota is reached.

Tariff Exemptions and Relief

Irrespective of tariff rates set by the Customs Tariff Law, some goods are exempt from customs duties under specific conditions. The following goods are exempt from customs duties:

Equipment representing the investment of a foreign person, except passenger vehicles and entertainment and gaming machines;

Goods for military and police forces in the entities that are fully donor financed; and

Goods for reconstruction projects in BiH.

Other Duties and Charges

Irrespective of the customs duty, which is paid on all commodities imported into the customs territory of BiH at the rates stipulated in the Customs tariff, the Law on Customs Policy, and the Law on Foreign Trade Policy, there are other regulations prescribing or allowing imposition of other taxes and charges.

Seasonal Duty

Article 19 Paragraph 7 of the Law on Customs Policy allows for imposition of a seasonal duty. Accordingly, in addition to the tariff rates in force, the BiH Council of Ministers, after consulting the entities, may introduce a seasonal duty on non-processed agricultural products for a set period of time. The seasonal duty has never been applied.

Antidumping and Countervailing Duties

Goods imported into BiH at prices below their normal value or subsidized in some way may be subject to antidumping and countervailing duties, in accordance with BiH law.

Fees for Inspection of Goods

Article 7, Paragraph 3 of the Law on Foreign Trade Policy requires sanitary, veterinary, phyto-sanitary, and ecological inspections of certain imported goods. Fees for these inspections are set by the Law on Administrative Fees and are approximately equal to the value of the service performed, in line with Article VIII of GATT.

Standards for Trade

Overview

After the breakup of Yugoslavia, BiH inherited more than 11,000 Yugoslav standards and by-laws (known as “JUS” standards) and a number of those standards still remain in force. Identical regulations and standards are applied to both domestic and imported goods, regardless of the country of origin.

Standards

As of January 1, 2007 the former BiH Institute for Standardization, Metrology and Intellectual Property was broken into three separate institutes:

- BiH Institute for Standardization
- BiH Institute for Metrology
- BiH Institute for Intellectual Property Rights (“IPR Institute”)
- BiH standards are designated per the BAS Standard. BiH is a member of the following international organizations for standardization:
 - International Organization for Standardization (ISO)
 - International Electro-technical Commission (IEC)
 - European Committee for Standardization (CEN)
 - European Committee for Electro-technical Standardization (CENELEC)
 - European Telecommunications Standards (ETSI)

Conformity Assessment

The Institute for Standardization is the main conformity assessment body in BiH. There are other testing organizations in BiH; a list of these institutions can be obtained from the Institute for Standardization.

For information on testing/conformity assessment for food and agricultural products, please see the [Food and Agricultural Import Regulations and Standards](#) and [Exporter Guide](#).

For information on laboratories authorized for testing genetically engineered products, please see the [Food and Agricultural Import Regulations and Standards](#) (Section VII: Other Specific Standards and Appendix I).

Product Certification

Product certification is required to ensure that the product has undergone appropriate testing and conforms to relevant regulations. USDA has additional agriculture-related information at the following two websites: [Food and Agricultural Import Regulations and Standards](#) and [Exporter Guide](#). There are no existing Mutual Recognition Agreements with U.S. organizations.

Testing, Inspection and Certification/Accreditation

The BiH Accreditation Institute is the main institution for accrediting testing organizations in the country. Before placing a product on the market in BiH, the manufacturer or its authorized representative in BiH must assess whether the product conforms to current technical regulations. The Law on Technical Requirements defines the assessment procedures for Products and on Conformity Assessment. Conformity documents and markings issued abroad are recognized in BiH, if they are issued in accordance with the international agreements on mutual recognition of documents of which BiH is a signatory. The Ministry of Foreign Trade and Economic Relations may recognize the validity of conformity documents and conformity markings issued in the countries with which BiH has not signed international agreements if they have been issued in accordance with technical regulations that are equivalent to those adopted by BiH, and if the competence of the bodies that carried out the conformity assessment has been verified according to the same requirements as those prescribed for such bodies by BiH regulations.

Publication of Technical Regulations

The BiH Institute for Standardization publishes a bulletin of standards. Technical regulations are published in the Official Gazette of BiH, Official Gazette of FBiH, and the Official Gazette of RS. U.S. companies can comment directly to the Institute.

Most food and agricultural products are subject to sanitary, phytosanitary and quality standards. To learn more about these technical regulations please see the [Food and Agricultural Import Regulations and Standards](#) and [Exporter Guide](#).

Use ePing to review proposed technical regulations and conformity assessment procedures

The ePing SPS&TBT platform (<https://epingalert.org/>), or “ePing”, provides access to notifications made by WTO Members under the Agreements on Sanitary and Phytosanitary Measures (SPS) and Technical Barriers to Trade (TBT), distributed by the WTO from January 16, 1995 to present. ePing is available to all stakeholders free of charge and does not require registration unless the user wishes to receive customized e-mail alerts. Use it to browse notifications on past as well as new draft and updated product regulations, food safety and animal and plant health standards and regulations, find information on trade concerns discussed in the WTO SPS and TBT Committees, locate information on SPS/TBT Enquiry Points and notification authorities, and to follow and review current and past notifications concerning regulatory actions on products, packaging, labeling, food safety and animal and plant health measures in markets of interest.

Notify U.S., operated and maintained by the National Institute of Standards and Technology (NIST) since 2003 to distribute and provide access to notifications (and associated draft texts) made under the WTO TBT Agreement for US stakeholders, has reached its end of life. Per obligation under the TBT Agreement, each WTO Member operates a national TBT (and an SPS) Enquiry Point. National TBT Enquiry Points are authorized to accept comments and official communications from other national TBT Enquiry Points, which are NOT part of the WTO or the WTO Secretariat. All comment submissions from U.S. stakeholders, including businesses, trade associations, U.S domiciled standards development organizations and conformity assessment bodies, consumers, or U.S. government agencies on notifications to the WTO TBT Committee should be sent directly to the USA WTO TBT Inquiry Point. Refer to the comment guidance at <https://tsapps.nist.gov/notifyus/data/guidance/guidance.cfm> for further information.

Contact Information

U.S. Commercial Service at the [U.S. Mission to the European Union](#).

[Estonian Accreditation Center](#)

[Estonian Center for Standardization](#)

Trade Agreements

CEFTA

In December 2006, BiH signed the Central European Free Trade Agreement (CEFTA), which became operational in November 2007. The regional trade group consists of Albania, BiH, Kosovo, North Macedonia, Moldova, Montenegro, and Serbia.

EU SAA

In June 2008, BiH signed the Stabilization and Association Agreement (SAA) with the European Union, an important step toward EU membership. The Stabilization and Association Agreement (SAA) between the EU and Bosnia and Herzegovina (BiH) officially entered into force on June 1, 2015. The most important part of the SAA is the establishment of a free trade zone between BiH and the European Union, allowing for the mutual abolishment of custom tariffs and quantity limitations in mutual exchange of goods between BiH and the EU. The entry into force of the SAA should increase the confidence of investors, domestic and international in the country. It will allow both Bosnian companies and EU companies to access their respective markets. This is conducive to enhanced business opportunities for both the EU and the BiH based companies. The SAA should also encourage further development of competitiveness among the country’s exporters and increase investment and employment.

Trade in Agriculture and Food Products

With Croatia's accession to the EU on July 1, 2013, Croatia lost its privileged CEFTA access, and the following key products began to be subject to duties ranging from 5 to 35 percent: dairy, meat products, fruits, vegetables, and sugar. The adapted SAA provides for unlimited, duty-free access for BiH fruits and vegetables and allows higher quotas for fish and wine from BiH into the EU market. In return, BiH established higher duty-free quotas for sugar, cigarettes, beef, pork, milk, poultry products, and potatoes imported from the EU. BiH started implementing the adapted SAA on February 1, 2017, while the EU is undergoing the process of changing EU regulations at the European Commission.

U.S. GSP

BiH was designated as a beneficiary country under the United States Generalized System of Preferences (GSP) program through December 31, 2020. Between 2013 and 2020, BiH exported to the U.S. over \$50 million worth of goods eligible for the GSP program. The Generalized System of Preferences (GSP) program expired on December 31, 2020. As a result, imports entering the United States from 122 eligible countries that were previously eligible for duty-free treatment under GSP are now subject to regular, Normal Trade Relations (MFN) rates of duty. Bosnia and Herzegovina is a beneficiary country under this special program and we expect it to retain this status in the future.

Licensing Requirements for Professional Services

Ministries of Finance at the entity level prescribe the conditions for issuing licenses for certified accounting and auditing companies. Licenses are issued for a validity period of three years. Similarly, entity-level Ministries of Justice prescribe the conditions for issuing a license for a legal practice.

Selling U.S. Products & Services

Distribution & Sales Channels

As a result of different legal frameworks in the entities, there are two distribution areas in BiH: one in the Federation and one in the Republika Srpska. Although some effort has been made to harmonize the entities' legal systems, there are still significant differences. Consequently, many manufacturers have developed multiple distribution channels and contracts with multiple distributors to cover both the Federation and the Republika Srpska.

There are three primary types of distribution channels in BiH:

For consumer goods

- Producer to wholesaler to retailer to consumer

For industrial goods

- Producer to industrial user; or
- Producer to distributor to industrial user

For services

- Service provider to consumer or industrial user

Wholesaling: Wholesalers offer the best channel for providing transportation, product storage, market information, financing, and risk management. Most wholesalers are independent, full-service merchant wholesalers that import and distribute goods. There is a significant degree of specialization in the wholesale sector by industry. Foreign companies control their distribution channels in BiH in a variety of ways.

Some manufacturers have opened representative offices in order to control distribution channels and supervise/manage marketing efforts. For example, one major U.S. corporation relies on three distributors and several wholesalers to service the market. The company's sales offices, located across the country, coordinate marketing efforts. Several U.S. IT companies cover the market directly and through a network of business partners, usually smaller IT companies. Finally, some U.S. companies utilize a single distributor that covers the entire country.

Retailing: The most significant development in the retail market is the appearance of large retailers, many of them foreign-owned, including Konzum (Croatian supermarket chain) and Mercator (Slovenian supermarket chain), as well as locally-owned retail companies Bingo, Tropic Centar, and Robot Komerc. In addition, the continued expansion of the shopping mall concept - including the Sarajevo City Center mall that opened in 2014 and Delta Planet in Banja Luka in 2019 - has changed consumers' habits.

Using an Agent or Distributor to Sell U.S. Products and Services

Finding a good agent and/or distributor is the most effective means of market entry in BiH. Reliable and capable partners can be found, but it may take some time and effort to locate them. Local partners can be located through the Foreign Trade Chamber of BiH, which maintains a business registry and features an electronic goods and services exchange. It is strongly recommended that the creditworthiness and local reputation of your future partner be verified before signing legal documents or conducting any business transactions.

U.S. Embassy Sarajevo can assist in locating potential partners and assessing their creditworthiness. Through a partnership with the U.S. Foreign Commercial Service, the Embassy provides the International Partner Search (IPS) and the International Company Profile (ICP) services to U.S. companies. [The American Chamber of Commerce in Bosnia and Herzegovina](#) is also a useful source of information on potential partners.

Establishing an Office

Establishing a business in BiH can be an extremely burdensome and time-consuming process for investors. In its "2020 World Bank Doing Business" report, the World Bank ranked BiH 90 out of 190 countries, a decline of six spots from its ranking the previous year. The World Bank estimates there is an average of 13 procedures, taking a total of 81 days, to complete registration of a new business in the capital city, Sarajevo. Certain administrative procedures can be especially time-consuming; for example, obtaining a construction permit can take as long as one year. In 2013, the RS established a one-stop-shop for business registration in the RS. This reduces the required processes dramatically and the time to register a business in the RS is approximately one or two weeks. Registration in BiH can sometimes be expedited if a local lawyer is retained to follow up at each step of the process. Investors in the Federation may register their business as a branch office in the RS and vice versa.

All three sub-national levels of government (entity, cantonal, and municipal) establish laws and regulations affecting businesses, creating redundant and inconsistent procedures that encourage corruption. It can be difficult to understand all the laws and rules that might apply to certain business activities, given overlapping jurisdictions and the lack of a central information source. It is therefore critical that foreign investors obtain local assistance and advice.

The most common U.S. business presence found in BiH is the representative office. A representative office's activities are limited to market research, contract or investment preparations, technical cooperation, and similar business facilitation activities. The BiH Law on Foreign Trade Policy governs the establishment of a representative office. To open a representative office, a company must register with the Registry of Representative Offices, maintained by the BiH Ministry of Foreign Trade and Economic Affairs (MoFTER), and the appropriate entity's ministry of trade. Applications must contain the following information:

1) A document indicating the decision of the founding or parent company to establish a representative office, to include:

1. Name and address of the branch office (if such exists)

2. Name and address of the founder
 3. Name and address of the office (in BiH)
 4. Names of persons managing the office
 5. Scope of activities of the office
 6. Terms of reference of the office
- 2) A certified document proving registration of the parent company in the home country;
 - 3) A certified statement of liability for all liabilities that stem from activities of the office;
 - 4) Appointment of the person in charge of the office (in BiH); and
 - 5) Employment information including the number of employees in the local office and a list of foreign employees.

All documents must be originals and an authorized court translator must translate the documents into the local language. If the documentation is complete and correct, the registration procedure should be completed within 30 days. The BiH Ministry of Foreign Trade and Economic Relations (MoFTER) will appoint the office by a decree published in the Official Gazette. After receiving the decree, the new representative office must notify MoFTER within 90 days of the beginning of operations. If the representative office fails to do so, the appointment will be cancelled.

A representative office is allowed to have both foreign and local currency accounts with local banks. Office equipment can be imported free of customs duties, based on a temporary permit with the possibility for extensions. Office vehicles may be imported but only for expatriates. Expatriates are required to obtain residence and work permits and to pay local income taxes.

Other forms of establishing a business in BiH include:

Unlimited Joint Liability Company

An Unlimited Joint Liability Company is a company of at least two persons who bear unlimited mutual liability of the company. The company is founded by a founding contract of two or more domestic/foreign legal entities. Every member has the right and obligation to manage the company. The company has no statute and no management bodies because members manage the company directly, including representation of the company.

Limited Liability Company

A Limited Liability Company (LLC) is founded by an establishment act or establishment contract by one or more domestic/foreign legal entities with basic capital divided in parts. A member in a limited company is liable for the value of his investment in that company. Minimum basic capital is KM 2,000 (approximately \$1,300).

Limited Partnership

A Limited Partnership is a company in which one or more members has unlimited solidarity liability for the liabilities of the company including members' private assets. Risk of one or more members is limited by the value of their share in that company. A Limited Partnership is founded by a contract of two or more domestic/foreign legal entities. General partners manage the business of the company and the company is represented by each general partner.

Joint-Stock Company

A Joint-Stock Company is founded by the establishment contract of one or more domestic/foreign shareholders with basic capital divided into shares. A Joint-Stock Company is not liable for the obligations of shareholders and can be established by one or more founders. The minimum basic capital is KM 50,000 (approximately \$30,000).

The following steps are required to establish a limited liability company (the most frequent business entity form). The steps are uniform for the whole territory of BiH:

1. Establishment of contract
2. Initial capital payment
3. Registration at the competent court
4. Registration of a company stamp
5. Opening of a bank account in a commercial bank
6. Registration at the tax administration
7. Registration at the local municipality
8. Initiation of business activity

Additional English-language information on the registration process can be obtained from:

BiH Ministry of Foreign Trade & Economic Relations (MoFTER)

Musala 9

71000 Sarajevo

Bosnia and Herzegovina

Tel: +387-33-220-093

Fax: +387-33-445-911

BiH Foreign Investment Promotion Agency (FIPA)

Grbavička 471000 Sarajevo

Bosnia and Herzegovina

Phone: ++ 387 33 278 080

Fax: ++ 387 33 278 081

E-mail: fipa@fipa.gov.ba

*(Currency exchange rate: \$1 = KM 1.82 on 6/8/2022)

Franchising

Franchising has yet to make a significant mark on the economy of BiH, though signs of progress can be found. The first McDonald's franchise arrived in 2011 and there are now four McDonald's restaurants in BiH. Marriott opened the Residence Inn Sarajevo in 2014, a Courtyard in Sarajevo in 2015, and a Courtyard in Banja Luka in 2019. A Marriott hotel is under construction in Mostar. Caribou Coffee recently opened three stores in Sarajevo. KFC plans to open several outlets during 2022 and 2023 in Sarajevo and other larger cities throughout the country. Car rental companies (Hertz, National, Budget, Alamo) also have developed local franchising operations. BiH has no specific franchise laws.

Direct Marketing

Direct-response selling remains popular in BiH. With the steady growth in credit card usage, there are attempts to market consumer goods through catalog sales, direct response advertising (TV, radio, and print media), and e-

commerce. Marketing is usually carried out via formal or informal multi-level marketing groups or direct sale chains. Often, informal gatherings are used to promote the products and encourage sales.

Joint Ventures/Licensing

Joint ventures are rare in BiH. The BiH Law on the Policy of Foreign Direct Investment and the Law on Companies regulate the establishment of joint ventures, investment in companies with mixed ownership, as well as other types of foreign or domestic investment. Establishing a joint venture requires a local lawyer and registration with the local court.

The Law on Obligations (“Commercial Code”) addresses contract law. The licensing contract covers intellectual property rights issues (trademark, model, patent or copyright), payments/royalties, the term of the contract, restrictions on using trademarks, among other topics. A local lawyer should be consulted to ensure that provisions of the contract do not contravene BiH law.

Express Delivery

There are several express delivery, courier, and shipping services available to companies operating in the country, including FedEx, UPS, DHL, and other local and international express couriers. The average transit time for document shipments from large U.S. cities to BiH is about three to four business days.

Due Diligence

The complex legal environment in BiH dictates the need for a local attorney. The legal framework is sometimes contradictory or overlapping, creating confusion and uncertainty. Bosnian attorneys’ experience base is still limited with respect to legal questions and the issues that arise in a market-oriented economy. However, local lawyers are quickly gaining experience in working with international organizations and companies that are operating in BiH. Companies’ in-house legal counsel should be prepared to oversee their in-country counsel, with explicit explanations and directions regarding objectives. U.S. Embassy Sarajevo maintains a list of local lawyers willing to represent U.S. Citizens in BiH. The list can be accessed at the [U.S. Embassy Sarajevo’s website](#). The U.S. Embassy Sarajevo can assist you in locating requested professional services as available. The Economic/Commercial Section can be reached at +387 (33) 704-000.

eCommerce

E-commerce is not well developed. BiH citizens and businesspeople generally do not shop or conduct business on the Internet, though the trends are slowly changing. According to available research data, eCommerce market revenue amounted to \$206.3 million in 2020; Revenue is expected to show an annual growth (CAGR 2020-2025) of 8.1%, resulting in a market volume of \$303.9 million by 2025. The market's largest segment is "Fashion" with a market volume of \$55.5 million in 2020. The introduction of internet-based delivery options grew dramatically during the COVID-19 pandemic and many BiH citizens use these services frequently for food deliveries. Internet penetration is estimated at 81 percent (source: Internet World Stats, 2021). The financial sector leads the way with many commercial banks offering e-banking to their clients.

Selling Factors & Techniques

Many smaller and younger firms have difficulty gaining access to credit; therefore, an outside investor might consider financing options for the local reseller, whether in the area of industrial or consumer goods. Most buyers prefer to pay in monthly installments, even for low-priced goods.

Close and frequent contact with buyers, motivated and trained intermediaries, and aggressive market promotion are additional factors critical to success. Selling to state-owned companies and other state entities still relies on cultivating relationships.

It is important to provide product literature and manuals in local languages, as well as to use locally available service and maintenance.

Trade Promotion & Advertising

Trade Promotion

Trade shows are a common vehicle for company promotion in BiH. Local and regional firms rely on trade fairs to establish business connections, gain market visibility, and learn about new products. Trade shows are held throughout the country. The most important shows take place in Sarajevo (<https://www.skenderija.ba/>), [Banja Luka](https://www.banjaluka-turizam.com/) (<https://www.banjaluka-turizam.com/>), Zenica (<https://www.zeps.com/>), Mostar (<https://www.mostar-fair.com/>), and Gradacac (<http://gradacackisajam.com.ba/>). For agriculture and food trade shows, please visit the [U.S. Embassy Sarajevo's website](#).

Advertising

Electronic media (television, cable TV, and radio), outdoor advertising, print media, and online media are the leading advertising mediums. The standard means to pursue advertising services is to contact one of the many advertising agencies in BiH. Media Group and Media Pool are two key advertising groups. Media Group includes BBDO and McCann Erickson, while Media Pool consists of SV-RSA, Fabrika, J.W. Thompson, Communis and M.I.T.A. Group/Saatchi & Saatchi. There are also several smaller, locally-owned firms, such as Via Media.

The broadcasting scene is crowded, with three Public Broadcasting Service (PBS) broadcasters at the state and entity level, 12 local public TV stations, 45 private TV stations, and 144 radio stations (78 private, 62 public, 3 PBS, plus 3 non-profit). The full list of TV and radio broadcasters is available on the [Communications Regulatory Agency's website](#).

Among the most popular private TV stations are NTV Hayat, TV Pink, OBN, BNTV, ATV, TV1, and N1. The three public broadcasters are a state-level TV and radio station (BHT), as well as two entity-level TV and radio stations (FTV and RTRS).

Mareco Index Bosnia, a member of Gallup International, and Ipsos are leading public opinion, media and market research companies in BiH. Both companies conduct consumer, media, and public opinion research throughout the country.

Pricing

Since January 1, 2006, BiH has had a single, national 17 percent value-added tax (VAT) rate. This is one of the lowest rates in the region. The price level of goods and services in Bosnia and Herzegovina is relatively low due to the low cost of labor. The market generally determines prices.

Sales Service/Customer Support

Sales service and customer support are relatively undeveloped as marketing tools. As foreign companies come to the market, they and their distributors are developing new standards of customer service. These higher standards of sales service and customer support are slowly being adopted by local firms. When selling capital goods, sales services and customer support are essential, particularly in terms of maintenance and training. A well-trained local distributor can provide a competitive edge in this area.

Principal Business Associations

[The American Chamber of Commerce in BiH](#) (AmCham BiH) was established in 2001 as a nonprofit, independent association with the role of advancing the interests of U.S. and other foreign businesses in BiH. AmCham BiH plays an important role in improving the business climate in BiH and promoting high standards of business practices. AmCham BiH brings together companies and organizations, including: law and consultancy firms; consumer goods and service providers; public relations, marketing and advertising companies; information technology companies; non-profit and educational organizations; engineering and construction firms; pharmaceutical companies; food and beverage producers; manufacturers of tobacco products; and various financial institutions. AmCham's activities include advocacy on members' behalf in addressing issues impacting their ability to conduct business in BiH; lobbying for legislation that is in accordance with European Union and international standards; and organizing regular meetings for members to discuss issues of interest.

[The Foreign Investors Council \(FIC\)](#) was established in 2006 as a non-profit business association, representing the interests of foreign businesses in BiH. FIC members come from different sectors including metal industry, mining, construction, legal and financial services, oil and energy, trade, banking, telecommunications, food and beverage production, and others. FIC objectives include the improvement of the investment and business environment in BiH and the promotion of communication and cooperation between the business council and BiH authorities.

There are also several local Chambers of Commerce on the state, entity, and canton administrative levels. The Chambers of Commerce represent member companies' interests with government related to adopting and amending economic laws, regulations, and programs.

Limitations on Selling U.S. Products and Services

The state-level "Law on Foreign Direct Investment" provides a generic framework for foreign investment. The law accords foreign investors the same rights as domestic investors, including bidding on privatization tenders. The primary exceptions are the defense industry and the media sector, where foreign control or ownership is limited to 49 percent. However, either entity government may decide, if it deems justified, to waive the 49 percent foreign ownership limit for defense industry companies. As a result of FDI Law amendments adopted in March 2015, foreign investors can now own more than 49 percent of capital business entities dealing with media activities, such as publishing newspapers, magazines and other journals, publishing of periodical publications, production and distribution of television programs, privately-owned broadcasting of radio and TV programs, and other forms of daily or periodic publications of edited produced program content through transfer of recordings, voice, sound or images. The new FDI Law maintains the restriction that foreign investors cannot own more than 49 percent of public television and radio services.

Trade Financing

Methods of Payment

The following financial instruments are used in BiH to make payments abroad: documentary collections, checks, and letters of credit. The safest method of receiving payment for a U.S. export sale is cash-in-advance and/or irrevocable letter of credit. However, most importers prefer to avoid this costly instrument. Many claim to do business on open account terms with their European suppliers. Nevertheless, a confirmed letter of credit should be a minimum term. Companies that acquire capital goods expect the vendor to provide financing, preferably in the form of a loan.

Banking System

With a growing number of foreign banks present in the country (83 percent of the total bank capital), competition is strong and banks are beginning to offer an extended product range of financial instruments (credit cards, consumer loans, mortgages). However, the level of bank intermediation remains low, due to the slow restructuring of the economy. Small and medium size enterprises still experience difficulties obtaining long-term credit, a problem

exacerbated by the uncertain global economy. Inadequate secured transaction regulations and an inefficient court system make collateral foreclosure difficult and increase the cost of capital. There are currently 20 commercial banks operating in BiH, 13 in the Federation and 7 in the RS.

The BiH Central Bank (CBBiH) is the country's monetary authority. Its goal is to maintain monetary stability under the present currency board arrangement, with full coverage in freely convertible foreign exchange funds under a fixed exchange rate of 1 KM: EUR 0.51129. In addition, the CBBiH supports and maintains appropriate payment and settlement systems and coordinates the activities related to supervision of commercial banks. The Central Bank of BiH also coordinates the activities of the bank regulatory agencies in the two entities, which are in charge of bank licensing and supervision.

Foreign Exchange Controls

In accordance with the BiH Law on the Central Bank, neither the Central Bank nor any other relevant institution may impose payment restrictions on international transactions, except when the Central Bank deems it indispensable to meet BiH's obligations under international treaties or law.

Commercial banks and financial institutions in BiH may publicly trade in domestic and foreign currency without restrictions according to the law. The foreign exchange and payment system has no restrictions (no administrative management nor limits) on payments and transfers related to international current and capital transactions. In commercial banks, there are no restrictions for individuals or businesses (domestic and foreign) on opening accounts in domestic or any foreign currency, on exchanging KM for any foreign currency, or in payments to foreign partners.

In both the Federation and the RS, the Law on Foreign Exchange Operations regulates foreign exchange operations. These laws extend identical treatment to domestic and foreign physical and legal entities.

U.S. Banks & Local Correspondent Banks

The following are the largest banks in BiH that maintain U.S. correspondent banking arrangements:

Raiffeisen Bank dd Bosna i Hercegovina (Austrian)

Phone: (+387) 33 755 010

Zmaja od Bosne bb

71000 Sarajevo

UniCredit Bank dd (Italian)

Phone: (+387) 36 312 112

Kardinala Stepinca bb

88000 Mostar

Sparkasse Bank dd (Austrian)

Phone: +387 33 280 300

Zmaja od Bosne 7,

71000 Sarajevo

Addiko Bank (Austrian/American)

Phone: (+387) 33 755 755

Trg Solidarnosti 12

71 000 Sarajevo

Intesa Sanpaolo Banka Bosna i Hercegovina (Italian)
Phone: (+387) 33 497 500
Obala Kulina Bana 9a
71000 Sarajevo

ASA Banka
Phone: (+387) 33 586 870
Trg Medjunarodnog Prijateljstva 25

NLB Razvojna Banka (Slovenian)
Phone: (+387) 51 221 620
Milana Tepica 4, 78000 Banja Luka

For additional information, visit the U.S. Department of State [Investment Climate Statements](#).

Protecting Intellectual Property

Intellectual Property Rights

Companies should consider several general principles for effective management of intellectual property rights (IPR) in BiH. It is important for companies to have a comprehensive IPR protection strategy. IPR is protected differently in BiH than in the United States and rights must be registered and enforced according to local law. U.S. trademark and patent registrations do not protect IPR in BiH.

Bosnia's IPR framework consists of seven laws, adopted and put into force by the BiH Parliament in 2010. This legislation is compliant with the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) and EU legislation. BiH belongs to over 20 international treaties related to IPR and, in 2009, ratified the 1996 World Intellectual Property Organization (WIPO) Copyright Treaty and the WIPO Performance and Phonograms Treaty. Although existing legislation provides a basic level of protection, BiH's civil and criminal enforcement remains weak.

Jurisdiction over IPR investigations is split between customs officials, entity inspectorates, and state and entity law enforcement agencies, and no institution has specialized IPR investigation teams. IPR crimes are prosecuted primarily at the state level. Cases in which companies are indicted often involve fairly low-level violators. More significant cases have sometimes languished for years with little action from prosecutors or judges.

The entity governments have been using licensed software for a number of years. The state-level government came into compliance in 2009, a significant step forward in the government's commitment to IPR protection. Some of the Cantonal governments continue using unlicensed software. Some officials still lack understanding of the importance of IPR.

In BiH's private sector, awareness of IPR, particularly the importance of copyright protection, remains low, though the emergence of a local software development industry is helping to raise awareness. Curbing business software piracy could significantly improve the local economy by creating new jobs and generating tax revenue. The failure to recognize the importance of preventing copyright infringement makes software producers and official distributors less competitive and the establishment of a legitimate market more difficult. Businesses in BiH lose an estimated \$15 million annually from the sale of counterfeit software, CDs, and DVDs. According to the Business Software Alliance (BSA), the rate of illegal software installed on personal computers in Bosnia and Herzegovina currently remains at 66 percent, which is the regional average.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so businesses should consider applying for trademark and patent protection prior to introducing their products or services in the BiH market. The U.S. government generally cannot enforce rights for private individuals in BiH. Companies may wish to seek advice from local attorneys who are experts in IPR law.

Collective copyright protection also remains a challenge in Bosnia and Herzegovina. The Association of Composers and Musical Authors is the only licensed collective management organization for music authors in BiH. It faces enforcement challenges, and both members and users remain skeptical and unfamiliar with collective copyright management protection. There is currently no established local representative to collect and distribute royalties for visual artists, filmmakers, and literary authors.

The U.S. Government, in conjunction with local partners, has made IPR awareness within the enforcement community a priority through training and public awareness programs. The U.S. Department of Commerce (DOC) recently conducted a judicial training on intellectual property rights in the Republika Srpska. DOC supports other capacity building for judiciary in intellectual property, including assistance with writing and publishing a judicial bench book and promoting the international arbitration regime in Bosnia.

Bosnia and Herzegovina is not included in the USTR's Special 301 report.

For additional information about treaty obligations and points of contact at local IP offices, please see WIPO's country profiles at [or contact ITA's Office of Intellectual Property Rights Director, Stevan Mitchell at \[Stevan.Mitchell@trade.gov\]\(mailto:Stevan.Mitchell@trade.gov\)](#)

For additional information, visit the U.S. Department of State [Investment Climate Statements](#).

Selling to the Public Sector

Selling to the Government

Government expenditures in BiH are significant and amounted to around 50 percent of GDP in 2021. The scope of government procurements is wide as it includes many government-owned enterprises such as public utilities and service providers for telecommunications, electricity and gas utilities, transportation services, and water supply. Procurement award decisions are often opaque: Transparency International's 2021 Corruption Perception Index ranked Bosnia and Herzegovina at number 110 out of 180 countries.

The BiH Public Procurement Agency and Procurement Review Body provides information pertaining to public procurement legislation, including procurement notices.

U.S. companies interested in selling to the government are advised to contact U.S. Embassy Sarajevo for additional information about specific procurement opportunities. The Embassy assists U.S. companies exporting to BiH by identifying local opportunities for the sale of U.S. products or services, providing counseling on the market, and meeting the advocacy needs of U.S. firms. U.S. companies bidding on Government tenders may also qualify for U.S. Government advocacy. A unit of the U.S. Commerce Department's International Trade Administration, the Advocacy Center coordinates U.S. Government interagency advocacy efforts on behalf of U.S. exporters bidding on public sector contracts with international governments and government agencies. The Advocacy Center works closely with our network of the U.S. Commercial Service worldwide and inter-agency partners to ensure that exporters of U.S. products and services have the best possible chance of winning government contracts. Advocacy assistance can take many forms but often involves the U.S. Embassy or other U.S. Government agencies expressing support for the U.S. bidders directly to the foreign government. Consult [Advocacy for Foreign Government Contracts](#) for additional information.

Many governments finance public works projects through borrowing from Multilateral Development Banks. Please refer to the "Project Financing" section in "Trade and Project Financing" for more information.

Financing of Projects

International financial institutions including the World Bank, the European Bank for Reconstruction and Development (EBRD), and the European Investment Bank (EIB) are the most important sources of project financing for which procurement is open to U.S. bidders.

Multilateral Development Banks and Financing Government Sales. price, payment terms, and financing can be a significant factor in winning a government contract. Many governments finance public works projects through borrowing from the Multilateral Development Banks (MDB). A helpful guide for working with the MDBs is the Guide to Doing Business with the Multilateral Development Banks. The U.S. Department of Commerce's (USDOC) International Trade Administration (ITA) has a Foreign Commercial Service Officer stationed at each of the five different Multilateral Development Banks (MDBs): the African Development Bank; the Asian Development Bank; the European Bank for Reconstruction and Development; the Inter-American Development Bank; and the World Bank.

Learn more by contacting the:

[Commercial Liaison Office to the European Bank for Reconstruction and Development](#)

[Commercial Liaison Office to the World Bank](#)

World Bank

The World Bank has committed \$1.3 billion since 1996 to BiH through 62 projects involving rehabilitation of industries, infrastructure, housing, education, health care, and landmine clearance. These funds have been used to purchase goods and equipment, build infrastructure, and obtain the consulting services needed to implement these projects. World Bank borrowers are required to submit timely notification of bidding opportunities and to advertise these opportunities and expressions of interest.

The Development Gateway Market (dgMarket) is a global online marketplace providing information on donor and government-funded tenders. Currently, dgMarket publishes tender notices for projects funded by the African Development Bank, the Asian Development Bank, Europe Aid, EBRD, European Investment Bank, EU member states, Phare/Tacis, and the World Bank. For more information, contact: info@dgmarket.com

The United Nations publishes [UN Development Business](#), a website which provides information on business opportunities generated through the World Bank, regional development banks, and other development agencies. Development Business is available in either print format or by online subscription. For more information contact the Development Business Liaison Office at Phone: (202) 458-2397; Fax: (202) 522-3316 or E-mail: dbusiness@worldbank.org

European Bank for Reconstruction and Development (EBRD)

With EUR 2.9 billion (\$3.12 billion) since 1996 committed to various projects in the financial, telecommunications, road, railways, and civil aviation sectors, the EBRD is one of the largest lenders in BiH.

Contact Information

European Bank for Reconstruction and Development (EBRD)

Fra Andjela Zvizdovica 1 B-15

71000 Sarajevo BiH

Phone: (+387) (33) 667-945

European Investment Bank (EIB)

The [European Investment Bank \(EIB\)](#) has been active in BiH since 2000 and has funded numerous projects in the industry, railways, and road sectors in the amount of EUR 1.1 billion (approximately \$1.4 billion). The EIB provides additional information on [its projects](#) and [procurement rules](#) online.

U.S. Export Import Bank (Ex-Im Bank)

The [Export-Import Bank of the United States](#) is the official export credit agency of the United States. Ex-Im Bank's mission is to assist in financing the export of U.S. goods and services to international markets. Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance (post-export financing); and loan guarantees and direct loans (buyer financing). On average, 85 percent of Ex-Im Bank's transactions directly benefit U.S. small businesses. Since October 2002, Ex-Im Bank has been open for private sector transactions in BiH and will consider business for short- and medium-term transactions in the private sector.

Contact Information

Export-Import Bank of the United States
811 Vermont Avenue NW
Washington, D.C. 20571
Phone: (202)-565-3477

U.S. Trade and Development Agency (USTDA)

USTDA is an independent U.S. government agency that promotes American private sector participation in developing and middle-income countries, with special emphasis on economic sectors that represent significant U.S. export potential. USTDA helps U.S. businesses compete for infrastructure projects in emerging markets by funding feasibility studies, orientation visits, specialized training grants, and various forms of technical assistance. In the past, USTDA program funds have supported numerous projects in Bosnia in the energy, telecommunications, transportation, and environmental technology sectors.

Contact Information

[U.S. Trade and Development Agency \(USTDA\): Middle East, North Africa and Europe Region](#)

1000 Wilson Blvd., Suite 1600
Arlington, VA 22209 USA
Phone: (703) 875-4357
Email: mena_europe@ustda.gov

U.S. International Development Finance Corporation (DFC)

[The United States International Development Finance Corporation \(DFC\)](#) is the development finance institution of the United States federal government, primarily responsible for providing and facilitating the financing of private development projects in lower- and middle-income countries. First authorized on October 5, 2018, the independent agency was formed December 20, 2019, by merging the Overseas Private Investment Corporation (OPIC) with the Development Credit Authority of the United States Agency for International Development, as well as with several smaller offices and funds. The DFC was also granted greatly expanded lending authority; its overall lending capacity of \$60 billion is more than double that of its predecessor institutions. The DFC's lending capacity is used to provide loans, loan guarantees, and insurance for development projects in lower-income countries undertaken by US businesses.

Contact Information

U.S. International Development Finance Corporation (DFC)
1100 New York Avenue, N.W.

Washington, D.C. 20527, USA

Phone: (202) 336-8400

Email: info@dfc.gov

U.S. Commercial Service Liaison Offices at the Multilateral Development Banks

The Commercial Service maintains Commercial Liaison Offices in each of the main Multilateral Development Banks, including the European Bank for Reconstruction and Development and the World Bank. These institutions lend billions of dollars in developing countries on projects aimed at accelerating economic growth and social development by reducing poverty and inequality, improving health and education, and advancing infrastructure development. The Commercial Liaison Offices help American businesses learn how to get involved in bank-funded projects, and advocate on behalf of American bidders. Learn more by contacting the [Commercial Liaison Offices to the European Bank for Reconstruction and Development](#) and the [World Bank](#).

Business Travel

Business Customs

Business customs in BiH remain an amalgam of old socialist-style habits and newly acquired business practices. However, the business culture is changing. Over the past decade the business community has benefited from the presence of many international agencies, foreign investors, and technical assistance programs. This change, most obvious in the largest business and industrial centers, has introduced new management, language, IT skills, as well as Western-style business practices. Most of today's managers are fluent in English and are completely computer literate.

The exchange of business cards is a common practice. While most business meetings take place in a formal setting, it is not unusual to discuss business over coffee or lunch. An invitation to dinner should never be rejected; it may be a sign of a serious desire to do business. As is the case in many other countries, local companies prefer to do business with people they know well. Business friendships are highly valued. Establishing a local presence and employing local nationals signal a long-term commitment to the market. Such practices are well received.

Travel Advisory

Before traveling to BiH, U.S. citizens should consult the latest U.S. government travel advisory on the [U.S. State Department's website and the U.S. Embassy Sarajevo Alerts and Messages](#) section of the website. Americans in BiH, visiting or residing, are urged to register with the U.S. Embassy in Sarajevo and enroll in the [Smart Traveler Enrollment Program \(STEP\)](#) to obtain updated information on travel and security.

The CDC rates the COVID-19 risk assessment for Bosnia and Herzegovina (BiH) as high and the State Department rates it as Level 2: Reconsider Travel. The Department of State and the CDC recommend unvaccinated travelers should avoid nonessential travel to BiH.

Visa Requirements

U.S. citizens possessing a valid passport do not need a visa to enter BiH for short-term stays of up to three months while visiting for business or tourism. Foreigners must register with the local police at the nearest police station within 24 hours of arrival; however, hotels will do this automatically for their guests. Registration is free for the first three months, regardless of the purpose of the visit. Stays of longer than three months (education, scientific research, employment, engagement in a professional activity, medical treatment, tourism, other justified reasons, or because of marriage to a BiH citizen) require a temporary resident permit, and visitors must apply for the permit before the end of their initial three months in BiH. Foreigners must state the reason for the extended visit and submit evidence of adequate financial support for the duration of their stay in BiH.

The maximum duration of a temporary residence permit is 12 months, with the possibility of a renewal. The fee is KM 100 or approximately \$60. A police certificate indicating that the applicant has no criminal record is required for this permit and should be obtained from the applicant's state of residence in the United States.

The local field office of the Foreigners' Affairs Department of the Bosnian Ministry of Security at <http://sps.gov.ba/> accepts applications for temporary residence permit.

U.S. Companies that require travel of foreign businesspersons to the United States should be advised that security evaluations are handled via an interagency process. Visa applicants should go to the following links:

[U.S. State Department Visa Webpage](#)

[Consular Section at U.S. Embassy Sarajevo](#)

Currency

BiH official currency is the Convertible Mark (KM or BAM). BiH operates a currency board arrangement by which the Bosnian Convertible Mark is pegged to the euro (One Euro = KM 1.958). As a result, the Convertible Mark is one of the most stable currencies in Southeast Europe. (Currency note: \$1= KM 1.8265 on 6/8/2022)

Telecommunications/Electronics

Telecommunications services in BiH are relatively advanced. There are three 900 MHz GSM/4G networks - BH Mobile, m:Tel, and Eronet with solid coverage throughout the country and roaming agreements with most international mobile operators. All mobile operators feature GPRS service. Unfortunately, internet connectivity remains a weak spot. Many hotels do not offer this service, especially outside of Sarajevo, although this is improving.

Transportation

Air transport is the fastest and most reliable connection between Sarajevo and the outside world. However, travelers in winter experience frequent delays and cancellations due to inclement weather, especially fog and smog, at Sarajevo Airport. There are three other functional international airports, but the Sarajevo Airport accounts for over 60 percent of total passenger and cargo traffic in BiH. Passenger traffic through Sarajevo is on the rise, with over one million travelers in 2021. Visits by foreign tourists have doubled in the last five years and numbers are projected to continue rising. The other three airports, Banja Luka, Mostar, and Tuzla have experienced growing passenger traffic, which fluctuates depending on the season. Due to the COVID-19 pandemic, read the Department of State's COVID-19 page before you plan any international travel.

Sarajevo International Airport is served by Austrian Airlines, Lufthansa, Croatia Airlines, German Wings, Turkish Airlines, Swiss Air, Adria Airways, Air Serbia, Qatar Airways, flyDubai, Norwegian, Eurowings, AirArabia, Pegasus Airlines, Wizz Air, LOT Polish Airlines and flyBosnia. Routes connect Sarajevo with Vienna, Munich, Zagreb, Istanbul, Ljubljana, Belgrade, Geneva, Stockholm, Zurich, Cologne, Budapest, Copenhagen, Oslo, Stuttgart, Doha, Warsaw and Dubai. The airport features a cargo center with a fully equipped customs warehouse to serve the needs of cargo traffic. The other three airports – Banja Luka, Mostar, and Tuzla -- have occasional commercial charter traffic, which can fluctuate depending on the season. The Banja Luka Airport is the only airport in the RS. The airport offers Air Serbia flights to Belgrade twice a week. Ryanair flies to Gothenberg, Memmingen, and Hahn. Wizz Air flies to Basel/Mulhouse, Dortmund, Eindhoven, Malmo, and Stockholm-Skavsta. Tuzla Airport, located in northeast BiH, about 50 miles from the Serbian border and 34 miles from the Croatian border, only ran sporadic summer charter flights until 2013 when Hungarian budget airline Wizz Air opened daily flights between Tuzla and Malmo (Sweden) and Basel (Switzerland). Since then, Wizz Air has expanded to include flights to and from Tuzla and Goteborg, Dortmund, Stockholm, Eindhoven, Oslo, and Frankfurt. Wizz Air has fueled strong passenger growth over the past two years, with over 300,000 passengers in 2021. Mostar Airport, located in southwest BiH, about 30 miles from the border with Croatia, currently serves only charter flights, handling approximately 90,000 passengers per year. Most of the flights cater to Italian Catholic pilgrims visiting nearby Medjugorje, the site of alleged apparitions of the Virgin Mary to local Catholics in 1981.

BiH's road and railway systems have seen little improvement since the 1992-95 war. There are about 220 kilometers of highway in the entire country, although plans are slowly progressing to complete a north-south corridor that will link Sarajevo to northeastern and southern Croatia (Corridor Vc). Driving time from Sarajevo to either Belgrade or Zagreb is four to five hours, and similar driving time to the coast at Dubrovnik or Split. From Banja Luka, it is a two-hour drive to Zagreb. Rail travel to the neighboring capitals is considerably slower. Car rental service is available from Budget, Hertz, Avis, National, and Europcar as well as other local car-rental companies.

Language

There are three main ethnic groups in BiH: Bosniaks (Muslims), Croats (Roman Catholics), and Serbs (Orthodox). The languages spoken in BiH – Bosnian, Serbian, and Croatian – are mutually understandable. In conversation, it is best to refer to the language as “the local language,” or B/C/S.

Health

The water supply in Sarajevo meets World Health Organization standards and, therefore, is not thought to pose a health risk. No lead or bacterial contamination has been found in the tap water in Sarajevo. The local cuisine is very similar to international cuisine and poses no risk. However, fresh vegetables and fruits must be thoroughly washed or peeled before consuming.

Water supply outages periodically affect some parts of Sarajevo. While the city has installed new pipes and pumps in some neighborhoods, it lacks the resources for a comprehensive and much-needed upgrade of the entire system. The effects of illegal construction on the water system further exacerbate the situation.

The drugs found in the pharmacies are usually labeled in the local language, but the drugs can still be identified by the generic name. The dosage is measured by the metric system. The following are recommended immunizations for those traveling to BiH: Tetanus, Diphtheria, Measles, Mumps, Rabies, Rubella, and Polio vaccines. Typhoid fever vaccine and Hepatitis A and B are recommended for those traveling in rural areas or anticipating extended stays.

Motor vehicle accidents are one of the leading causes of death in BiH. It is strongly recommended to use seatbelts when driving or being driven.

Mines and associated devices were used extensively during the 1992-95 war. While many areas have been cleared of the mines, there is still a significant risk especially near the former confrontation lines. The following advice is given to avoid mines: stay on known safe surfaces, stick to approved routes, do not drive on road shoulders, observe local behavior, and obtain mine information <http://bhmac.org/?lang=en>.

Emergency health service is available in most cities. Emergency numbers countrywide are Police 122, Fire 123, and Ambulance 124.

Local Time, Business Hours, and Holidays

BiH is in the GMT +1 time zone. Regular business hours are from 8 am to 5 pm; however, most government agencies close at 4 pm. The Federation of BiH and the Republika Srpska observe different holiday schedules. It is recommended to check with the U.S. Embassy regarding local holidays. The Embassy holiday schedule can be found on the [U.S. Embassy Sarajevo's website](#).

Summer break is in full swing during the months of July and August and appointments can be difficult to schedule.

Temporary Entry of Materials or Personal Belongings

Exemption from customs duties is granted for the following:

Various business documents including promotional materials such as brochures, other business and legal documents, blueprints, tender documents, bids, tickets, vouchers, printed forms, photographs, and recordings.

Goods in the personal luggage of travelers including tobacco products (200 cigarettes, or 100 cigarillos, or 250 grams of tobacco per passenger per day), alcoholic beverages (two liters of wine or one liter of alcoholic beverages with the alcohol content above 22 percent), 60 cc/ml of perfume or 250cc/ml of toilet water.

Goods that are being used for commercial/promotional purposes including goods used and/or consumed at trade fairs including samples, printed materials (brochures, catalogs, price lists, photographs, videos, etc.), equipment, machines and other products that are being displayed at trade fairs, and various items of insignificant commercial value.

Investment Climate Statement

The U.S. Department of State Investment Climate Statements provide information on the business climates of more than 170 economies and are prepared by economic officers stationed in embassies and posts around the world. They analyze a variety of economies that are or could be markets for U.S. businesses.

Topics include Openness to Investment, Legal and Regulatory systems, Dispute Resolution, Intellectual Property Rights, Transparency, Performance Requirements, State-Owned Enterprises, Responsible Business Conduct, and Corruption.

These statements highlight persistent barriers to further U.S. investment. Addressing these barriers would expand high-quality, private sector-led investment in infrastructure, further women's economic empowerment, and facilitate a healthy business environment for the digital economy.

Executive Summary

Bosnia and Herzegovina (BiH) is open to foreign investment, but to succeed, investors must overcome endemic corruption, complex legal/regulatory frameworks and government structures, non-transparent business procedures, insufficient protection of property rights, and a weak judicial system under the undue influence of ethno-nationalist parties and their patronage networks. Economic reforms to complete the transition from a socialist past to a market-oriented future have proceeded slowly and the country has a low level of foreign direct investment (FDI). According to the BiH Central Bank preliminary data, in the first nine months of 2021 FDI in BiH was USD 617 million, a 65% increase from the same period in 2020. In the World Bank's 2020 Ease of Doing Business Report, BiH was among the least attractive business environments in Southeast Europe, with a ranking of 90 out of 190 global economies. (Note: Beginning in 2021, the World Bank discontinued the worldwide assessment in the Doing Business Report.) The World Bank 2020 report ranked BiH particularly low for its lengthy and arduous processes to start a new business and obtain construction permits. According to the World Bank estimates, real GDP is expected to grow 4 percent in 2021 after contracting 3.2 percent in 2020. The European Bank for Reconstruction and Development (EBRD) expects BiH's GDP to grow by 4.5% in 2021. EBRD announced that BiH's economic recovery has been stronger than expected mostly due to the recovery in external markets and strong expansion of domestic private consumption, backed by higher exports of goods and services. BiH is tied closely to global value chains as it primarily exports goods rather than services.

U.S. investment in BiH is low due to its small market size, relatively low income levels, distance from the United States, challenging business climate, and the lack of investment opportunities. Most U.S. companies in BiH are represented by small sales offices that are concentrated on selling U.S. goods and services, with minimal longer-term investments. U.S. companies with offices in BiH include major multinational companies and market leaders in their respective sectors, such as Coca-Cola, Microsoft, Cisco, Oracle, Pfizer, McDonalds, Marriott, Caterpillar, Johnson & Johnson, FedEx, UPS, Philip Morris, KPMG, PwC and others. Nonetheless, BiH offers business opportunities to well-prepared and persistent exporters and investors. Companies that overcome the challenges of establishing a presence in BiH often make a return on their investment over time. A major U.S. investment fund was able to enter the market with a regional investment in the telecom/cable sector in 2014 and exit its majority position in 2019 with a good return. There is an active international community, but lack of political will has stalled the many reform efforts that would improve the business climate as BiH pursues eventual European Union membership. The country is open to foreign investment and offers a liberal trade regime and its simplified tax structure is one of the lowest in the region (17 percent VAT and 10 percent flat income tax).

The complex institutional and territorial structure of BiH complicates the economic landscape of the country and may lead to further disruptions in Foreign Direct Investment. In July 2021, the Republika Srpska (RS) entity began a blockade of state institutions and in October 2021 began to take unconstitutional steps to return competencies to the entity-level government. This near-virtual decision-making blockade and attempts to withdraw the RS from state institutions and agencies have created questions for many investors and businesses. The duplicative nature of the proposed RS-based parallel institutions and agencies will complicate the investment landscape and create regulatory and legal confusion. While no new parallel RS

agencies are yet operational, the RS has taken concrete legislative and regulatory steps to lay the groundwork for their full implementation in the near to mid-term. Investors should exercise all due diligence and take into account ongoing and potential Constitutional Court challenges and the fact these RS moves violate the Dayton Peace Agreement when deciding whether to conduct business with these nascent agencies or operate under constitutionally questionable legal frameworks established by the RS. The Federation of Bosnia and Herzegovina entity also has functionality issues, with 2018 election results yet unimplemented, and a legislative body that struggles to pass basic economic reforms. Potential investors are urged to read the legal reviews and statements of the High Representative to BiH.

BiH is pursuing World Trade Organization membership and hopes to join in the future. It is also richly endowed with natural resources, providing potential opportunities in energy (hydro, wind, solar, along with traditional thermal), agriculture, timber, and tourism. The best business opportunities for U.S. exporters to BiH include energy generation and transmission equipment, telecommunication and IT equipment and services, transport infrastructure and equipment, engineering and construction services, medical equipment, agricultural products, and raw materials and chemicals for industrial processing. In 2021, U.S. exports to BiH totaled USD 322 million, a 37 percent increase from 2020, and held around 3 percent share of total BiH imports. BiH exports to the United States in 2021 totaled USD 94 million, an increase of 135 percent from 2020. U.S. exports to BiH are primarily in the areas of raw materials for industrial processing, food and agricultural products, machinery and transport equipment, and mineral fuels.

To access the ICS, visit the U.S. Department of State [Investment Climate Statements](#) website.

Political Environment

For background information on the political and economic environment of the country, please click on the link to the U.S. Department of State [Countries & Areas](#) website.