

7 reasons to invest in the Western Balkans

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The six countries of the Western Balkans – Albania, Bosnia and Herzegovina, FYR Macedonia, Kosovo, Montenegro and Serbia – face some challenges but also offer untapped potential, exciting growth prospects and promising opportunities.

1

Prospective EU membership

Prospective membership anchors market-oriented reforms and EU standards. While the process is at different stages, the past year has seen further progress in most countries in the EU enlargement process.

3

Strategic location

The region is the bridge between northern and southern Europe with a growing network of transport links and preferential access to EU markets.

5

Diverse economies

A diverse economy offers a wide range of opportunities for investors and allows for an expansion of human capital.

7

Growth drivers

Looking ahead, growth potential includes:

- ↗ Foreign Direct Investment (FDI)
- ↗ Trade integration within the region and the global economy
- ↗ Exploiting rich energy resources
- ↗ Improvement of the transport infrastructure
- ↗ Innovation towards the technology frontier

2

Macroeconomic stability

All the countries enjoy a high degree of macroeconomic stability with fixed or tightly controlled exchange rates and very low inflation.

4

Favourable taxes and labour cost

Most countries have made significant progress in reforming their tax systems. All Western Balkans countries have lower total tax burden and unit labour costs compared to the EU average.

6

Well-educated population

Basic education levels and literacy rates are high by international standards.



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