Welcome to BOSNIA AND HERZEGOVINA!

United States Embassy Sarajevo
Bosnia and Herzegovina

Economic/Commercial Section
Welcome to Bosnia and Herzegovina!

The Economic Section of the U.S. Embassy in Bosnia and Herzegovina (BiH) stands ready to assist U.S. companies in navigating the local market. We can help you promote and expand your business in this market, facilitate investment, identify opportunities for your product or service, and assist you with establishing your company’s presence in Bosnia and Herzegovina. If you are considering Bosnia and Herzegovina as a potential export market - you’ve come to the right place to find the information and assistance you need to successfully enter this country!

Information and Services for U.S. Companies

The **Gold Key Matching Service** provides U.S. firms with prescreened appointments in-country, customized market and industry briefings with our trade specialist, timely and relevant market research, appointments with prospective trade partners in key industry sectors, a post-meeting debriefing, and assistance in developing appropriate follow-up strategies.

The **International Company Profile** is a detailed report for U.S. companies on potential business partners in Bosnia and Herzegovina, including a detailed credit report, local references, biographies for the company’s key officers and senior management, and general financial and business history information.
The **International Partner Search** is a report on qualified entities that have expressed an interest in a partnership with a U.S. company. The International Partner Search includes an analysis of the marketability and sales potential for your products and services and complete contact information and company profiles for each potential partner.

The **Single Company Promotion** is a customized, targeted promotional event designed to promote the U.S. client's products, services, or image in Bosnia and Herzegovina. We will assist you with identifying your target audience, locating a suitable venue, sending invitations, promoting the event, and performing other logistical support.

The annual Bosnia and Herzegovina **Country Commercial Guide and Investment Climate Statement** provide useful starting points for U.S. businesses pursuing export and investment opportunities in Bosnia and Herzegovina. You can access the latest reports online at: https://ba.usembassy.gov/business/
Basic Facts about Bosnia and Herzegovina

Business Environment
While Bosnia and Herzegovina’s (BiH) political environment and complex government structure create significant obstacles to economic development and foreign direct investment, companies who have managed to overcome the challenges of establishing a presence in BiH have often made a return on their investment over time. There is an active international community and many reform efforts to improve the business climate as BiH pursues eventual European Union membership. The country is open to foreign investment and offers a liberal trade regime.

Real GDP Growth Rate, %

Net FDI Inflow, Millions USD

Annual Inflation Rate, %

External Trade Statistics, Millions USD

Source: Central Bank of BiH and Agency for Statistics.

Converted to USD using yearly average conversion rates.
Exports and Imports by Main Trade Partners, Thousand USD

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<thead>
<tr>
<th>Country</th>
<th>Exports</th>
<th>Imports</th>
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</thead>
<tbody>
<tr>
<td>Germany</td>
<td>1,400,000</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Italy</td>
<td>1,000,000</td>
<td>800,000</td>
</tr>
<tr>
<td>Serbia</td>
<td>600,000</td>
<td>400,000</td>
</tr>
<tr>
<td>China</td>
<td>200,000</td>
<td>200,000</td>
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<tr>
<td>Russia</td>
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<td>Turkey</td>
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<td>Austria</td>
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<tr>
<td>USA</td>
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</tbody>
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Source: Indirect Taxation Authority of Bosnia and Herzegovina.

Foreign Direct Investment 1994-2017, Million USD

FDI by Sector 1994-2017

- Manufacturing: 34%
- Banking: 24%
- Telecommunication: 13%
- Trade: 12%
- Real estate: 5%
- Services: 4%
- Other financial services: 4%
- Tourism: 1%
- Transport: 1%
- Other: 2%

Source: Central Bank of Bosnia and Herzegovina.

U.S. Embassy Sarajevo, Bosnia and Herzegovina   Economic / Commercial Section
Leading Sectors for U.S. Exports and Investments

Bosnia and Herzegovina offers business opportunities to well-prepared and persistent exporters and investors. The country is open to foreign investment and offers a liberal trade regime. It is also richly endowed with natural resources, providing potential opportunities in energy (hydro, thermal, wind, and solar power plants), agriculture, timber, and tourism. The best business opportunities for U.S. exporters to BiH include:

Materials for Industrial Processing to supply BiH’s metal-based industrial sector, a significant export driver with robust production growth of over ten percent in recent years.

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.
Agricultural Sector Products and Services such as live animals and meat, processed and fresh fruits and vegetables, alcoholic drinks, grains, mineral water, confectionary products, feed, and animal genetic products.

Equipment and Services for Engineering, Construction, and Mining Projects for local road, railroad, and mining infrastructure upgrades.

Medical Equipment for the public healthcare systems and private practices, including sophisticated diagnostic equipment.

Information Technology Equipment and Services including computer software and IT equipment, as well as services to supply BiH’s public sector, retail operators, and financial and telecommunications sectors.

Agricultural Sector Products and Services such as live animals and meat, processed and fresh fruits and vegetables, alcoholic drinks, grains, mineral water, confectionary products, feed, and animal genetic products.
FAQs

How long does it take to register a business in Bosnia and Herzegovina?
The World Bank estimates there are an average of 12 procedures (actual number depends on the type of business), taking a total of 65 days, to register a new business in the capital city of Sarajevo. Registration can sometimes be expedited with the help of a local lawyer. Businesses must register in each entity in which they wish to conduct operations.

How can I design my market entry strategy?
It is essential to visit the country early in the market exploration phase to develop relevant industry contacts and learn about BiH's multi-layered bureaucratic structure. For a new-to-market company, identifying a local partner is key. The U.S. Embassy offers a number of services to help you conduct due diligence on potential partners.

Does Bosnia and Herzegovina have a bilateral investment treaty with the United States?
No.

How many U.S. companies operate in Bosnia and Herzegovina?
There are approximately 50 U.S. and U.S. affiliated companies that have established a full-time presence in the market.

Which countries have signed free trade agreements with Bosnia and Herzegovina?
Bosnia and Herzegovina is a member of the Central European Free Trade Agreement which includes Albania, Kosovo, Macedonia, Moldova, Montenegro, Serbia, and. It has bilateral free trade agreements with Croatia and Turkey. BiH also has preferential export regimes with New Zealand, Switzerland, Norway, and Japan. BiH’s Stabilization and Association Agreement (SAA) with the EU entered into force on June 1, 2015.

Does Bosnia and Herzegovina effectively protect intellectual property rights?
The BiH government is strengthening its intellectual property rights laws in preparation for eventual membership in the European Union and the World Trade Organization.
KEY CONTACTS IN BOSNIA AND HERZEGOVINA

Contact us at:
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Website:
https://ba.usembassy.gov/business

Foreign Trade Chamber of BiH:
www.komorabih.ba

Federation Chamber of Economy:
www.kfbih.com

Republika Srpska Chamber of Commerce and Industry:
www.komorars.ba

Central Bank of BiH:
www.cbbh.gov.ba

Government of the Federation of BiH:
www.fbihvlada.gov.ba

Government of Republika Srpska:
www.vladars.net

Ministry of Foreign Affairs of BiH:
http://www.mvp.gov.ba

Ministry of Foreign Trade & Economic Relations of BiH:
www.mvteo.gov.ba

Institute for Intellectual Property Rights of BiH:
www.ipr.gov.ba

Indirect Taxation Administration of BiH (Customs Office):
www.uino.gov.ba

Ministry of Transport and Communication of BiH:
www.mkt.gov.ba

Bosnia and Herzegovina Agency for Medicines and Medical Devices:
www.almbih.gov.ba

Communications Regulatory Agency of BiH:
www.cra.ba
United States Government Key Business Links

U.S. Department of Commerce
Through 108 U.S. Export Assistance Centers located throughout the U.S. and 70 foreign offices, the Department of Commerce provides trade promotion assistance to U.S. companies- advocacy for companies bidding on government tenders, partner searches, due diligence, market assessments, business counseling and guidance on customs regulations, product certifications, and other trade issues. For information on markets and the location of the U.S. Export Assistance Center nearest your office visit www.export.gov

Export Import Bank of the United States
The Export-Import Bank of the United States (Ex-Im Bank) mission is to assist in financing the export of U.S. goods and services to international markets. www.exim.gov

Office of the United States Trade Representative
The Office of the U.S. Trade Representative (USTR) is responsible for developing and coordinating U.S. international trade, commodity, and direct investment policy, and overseeing negotiations with other countries. www.ustr.gov

Overseas Private Investment Corporation
OPIC is the U.S. Government’s development finance institution. It mobilizes private capital to help solve critical development challenges and in doing so, advances U.S. foreign policy. www.opic.gov

The U.S. Small Business Administration (SBA)
The U.S. Small Business Administration (SBA) provides support to U.S. small businesses and small business owners across the nation through capital (loans), access to federal contracts, and counseling. www.sba.gov

National IPR Center
The National Intellectual Property Rights Coordination Center (IPR Center) stands at the forefront of the U.S. government’s response to global intellectual property (IP) theft. www.iprcenter.gov

U.S. Trade and Development Agency
USTDA links U.S. businesses to export opportunities by funding project activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries. www.ustda.gov