

BUSINESS WORKSHOPS

Bosnia and Herzegovina has big chances for new investments

In what fashion BiH businessmen ought to present their potential projects, was the theme of the second Workshop of Sarajevo Business Forum, whose presenter was Dr. Murat Yulek, CEO of PGlobal Global Advisory Services Ltd.

(Paragraph 1)

- Introduction and explanation of the workshop, who organized it and for what purpose and also brief background information about Dr. Yulek

Attraction Investments *(Paragraph 2)*

- One of the four workshops planned to be conducted before in the period before the Forum
- Theme: how to make Bosnian businesses and their projects close and interesting to foreign investors
- Directions and practical methods as to how to prepare feasibility studies
- Focus is on investors from the Gulf since it is the place where there is a lot of capital at this point in time.
- Business circles in that part of the world is not familiar enough about the business prospects and investment opportunities that are available in Bosnia and its region
- Objective is to attract them to Bosnia and to make Bosnia attractive to them,
- Various feasibility studies were presented to Bosnian businessmen and managers of public companies
- How to turn existing basic projects into a bankable and acceptable feasibility studies to investors
- Dr. Yulek has been a frequent visitor to Bosnia and he knows the economic situation very well
- Bosnia has enormous potentials but there are also difficulties in some spheres of society
- Partition of the country is a major obstacle to economic progress
- Human and natural resources are valuable, especially educated workforce
- Excellent location of Bosnia
- Competition with international business must be understood by Bosnian businessmen
- Positive news is that there will be a lot of capital
- Negative is that there will be a big competition for that capital
- Brand consciousness is very important to be known to others
- Also, companies must learn how to be familiar and how to use international business language

NEW CIRCUMSTANCES

- Due to global financial crisis there is a lot of free capital in the world
- Central banks printed more money which is good for investing
- Interest rates are lowered to the point that they are almost nonexistent.
- Due to these facts it is easier to attract investment to Bosnia
- BBI is, for instance, one of the successful investment stories in Bosnia
- This company invested a lot of money and effort in Bosnia
- Leaders of this company managed to create a strong bank in Bosnia
- Why not use similar model and expand it to other sectors in Bosnia
- There are some very successful companies in Bosnia
- Both private and government-owned, they operate according to
- The world best standards,
- There are political problems but business opportunities are still good in Bosnia
- In spite of some bureaucratic problems, long waiting period for issuing licenses
- For business start ups, but situation is improving every day, however it can be better
- And there is a lot to be done to achieve that.