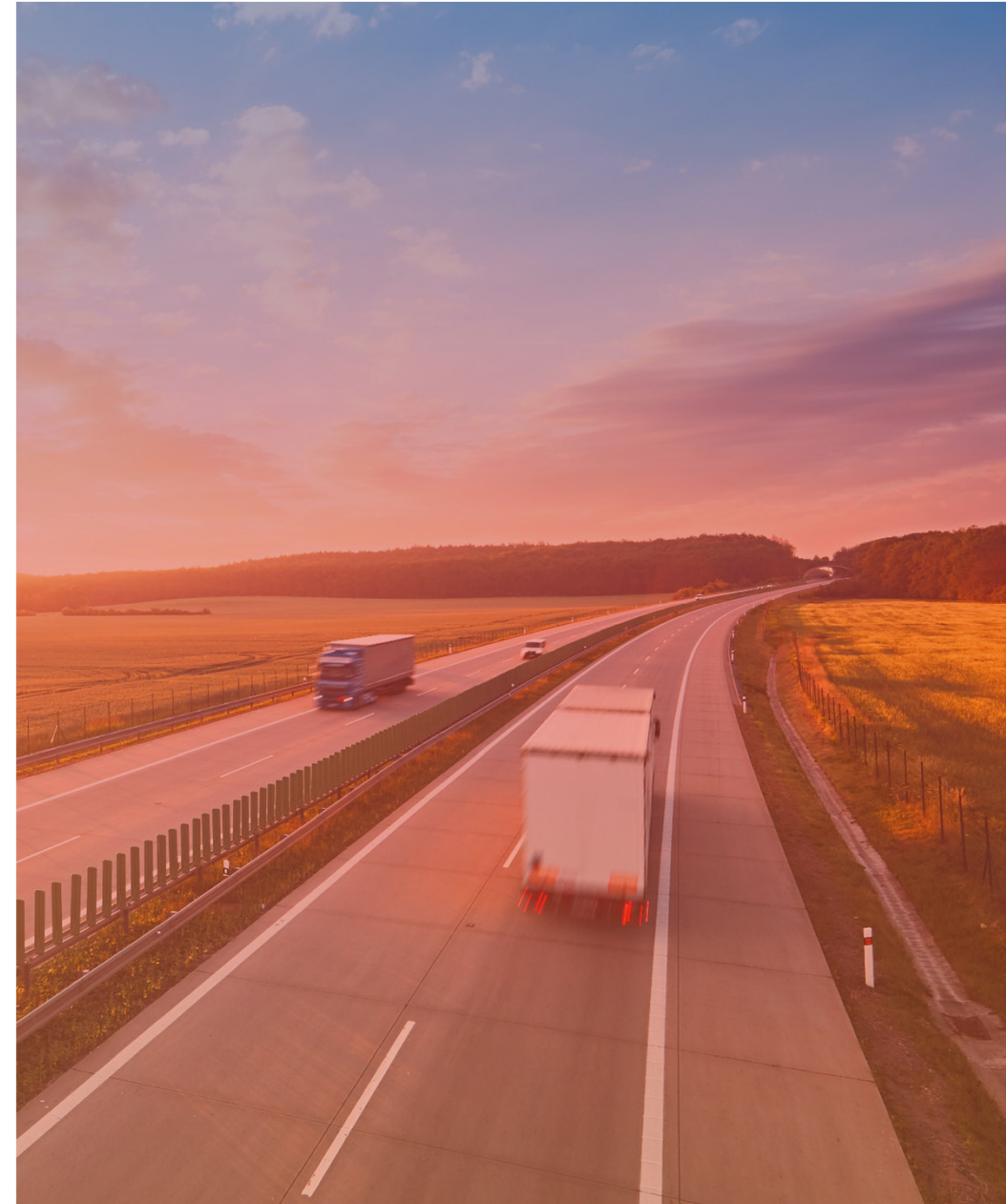


# Insights from surveys and interviews with local actors

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- ❑ **Survey conducted with local companies**
  - how local companies perceive foreign investors, how they cooperate with them, whether they think they can cooperate more, obstacles to greater cooperation
- ❑ **Case studies of local success stories** - local companies that have successfully cooperated with foreign companies
- ❑ **Interviews with representatives of investment promotion agencies from the Western Balkan economies**- how they look at the process of attracting foreign investors, cooperation between local and foreign companies, as well as whether the COVID-19 pandemic has changed the level of cooperation.

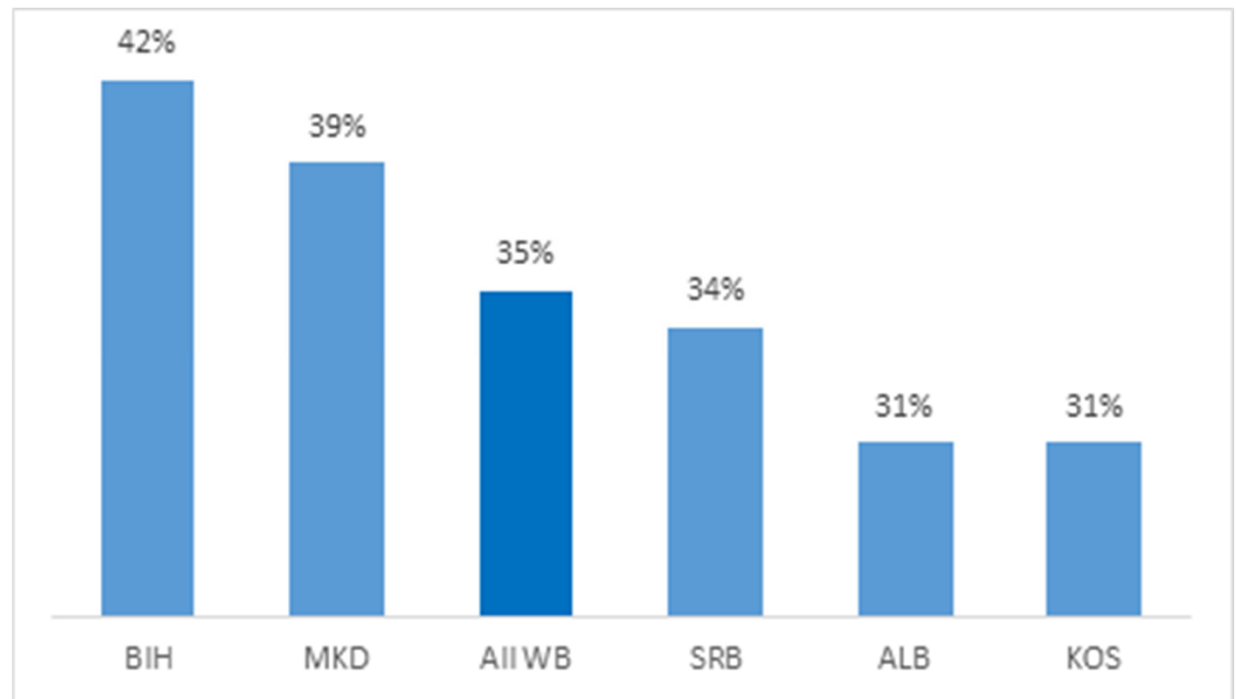


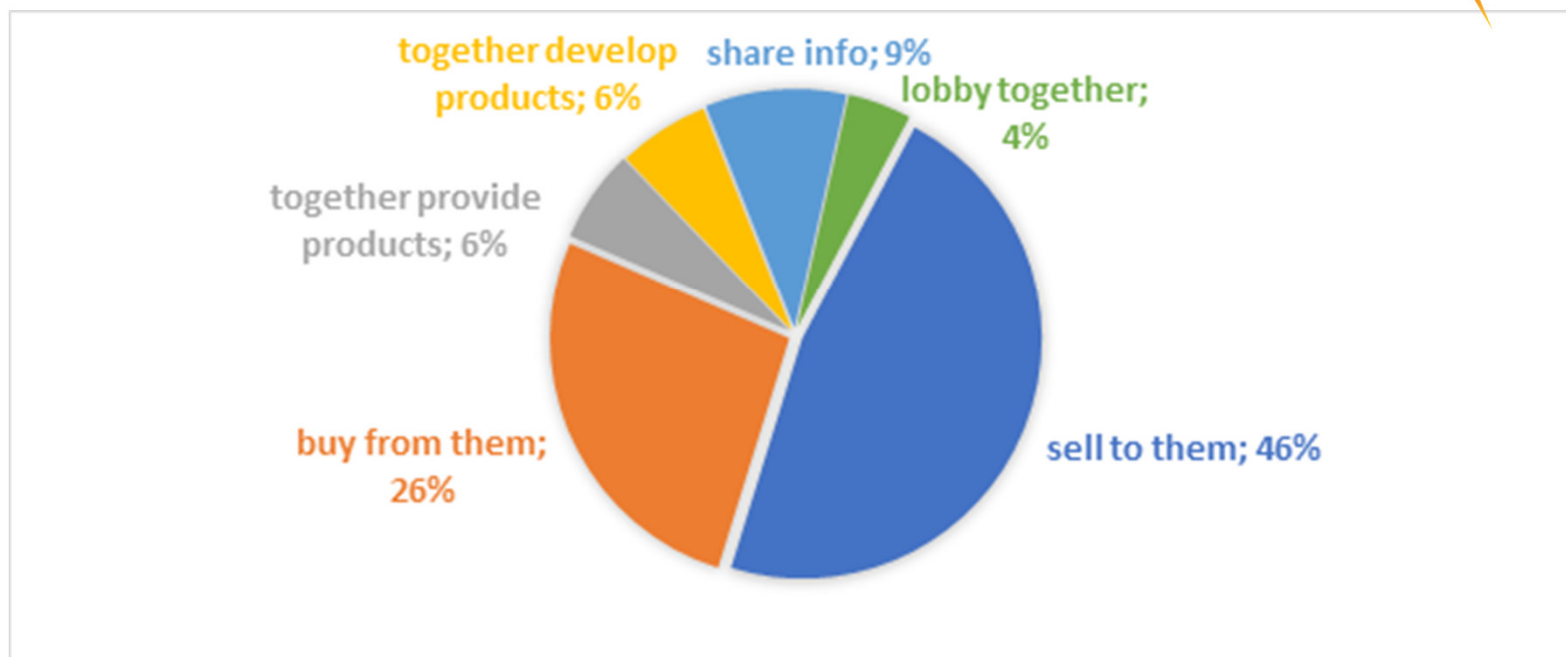
More than half the companies (55%) stated that they were working with foreign companies

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	All WB	MKD	SRB	BiH	ALB	KOS
Yes	55%	86%	64%	48%	40%	24%
No	45%	14%	36%	52%	60%	76%

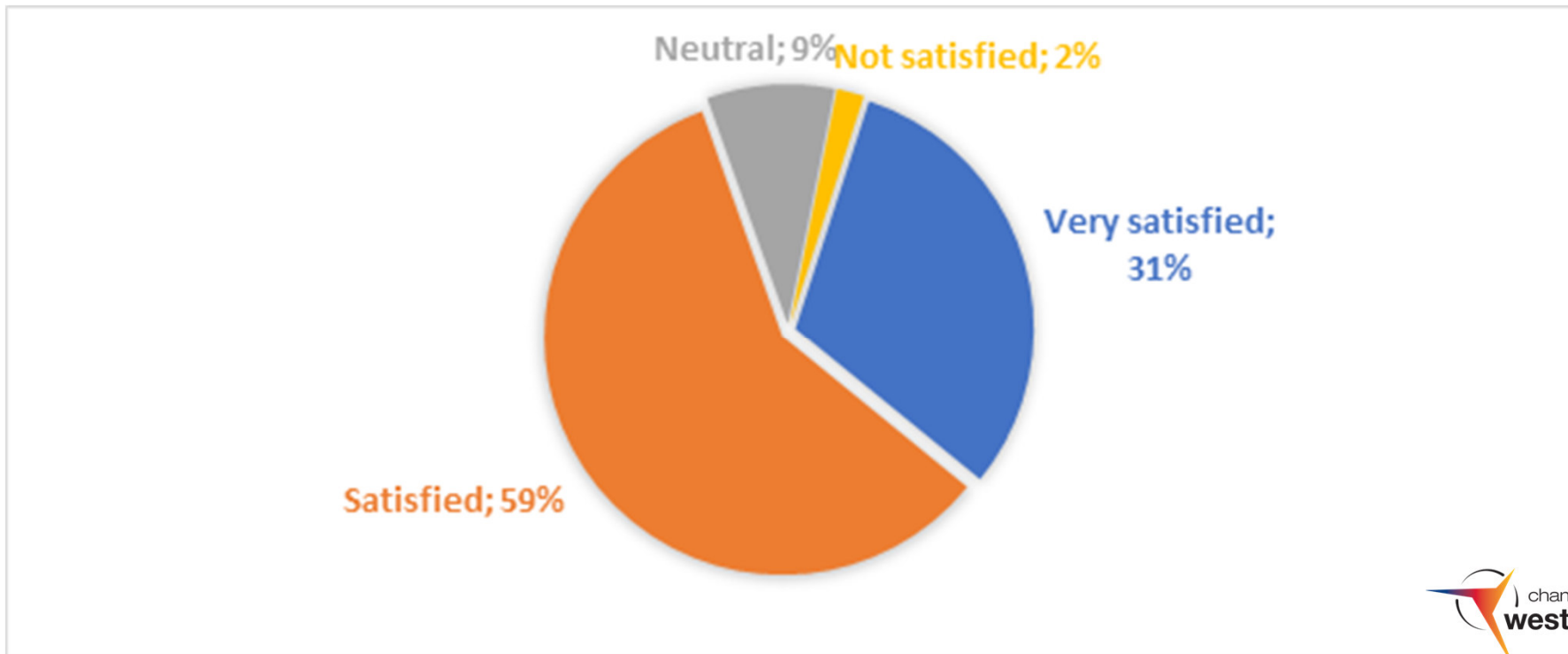
The companies that cooperate with foreign companies have an average of **35% of their turnover** with them



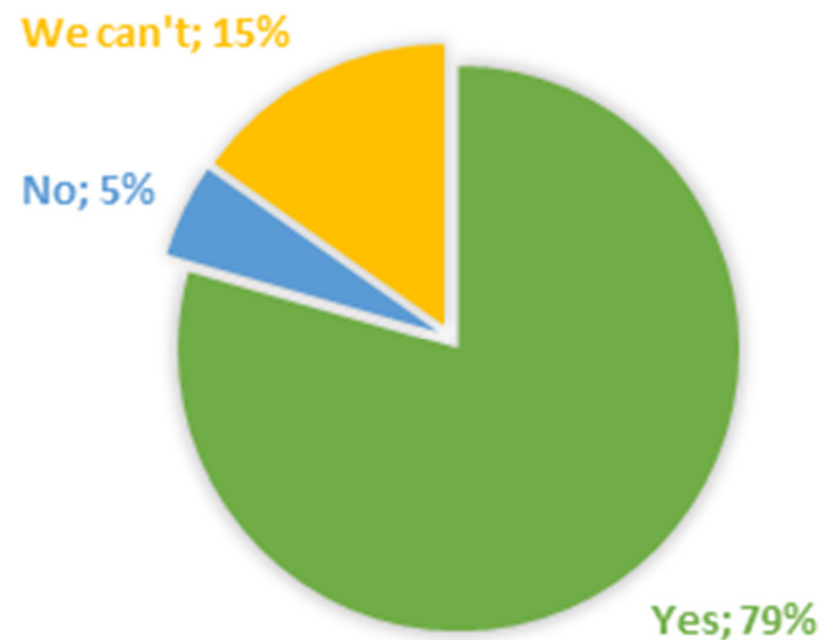


The most common way local companies cooperate with foreign is by **selling them products (46%)**, while the second most common way is by buying goods and services from them (26%)

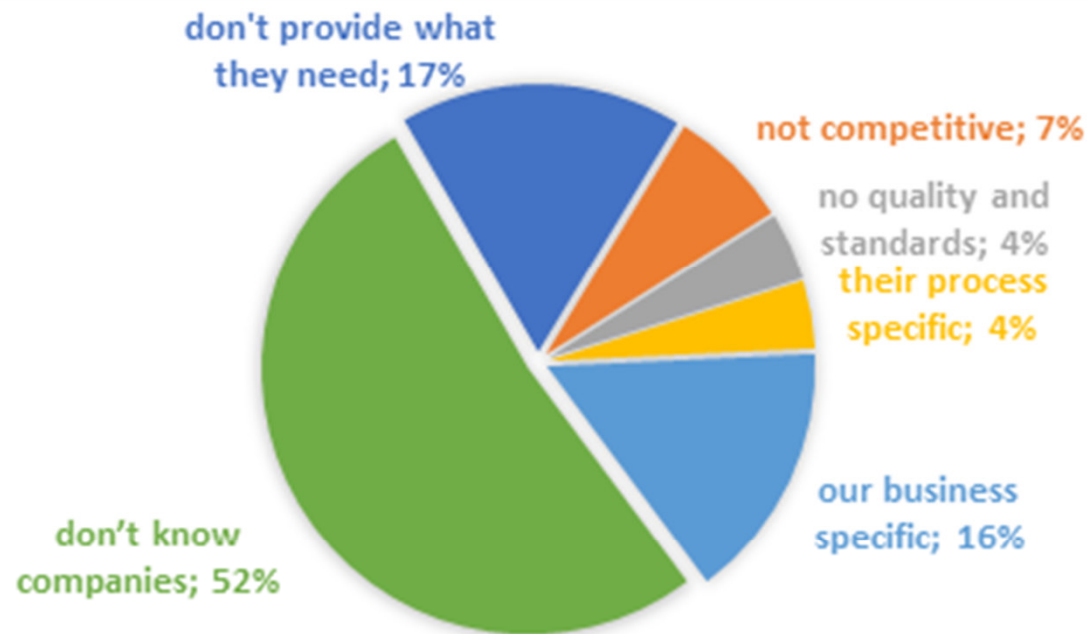
The level of satisfaction with foreign companies is very high - 90% of companies said they are either satisfied or very satisfied with the cooperation



From the companies that do not cooperate with foreign companies, a large majority of them stated that they want to cooperate (79%)



Most of the local companies (52%) say that they don't know foreign companies with which they can cooperate





# Success stories

- **Following international quality standards is often stressed as crucial for cooperating with foreign companies**
- **Investment in new equipment and technology seems to be vital**
- **Networking and sharing information is key: business to business events, fairs, expos and other similar events is important for the companies**
- **Qualified and skilled workers and their constant training is an important success factor**
- **Key factors are long-term thinking and strategic orientation, including the capacity for constant gradual improvement, patience, trust, building long-term partnerships, and robust business planning**
- **It is crucial to have dedication to innovation, continuously introducing new products, not being afraid to go in new directions and taking business risks**



# Quotes

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“It is paramount for local companies to engage in robust business planning before entering into any discussions with possible international partners”

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“Cooperation with foreign companies requires more time, strategic planning and significantly more operational work”

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“Cooperation with foreign investors reshaped our company from a small workshop into a modern and serious company based on high standards, quality assurance and defined and implemented strict procedures”

# Interviews with Investment promotion agencies

- The pandemic mainly affected FDI by forcing companies to postpone their investment for some time in the future, rather than cancelling it
- Almost all of the agencies stated that there is still interest from foreign companies to come to their countries, and in some cases, some of these new investments have already arrived
- Agencies expect FDI in their countries to grow in the coming years. They expect their countries to capitalise on their strengths in the post-pandemic world

Strong sides  
of WB  
countries  
and main  
reasons why  
companies  
are coming

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Geographical location

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Favourable tax system

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Low level of wages

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Free access to key markets

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Stable political and economic situation

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Satisfaction of the present FDIs

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# Obstacles to attracting more investors

Complex legal and regulatory framework

Need for digital transformation

Infrastructure

Grey economy

Shortages on the labour market

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- Removing the obstacles to economic regional cooperation
- Sustainable development of the WB region
- Improving business and investment climate in the WB region

