



**USE THE WIND OF GLOBALIZATION.
DO NOT FIGHT IT.**

- **PLAN THE EXPORT PROJECT IN DETAIL**
- **THE SIZE OF THE COMPANY**
- **THE DISTRIBUTION STRUCTURE**
- **ANALYZE THE TARGET STATE:**
 - **CUSTOMS BARRIERS**
 - **CULTURAL BARRIERS**
 - **LEGISLATIVE BARRIERS**
 - **GDP TOTAL BARRIERS**
 - **GDP PER CAPITA BARRIERS**

WARNING FOR EXPORTERS

- **CHOOSE PARTNER STATES**
- **KNOWING THE NEEDS OF COMPANIES**
- **ATTRACTING STRATEGIC SECTORS**
- **EXCLUDE SATURATED SECTOR**
- **BALANCING CONTRIBUTIONS WITH TAX REDUCTIONS**
- **INCENTIVE TOURISM**
- **INCENTIVE EXPORT**

THE DILEMMA OF EVOLUTION FOR STATES

- **BELIEVE IT IS EASY**
- **BELIEVE IT IS FAST**
- **BELIEVE IT IS CHEAP**
- **DO NOT USE R&D**
- **DO NOT USE VOCATIONS**
- **DO NOT USE THE BLUE OCEAN STRATEGY**
- **EXCLUDE BLACK SWAN SECTORS**
- **GENTLE REVOLUTION**

ERRORS NOT TO BE COMMITTED

- **BECAUSE IT IS A STABLE AND WELCOMING STATE**
- **BECAUSE IT HAS PRODUCTIVE POTENTIAL**
- **BECAUSE IT HAS INDUSTRIAL KNOW-HOW**
- **BECAUSE THE GOVERNMENT IS PRESENT**
- **BECAUSE HE HAS CHOSEN RELIABLE ITALIAN PARTNERS**
- **BECAUSE IT HAS STRONG TRADE AGREEMENTS**

WHY SERBIA?

- **BECAUSE ITALIAN ENTREPRENEURS ARE FLEXIBLE**
- **BECAUSE THE PRODUCTS MADE BY ITALIANS HAVE A MARKET**
- **BECAUSE THE ITALIAN STATE IS PRESENT**
- **BECAUSE WE HAVE EXPERIENCE**
- **BECAUSE WE KNOW THE CULTURE OF THE DISTRICT**
- **BECAUSE WE NEED TO EXPORT**

WHY ITALY?



THANK YOU