

Barriers to Trade in the Danube Region



Conference on Liberalization of Trade and Services in the Danube,
Western Balkans and CEFTA Regions

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Content

Danube region as a symbol of diversity

Support of strategies and institutions

Competitiveness and trade

Bottlenecks

What needs to be done?

EUSDR

Danube region as a symbol of diversity

EU members / Pre-accession countries / Neighbourhood countries



Support of Strategies and Institutions

Strategies:

- Danube Strategy
- Balkan-Mediterranean Strategy
- Central Europe
- Mediterranean Strategy
- Alpine Space

- CEFTA countries
- Western Balkan

Institutions:

- EC – DG REGIO, DG GROWTH
- National Coordinators and Secretary for EUSDR
- PACs for EUSDR
- Danube Chambers of Commerce Association (DCCA)

- Ministries: MFA, Min. of Economy,
- Chambers
- Investment agencies
- Development agencies
- Clusters



Danube Strategy and its priorities



Trade is a rocket science?



Competitiveness and Trade I.

How to contribute to:

- Economic growth
- Changes in economic structure
- Development of technology
- Salary balance improvement and employment increase
- Internal economic stabilization



How to be **COMPETITIVE** in the market?
(Local, regional, macro-regional, EU)

Competitiveness and Trade II.

- **Trade – GAP** between less and more developed countries
- Liberalization: developed countries open their markets to other countries - structural imbalance (limiting the factor of export, additional effort to compete with developed countries – consequence of bad production structure, insufficient product, lack of market research)
- Growth: improve communication and transport, decrease trading costs
- Primary (agricultural, food, fuel, mining products) – less DC
- Industrial (iron, steel, chemical products, machinery, transportation, textile) / more DC

Success on the market:

- Invest in product development
- Find new ways to gain customers
- Specialize your products that differs from your competitors (fight for your right!)
- Have a back-up plan



Bottlenecks

Developing countries are:

NOT ENOUGH CAPABLE of meeting the required EU standards

- safety,
- quality,
- technical and technological knowledge,
- utilization of production,
- producing capacity,
- investment and innovation

How to balance?



What needs to be done?

- Eliminate economic risks
- Improve production and export structure of the country
- Continue the process of reforms – legislation framework
- Investments to improve the export
- Introduce quality standards
- Increase low/cost and profitable production process
- Use common transport channels
- Promote the education - R+D+I, technology and knowledge transfer
- Help to achieve business connections between foreign partners (events, fairs, B2B meetings, etc. – be visible!)

With these elimination of barriers can be:

- **STRENGTHEN THE ECONOMY**
- **INCREASE EMPLOYMENT (DECREASE UNEMPLOYMENT)**
- **COMPETITIVE IN TRADE**

Collaboration and cooperation



Thank you for your kind attention!



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