

# Some Aspects of International Economic Cooperation



# Statements

1. Every successfully exporting company should have a minimum of 25 employees
- Important is to have at least one competitive advantage (or usp) like
    - cost leadership
    - niche products
    - excellent marketing
    - financial resources



## Statements

2. Every market development can be done like a recipe for making a cake with a checklist.
  - every branch has its own rules
  - special distribution systems
  - target groups

But ....

- a checklist can really help
- systematical approach is necessary
- intuitive decisions (+/-)



## Statements

3. The low labor costs are the primary competitive advantage of companies from BiH
  - What do you think is the labour cost for an engineer working for the automotive industry in BiH ?
  - With which countries is BiH competing
  - Examples?

## Statements

4. Human relationships don't play a big role in making business with highly developed markets such as Germany or Austria.
  - Price, quality, reliability
  - Big companies vs. SME's, Buying Center
  - Intercultural communications

## Success Factors

1. Gathering all relevant information available on the market, from partners, suppliers etc.
2. Knowing what your potential partner is expecting
3. Sustainable contact via fair, letter, telephone and meetings >> personal contact
4. Professional presentation
5. Realistic pricing



# Attracting Investors to BiH

1. Awareness of BiH abroad
2. Lack of motivated and skilled industry workers  
(improving VET-system / dual education)
3. High energy prices
4. Administrative obstacles (BEAR)
5. Inspections



Gospodaska / Privredna Komora Grada Mostara

Ul. Kneza Domagoja 12

88000 Mostar

063-438 002





Gospodaska / Privredna Komora Grada Mostara  
Ul. Domagoja 12  
88000 Mostar  
063-438 002