

# Barriers to Trade in the Danube Region



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

By **Ágnes Dobrotka** 









# Danube region as a symbol of diversity

EU members / Pre-accession countries / Neigbourhood countries





### **Support of Strategies and Institutions**

#### **Strategies:**

- Danube Strategy
- Balkan-Mediterranean Strategy
- Central Europe
- Mediterranean Strategy
- Alpine Space
- CEFTA countries
- Western Balkan

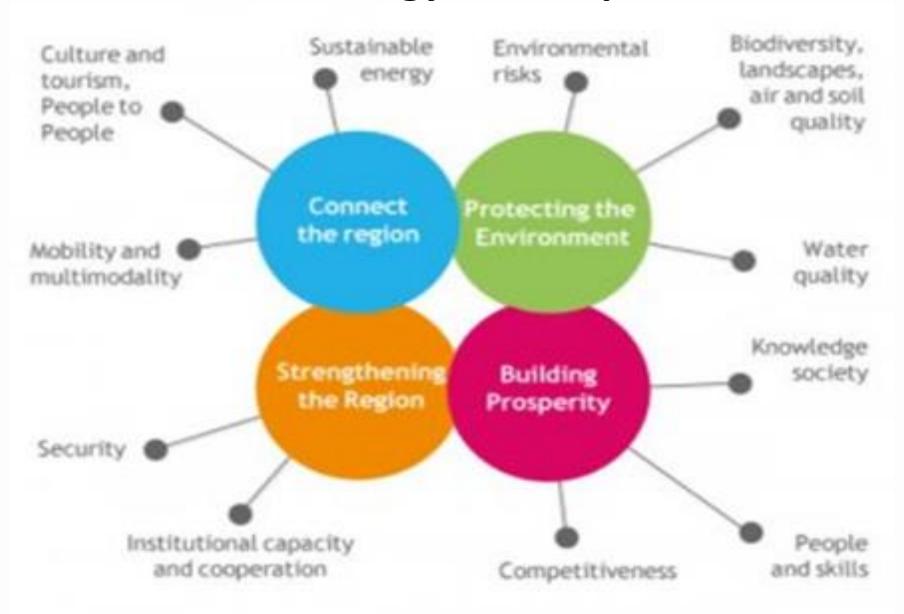
#### **Institutions:**

- 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:

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





# Collaboration and cooperation





# Thank you for your kind attention!



Danube Chambers of Commerce Association Budapest Chamber of Commerce and Industry 1016 Budapest, Krisztina krt. 99. www.bkik.hu

### **Ágnes Dobrotka**

**Project coordinator** 

E-mail: dobrotka.agnes@bkik.hu

Tel.: +36 1 488 21 61