

**Presentation: Economic Outlook and Business Cooperation Prospects
(Bosnia and Herzegovina)**



VANJSKOTRGOVINSKA KOMORA BOSNE I HERCEGOVINE
СПОЉНОТРГОВИНСКА КОМОРА БОСНЕ И ХЕРЦЕГОВИНЕ
FOREIGN TRADE CHAMBER OF BOSNIA AND HERZEGOVINA

#uvijekzajedno



Uvijek zajedno



ECONOMIC OUTLOOK AND BUSINESS COOPERATION PROSPECTS BOSNIA AND HERZEGOVINA



FOREIGN TRADE CHAMBER OF BOSNIA AND HERZEGOVINA – WHO ARE WE?



VANJSKOTRGOVINSKA KOMORA BOSNE I HERCEGOVINE
СПОЉНОТРГОВИНСКА КОМОРА БОСНЕ И ХЕРЦЕГОВИНЕ
FOREIGN TRADE CHAMBER OF BOSNIA AND HERZEGOVINA

- ✓ The biggest business network in Bosnia and Herzegovina
- ✓ National level Chamber – a non-governmental, non-profit association of enterprises from Bosnia and Herzegovina
- ✓ About 26,000 member companies registered for international trade activities – associated on the basis of mandatory membership
- ✓ 115 years of continuous operations
- ✓ Respectable member of: ICC, Eurochambres, ABC, FIATA, IRU
- ✓ Signatory of more than 40 bilateral cooperation agreements with other national chambers of commerce and international donors organizations (i.e. USAID Tourism project)

B2B events and matchmaking platforms

Market information

Trade fair participations and business missions

Internationalization services

Business trainings and advisory services



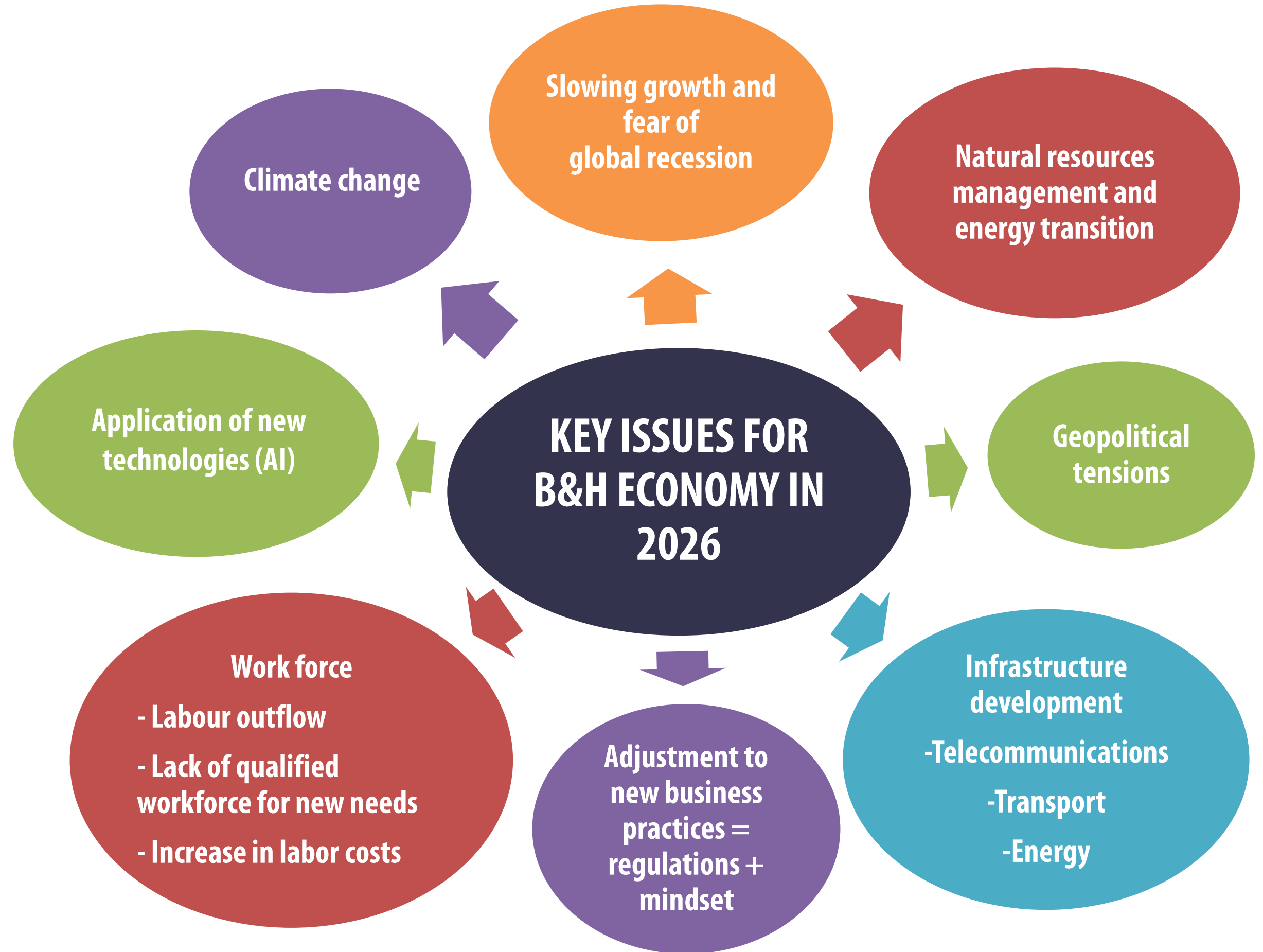
Key Economic Indicators

Indicators	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Q1 2025
Nominal GDP (billion EUR)	14.0	14.8	15.5	16.3	17.4	18.3	17.8	20.0	23.3	25.5	27.4 ¹⁾	-
GDP per capita (EUR)	3,967	4,204	4,407	4,641	4,964	5,241	5,110	5,796	6,792	7,459	8,021 ¹⁾	-
Real GDP growth rate (%)	1.2	3.1	3.2	3.2	3.8	2.9	-3.0	7.4	4.2	2.0	3.0 ¹⁾	1.7 ¹⁾
Industrial production growth rate (%)	0.1	2.6	4.3	3.1	1.6	-5.5	-6.2	10.7	1.7	-3.8	-4.2	-2.6 ¹⁾
Average net wages (EUR)	424	424	428	435	449	471	489	510	573	645	706	775
Inflation rate (%)	-0.9	-1.0	-1.1	1.2	1.4	0.6	-1.0	2.0	14.0	6.1	1.7	3.4 ¹⁾
Annual unemployment rate (%)	27.5	27.7	25.4	20.5	18.4	15.7	15.9	17.4	15.4	13.2	12.6	-
Foreign currency reserves (mill EUR)	4,001	4,400	4,873	5,398	5,942	6,440	7,090	8,359	8,214	8,329	9,020	8,642
Coverage of import by export (%)	53.6	56.7	58.3	61.0	61.8	58.9	62.3	66.1	62.8	60.1	56.1	57.3
Net FDI inflow (mill EUR)	415	326	316	436	493	408	376	496	848	1,055	901	225 ²⁾
FDI contribution to GDP (%)	3.0	2.2	2.0	2.7	2.9	2.3	2.2	2.5	3.2	4.1	3.3	-
Deposits of households in Commercial Banks (mill EUR)	4,623	5,044	5,451	5,763	6,210	6,770	7,036	7,514	7,452	8,211	9,025	9,050
Population (mid-year, in million)	3.53	3.52	3.51	3.50	3.50	3.49	3.48	3.45	3.43	3.42	3.41 ¹⁾	-

Source: Agency for Statistics of B&H and CBB&H; ¹⁾ first results; ²⁾ first results within Balance of payment CBBH



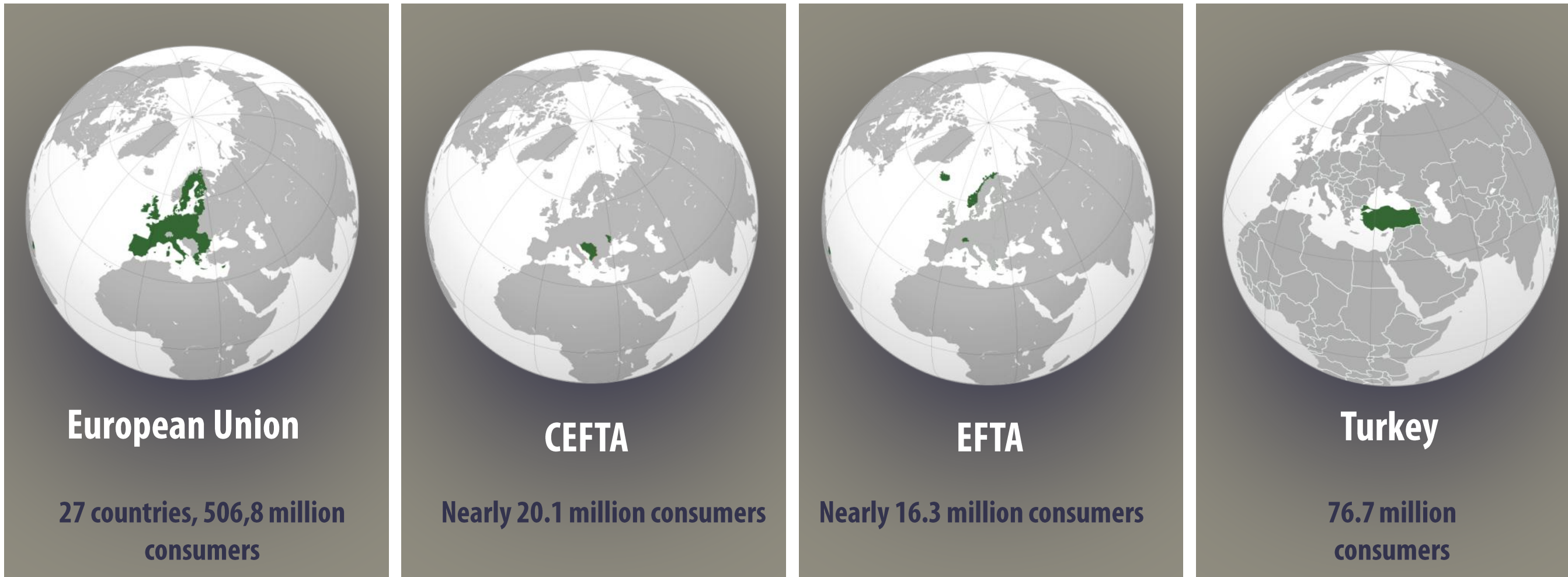
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2 > Favourable Agreements: Liberal trade regime with many countries



PREFERENTIAL TRADE:

Australia, Iran, Japan, New Zeland, Canada



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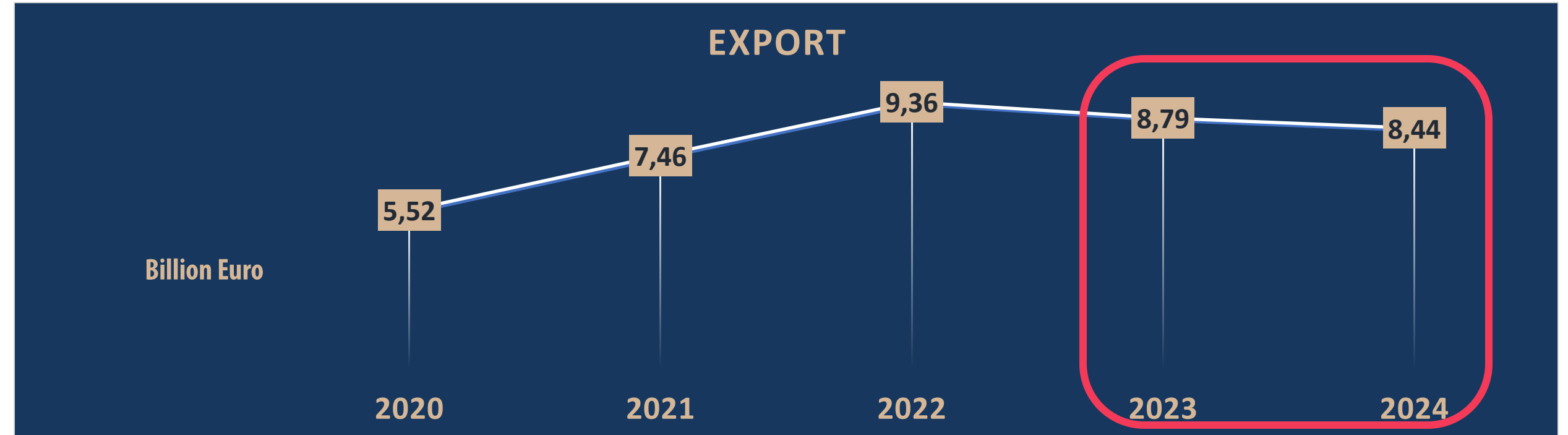
BOSNIA AND HERZEGOVINA FOREIGN TRADE EXCHANGE TRENDS



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BOSNIA AND HERZEGOVINA FOREIGN TRADE EXCHANGE TRENDS

EXPORT



➤➤➤ In the Q1-Q3, 2025, the economy records a recovery in international activity with a **5.60% Export increase** and a 4.11% Import increase

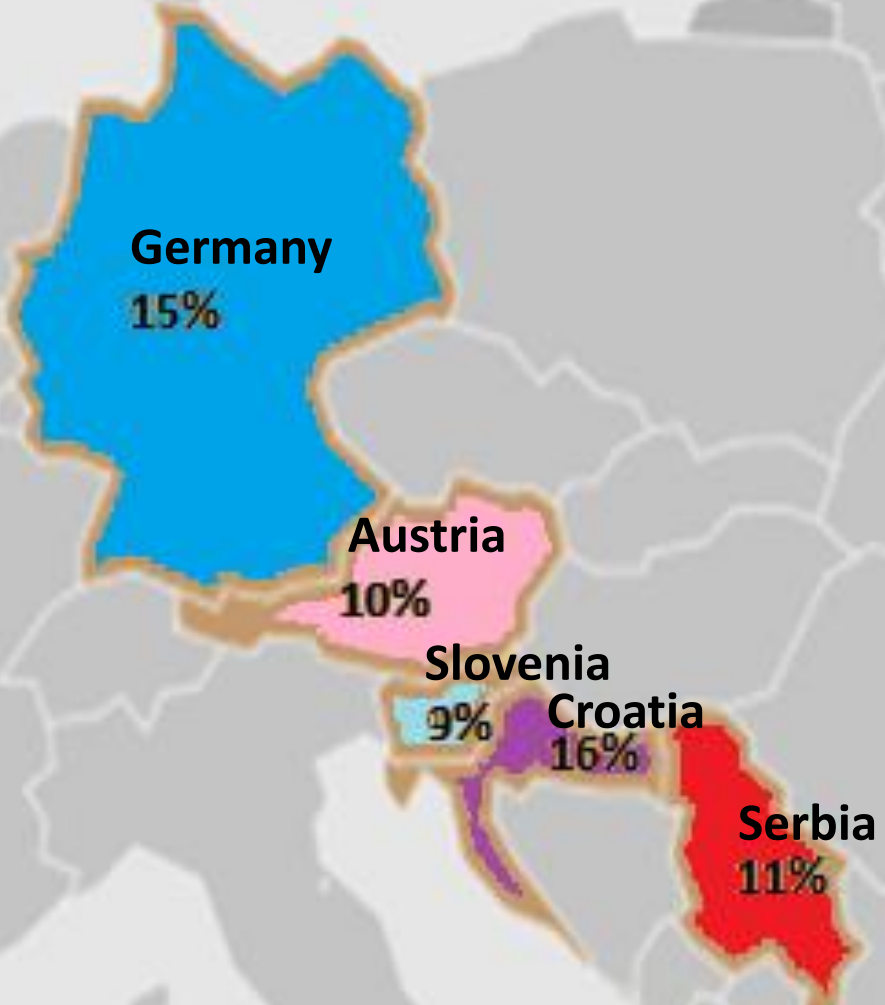
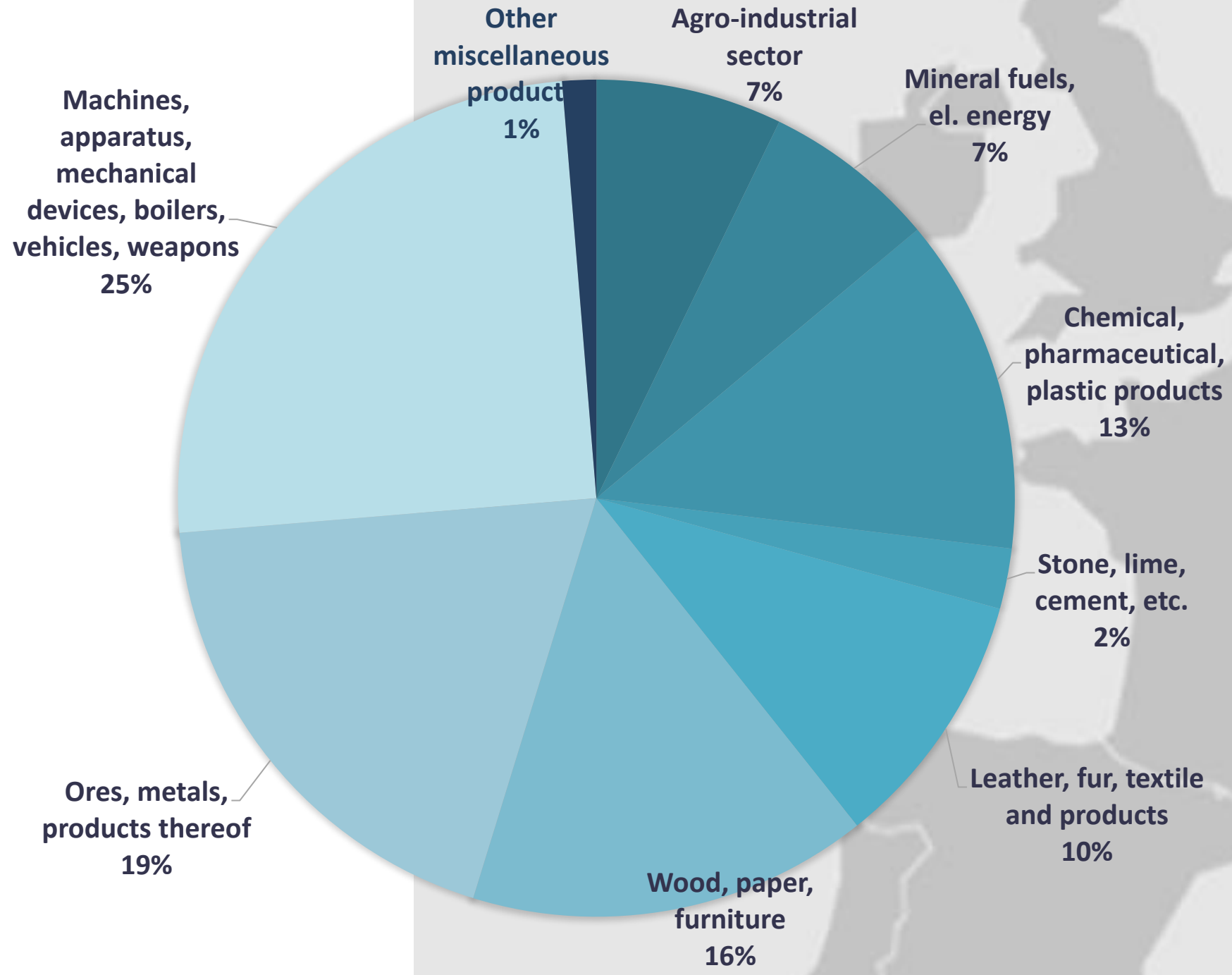
IMPORT





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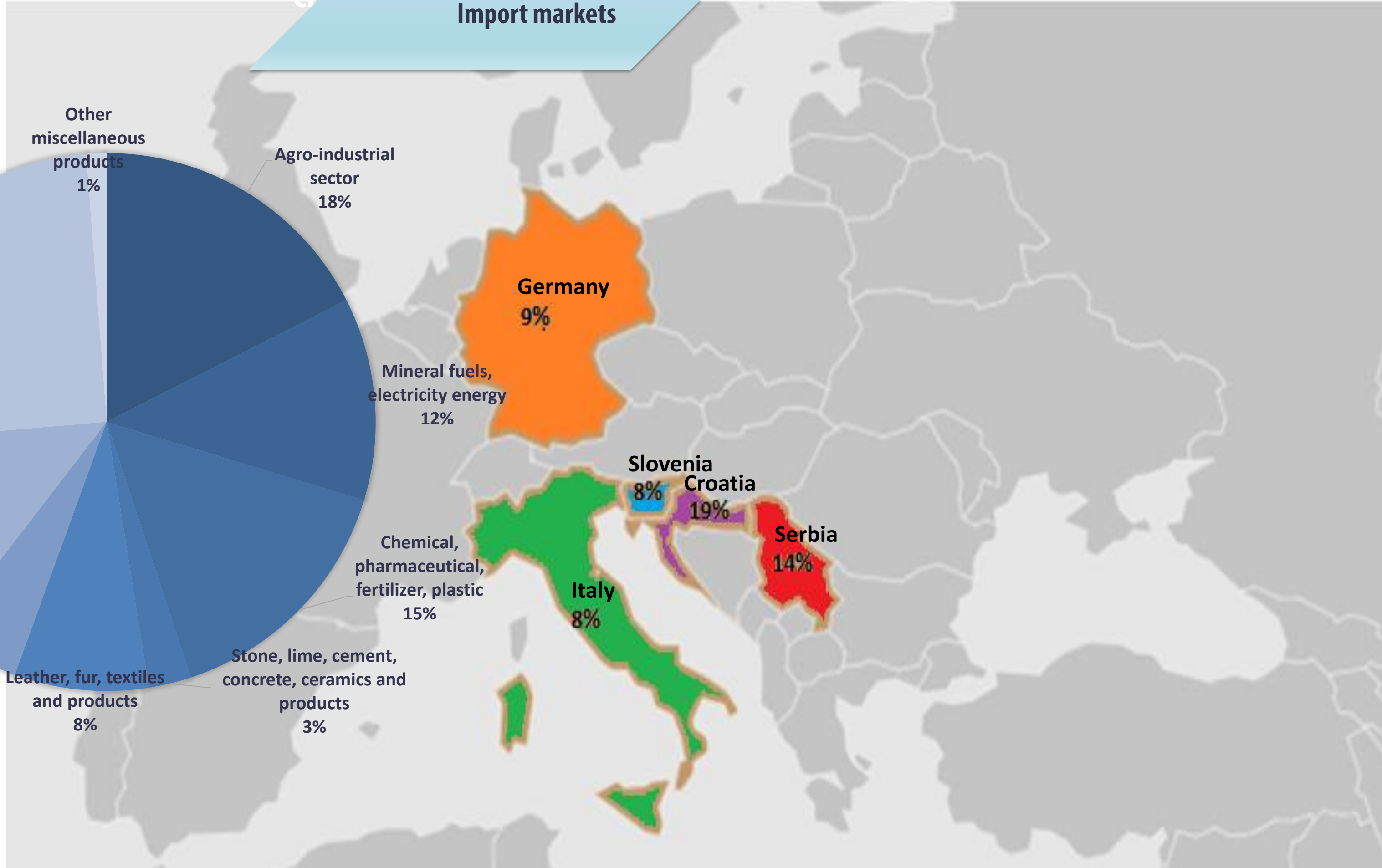
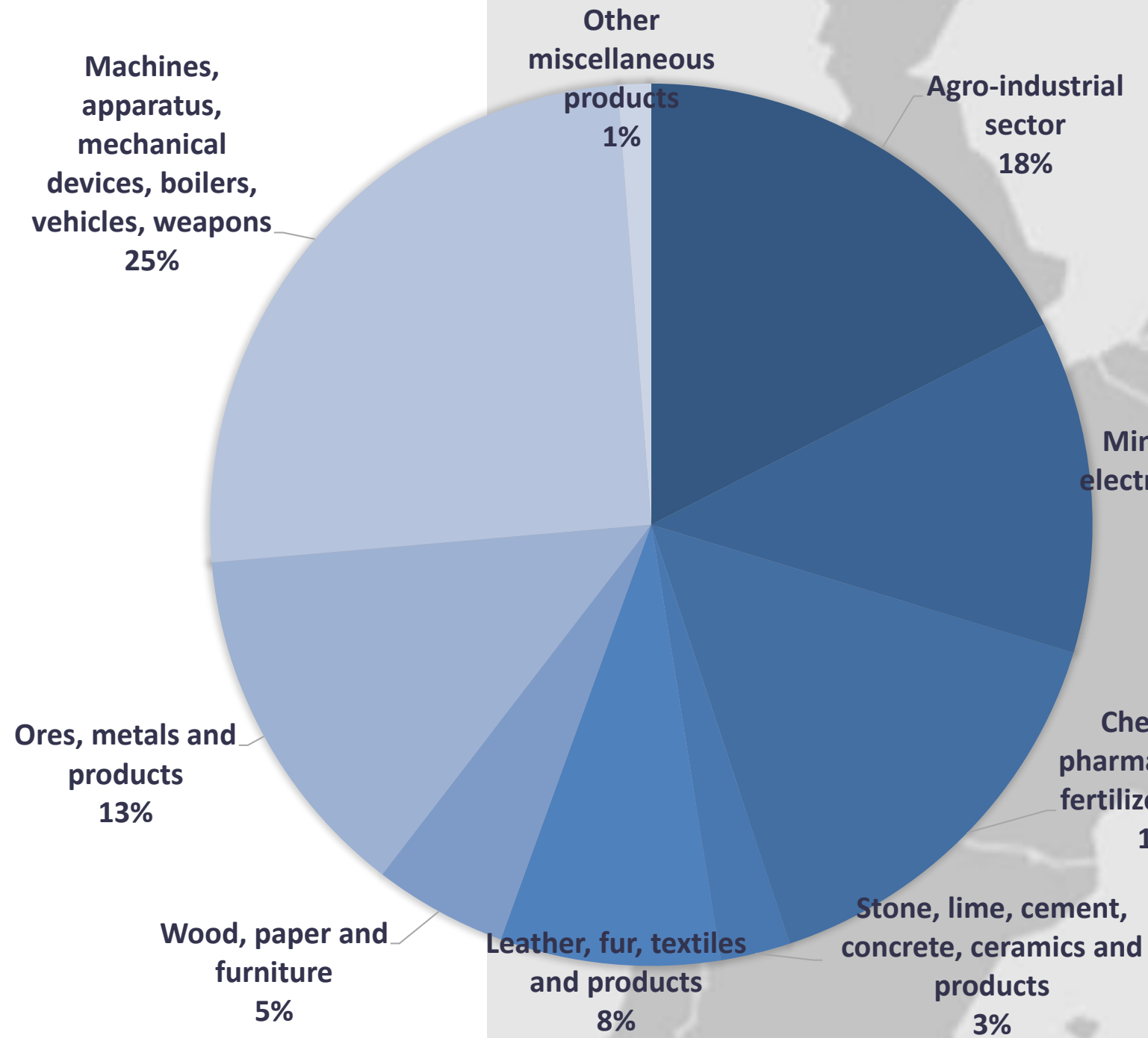
Export structure Export markets



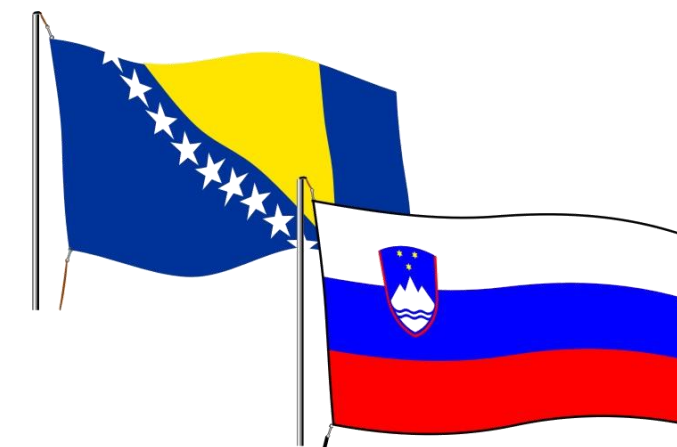


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Import structure Import markets



FOREIGN TRADE EXCHANGE OF BOSNIA AND HERZEGOVINA AND REPUBLIC OF SLOVENIA



PERIOD:	2020 – 2024	2020	2021	2022	2023	2024	Q1-Q3, 2025
EXPORT(€)	3.391.128.007	495.627.221	634.164.704	758.859.917	753.574.990	748.901.174,2	588.608.548
IMPORT (€)	3.958.837.865	572.984.860	703.800.041	860.241.211	892.180.998	1.255.759.281,6	968.122.036
VOLUME (€)	7.349.965.872	1.068.612.081	1.337.964.746	1.619.101.128	1.645.755.988	2.004.660.455,8	1.556.730.584
BALANCE (€)	-567.709.858	-77.357.638	-69.635.337	-101.381.295	-138.606.007	-506.858.107,5	-379.513.487
EXP/IMP RATIO (%)	85,66	86,50	90,11	88,21	84,46	59,64	60,80





Main products' share in trade with SLOVENIA, 2024

TOP 10 **export** products from Bosnia and Herzegovina to SLOVENIA:

- 7,83% Electrical energy
- 6,16% Parts suitable for use with the machines
- 5,88% Parts suitable for use with the machinery
- 5,28% Parts suitable for with the engines
- 5,12% Aluminium structures and parts of structures
- 4,80% Artificial corundum; aluminium oxide; aluminium hydroxide
- 3,75% Electrical ignition or starting equipment of a kind used for spark-ignition or compression
- 3,33% Insulated wire, cable and other insulated electric conductors
- 3,04% Printed books, brochures, leaflets and similar printed matter
- 2,99% Seats
- 51,83% Other products

Total export
749 mil. Eur



Total import
1,256 mil. Eur

TOP 10 **import** products from SLOVENIA to B&H:

- 8,83% Motor cars and other motor vehicles
- 7,16% Medicaments
- 3,43% Petroleum oils and oils obtained from bituminous minerals
- 3,16% Oilcake and other solid residues
- 2,50% Coffee, whether or not roasted or decaffeinated
- 2,29% Electrical energy
- 2,23% New pneumatic tyres, of rubber
- 2,19% Insulated wire
- 2,05% Motor vehicles for the transport of goods
- 1,73% Food preparations not elsewhere specified
- 64,43% Other products



BUSINESS OPPORTUNITIES

for further cooperation with the SLOVENIA

INDUSTRIAL SECTORS

- ❖ Electric, machine and metal industries
- ❖ Automotive (electric mobility)
- ❖ Chemical & pharmaceutical ind.
- ❖ Wood & paper industry
- ❖ Food and agriculture products



SERVICES

- ❖ Tourism
- ❖ Health
- ❖ Real Estate
- ❖ Transport and infrastructure
- ❖ Renewable energy
- ❖ ICT (smart cities, etc.)



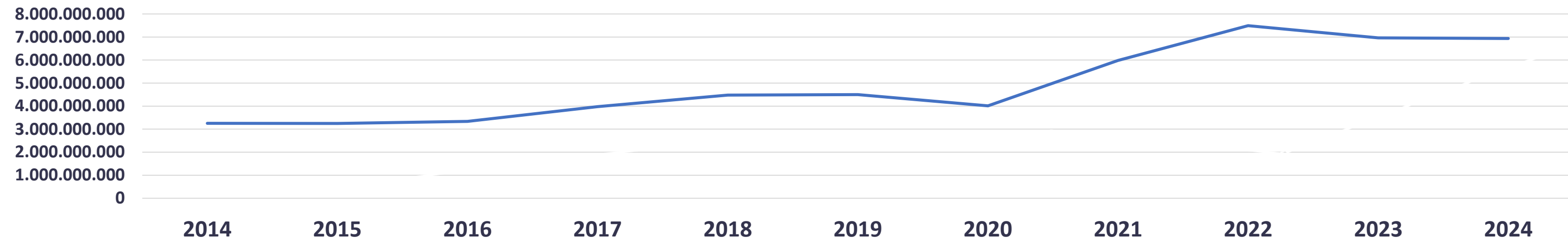
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BOSNIA AND HERZEGOVINA PROSPECTIVE BUSINESS SECTORS

METAL, ELECTRICAL, DEFENSE INDUSTRY

Export of metal and electrical industry of Bosnia and Herzegovina in the last 10 years



A pillar of economy - **40% share** in total exports of B&H

Exports 3.54 billion Euro ↘ 0.38%

Imports 5.47 billion Euro ↗ 2.17%



Domestic natural resources (coal, iron ore, bauxite)

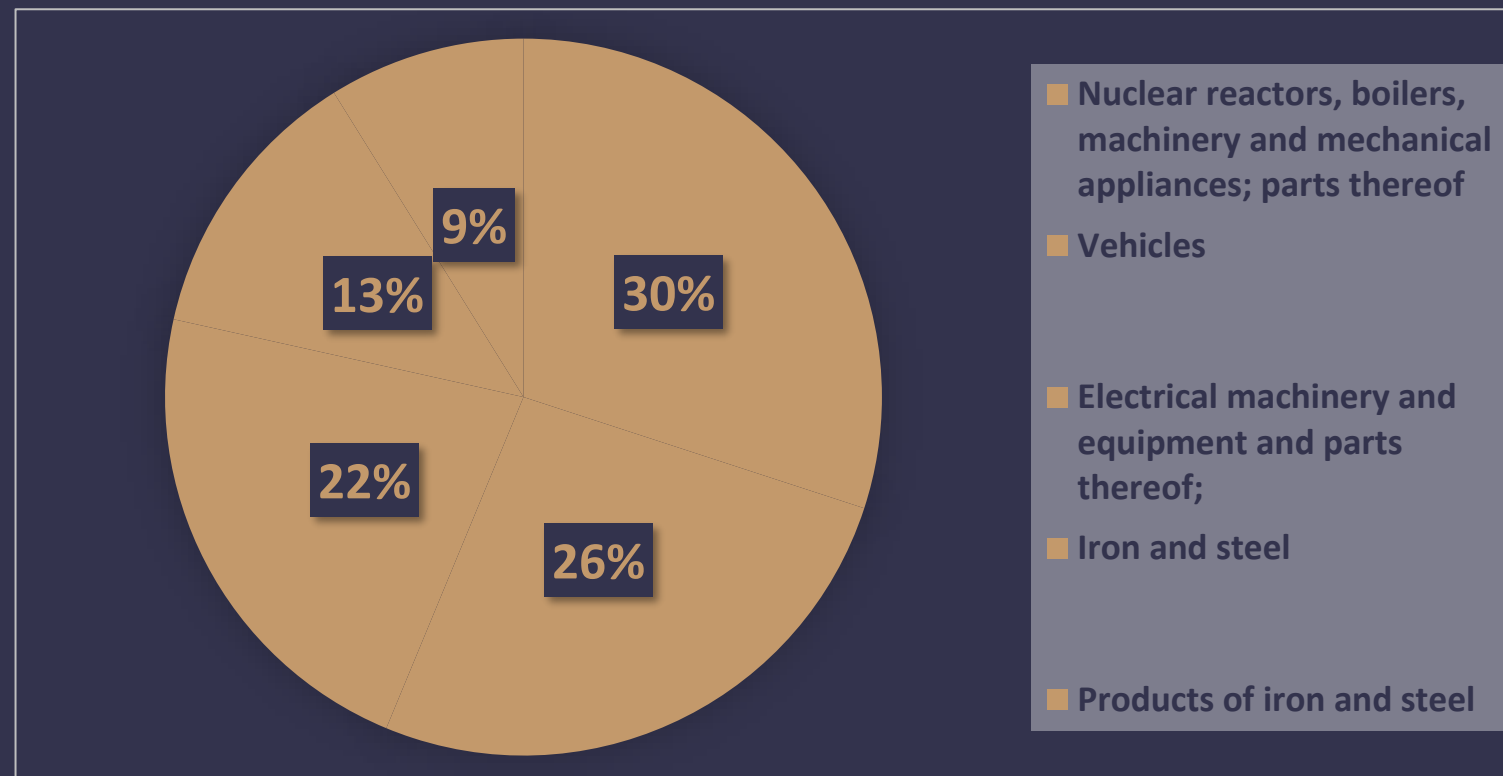
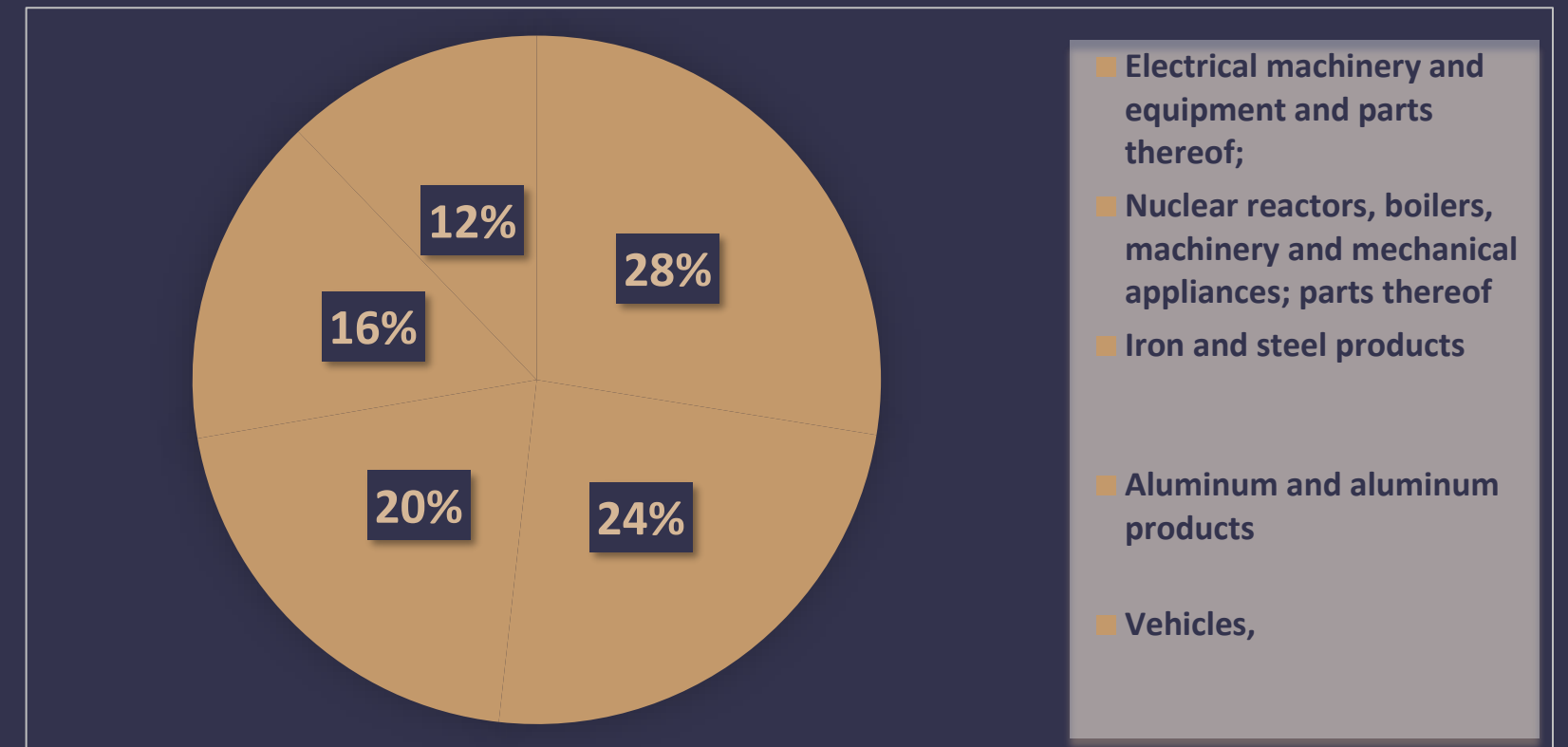
Know-how in the 4 most perspective value chains :

- components for automotive industry
- electrical industry
- machines and their parts
- defense industry

Opportunity to integrate small companies for production of higher value added products

METAL, ELECTRICAL, DEFENSE INDUSTRY

EXPORT



IMPORT

EXPORT MARKETS OF THE METAL AND ELECTRICAL INDUSTRY

- **Germany** 19%
- **Austria** 16%
- **Croatia** 12%
- **Slovenia** 11%
- **Serbia** 8%



IMPORT MARKETS OF THE METAL AND ELECTRICAL INDUSTRY

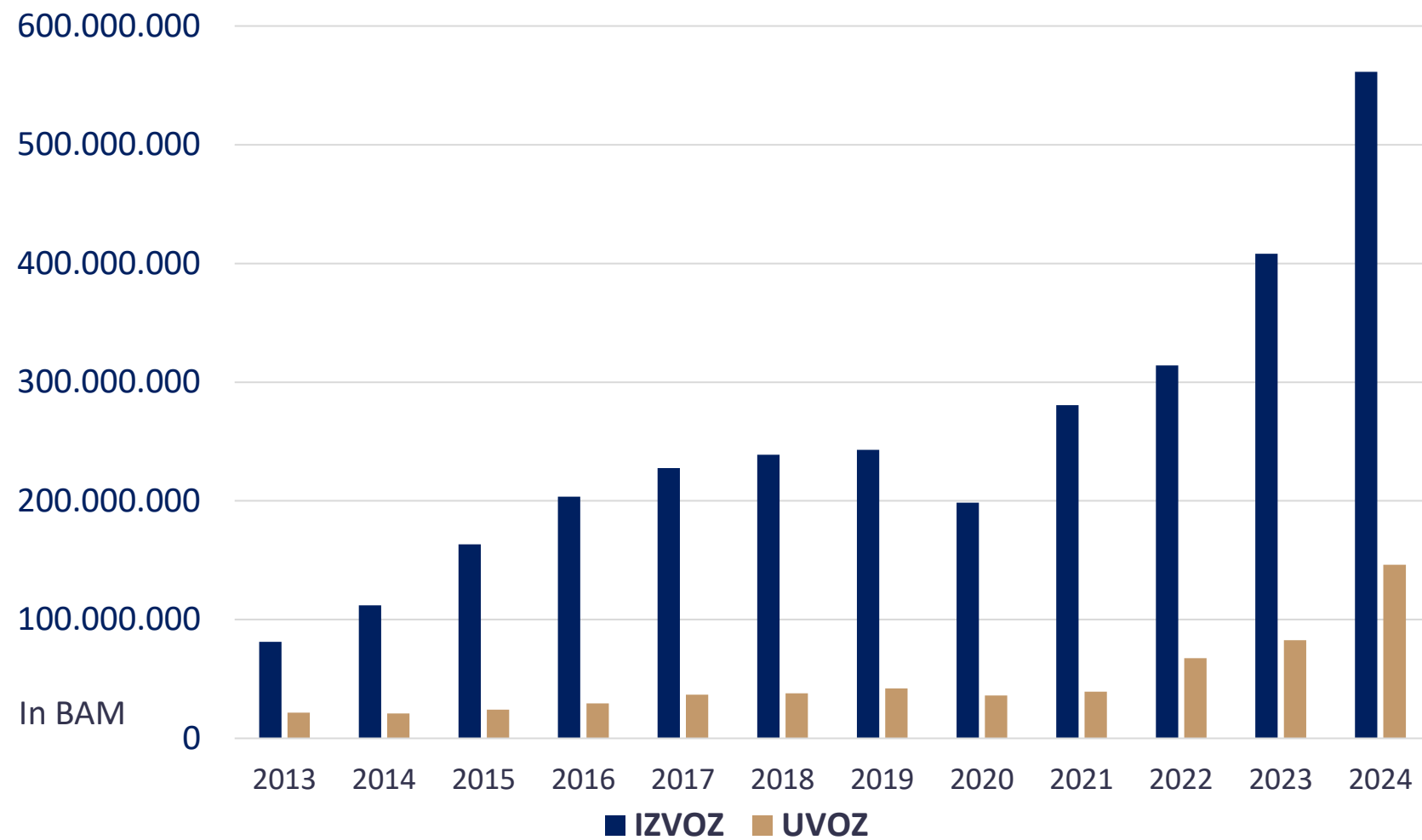
- **Croatia** 11%
- **Germany** 11%
- **Slovenia** 10%
- **Serbia** 9%
- **Italy** 9%



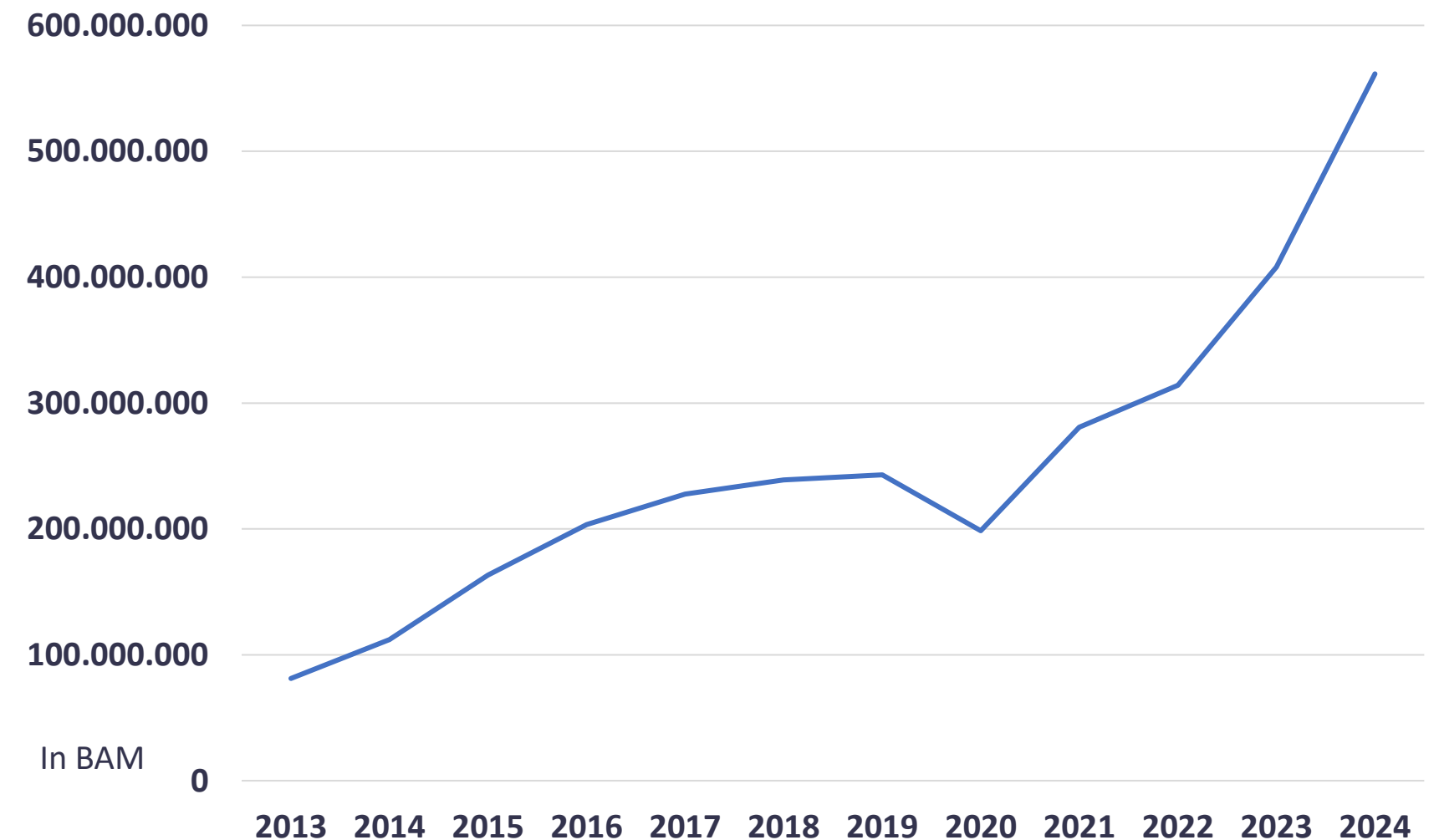
DEFENSE INDUSTRY

Exports increased significantly from 208.7 million Euro in 2023 to 287.1 million Euro in 2024 (+37.6%)

Foreign trade of defence industry, 2013-2024



Export trends of Bosnia and Herzegovina defence industry



Main export markets for weapons and military equipment

USA 24.3%

Czechia 16.4%

Saudi Arabia 9.7%

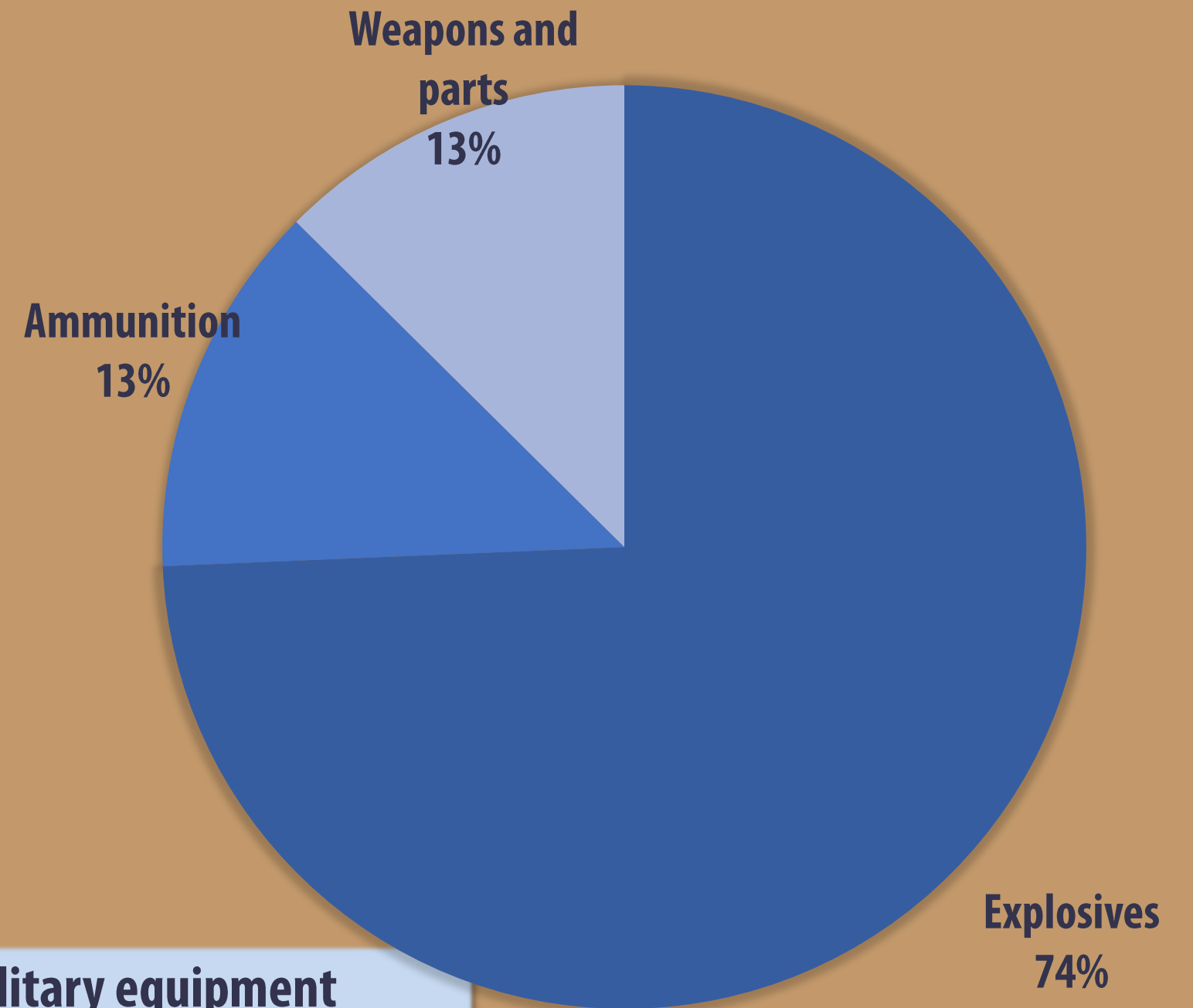
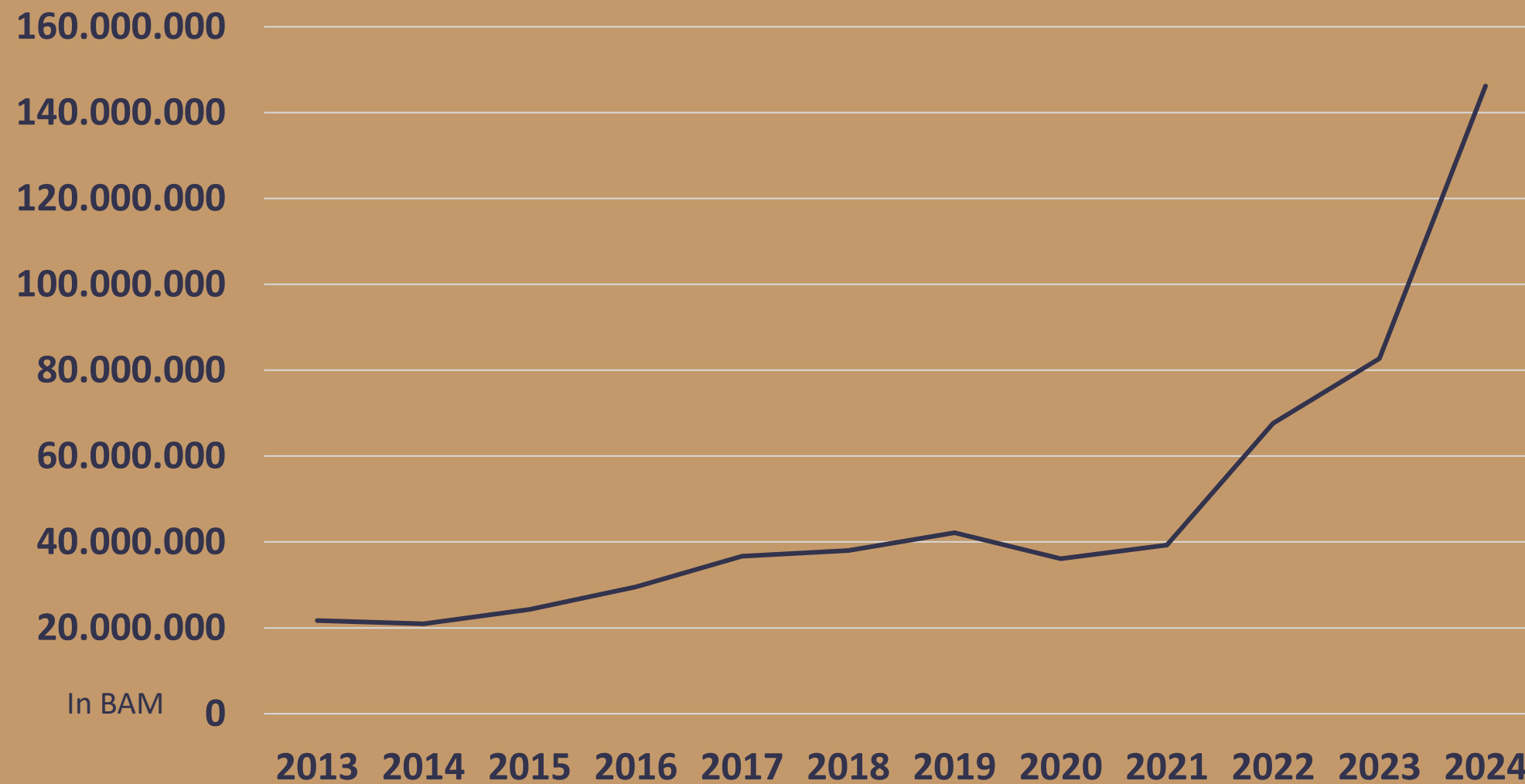
Serbia 8.6%

Türkiye 7.5%

DEFENSE INDUSTRY

Imports increased the most in 2024 (by 75%) and amounted to 74.8 million Euro

Import trends of Bosnia and Herzegovina defense industry



Main import markets for weapons and military equipment

USA 29%

Serbia 25%

Croatia 10%

Egypt 6%

WOOD INDUSTRY



1,400 companies; 25,000 employees

GDP share 3%, total exports of BH share 9.8% (2024)

83% FSC certified forests, over 330 FSC certified companies

A rounded value chain „forest to home“



Furniture

- Solid wood furniture
- Upholstered furniture
- Wood panel home furniture
- Fitted kitchens
- Contract furniture
- Outdoor furniture

Building & semi-final products

- Prefabricated wooden buildings
- Laminated constructions
- Windows, doors
- Boards, veneer, pressings
- Parquet, flooring, profiled wood



Forestry products

- Wood pellets, briquette
- Pallets, packaging
- Lumber

WOOD INDUSTRY

Foreign Trade in 2024

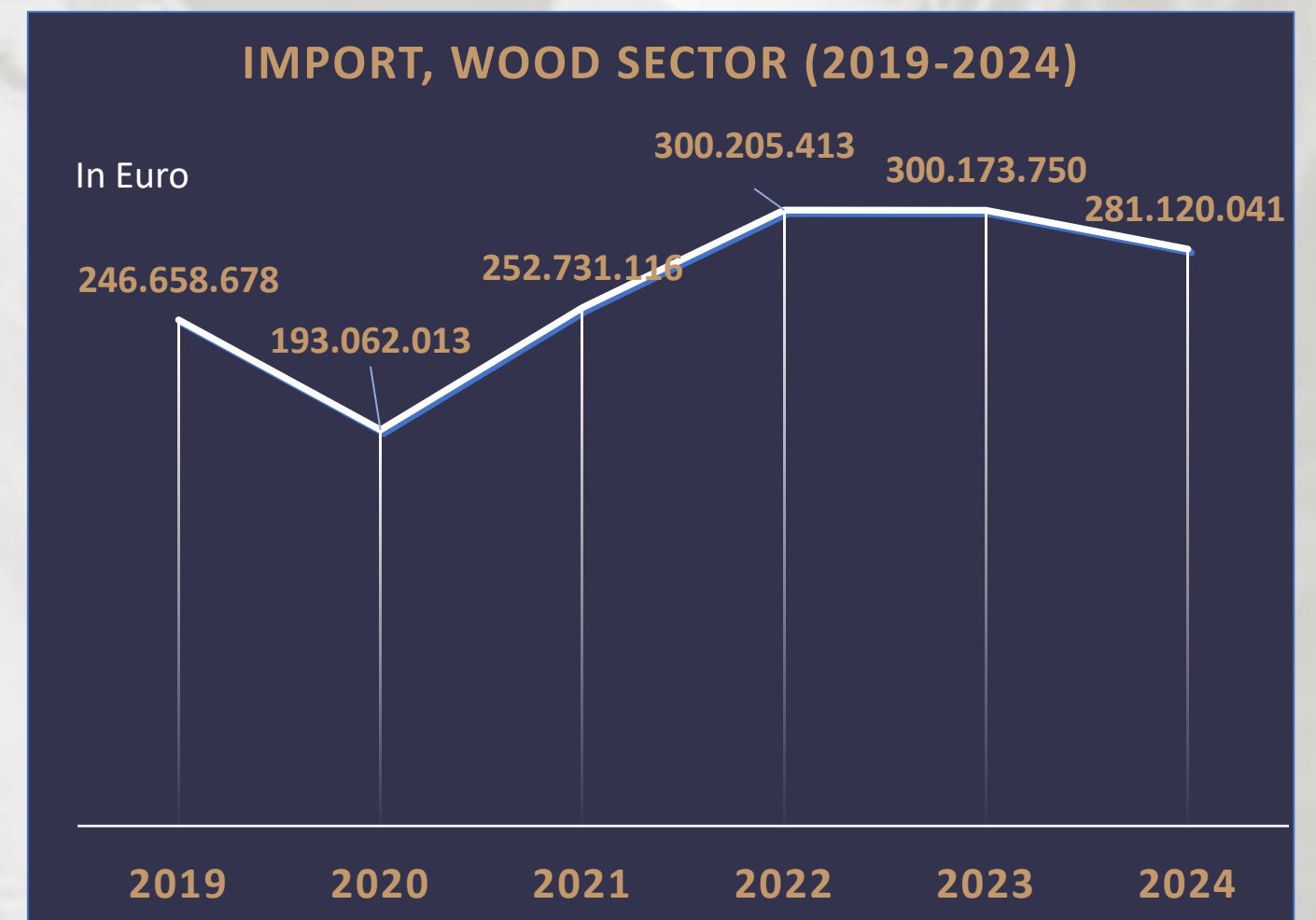
Exports 830.3 million Euro
Imports 281.1 million Euro

↘ 8.5%
↘ 6.3%

The total volume of trade was 1.1 billion Euro

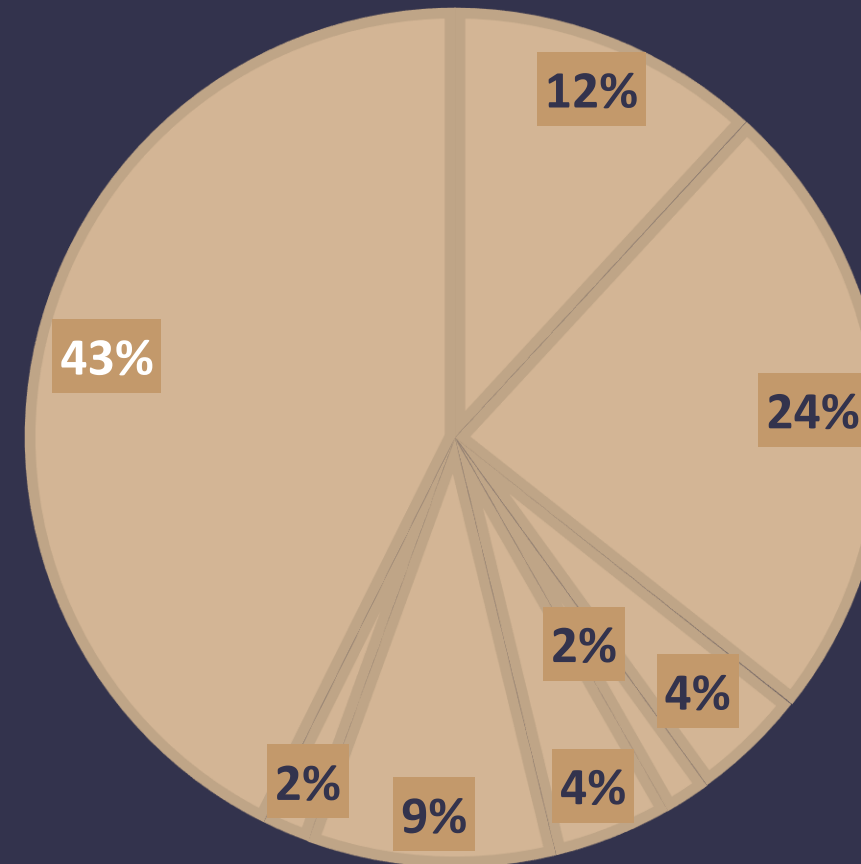
The only sector continuously recording a foreign trade surplus

High export/ import ratio (295 %)

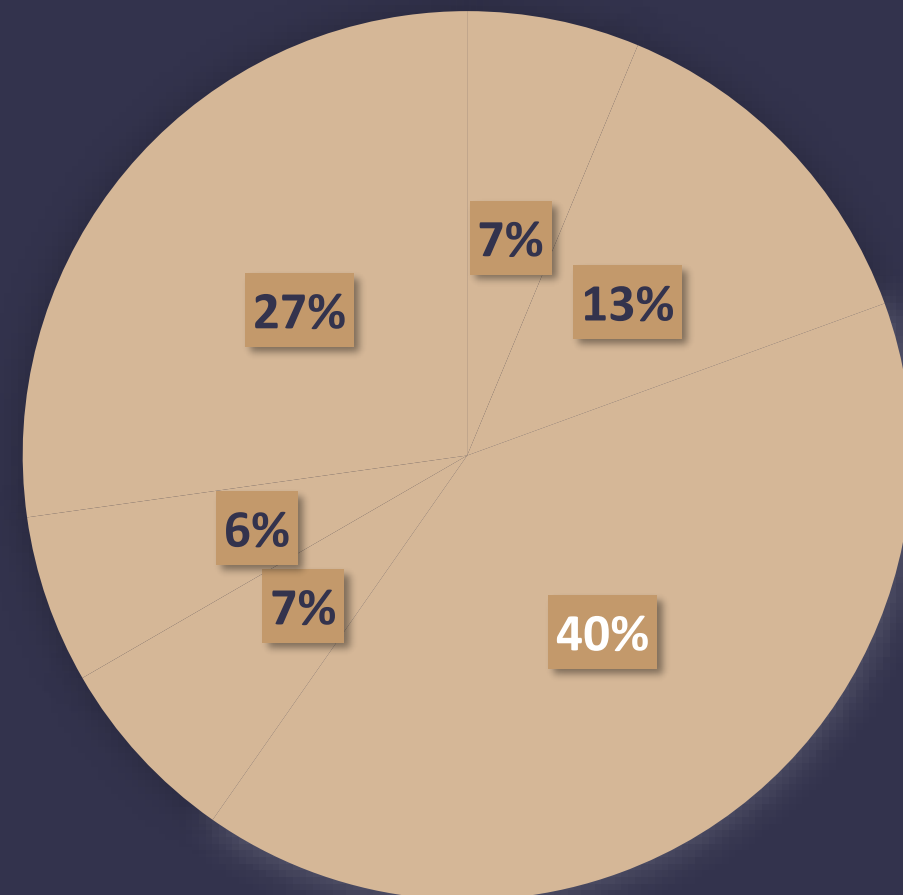


WOOD INDUSTRY

EXPORT



- Forestry products
- Sawn timber and elements
- Panels and veneer
- Parquet and other profiled wood
- Other wood products
- Building joinery
- Prefabricated wooden houses
- Wooden furniture



- Forestry products
- Sawn timber and elements
- Panels and veneer
- Other wood products
- Building joinery
- Wooden furniture

IMPORT

TOP 5 EXPORT MARKETS OF WOOD INDUSTRY

Germany 21.2%

Croatia 18.7%

Serbia 9.8%

Italy 9.3%

Slovenia 5.4%



AGRICULTURE AND FOOD PROCESSING

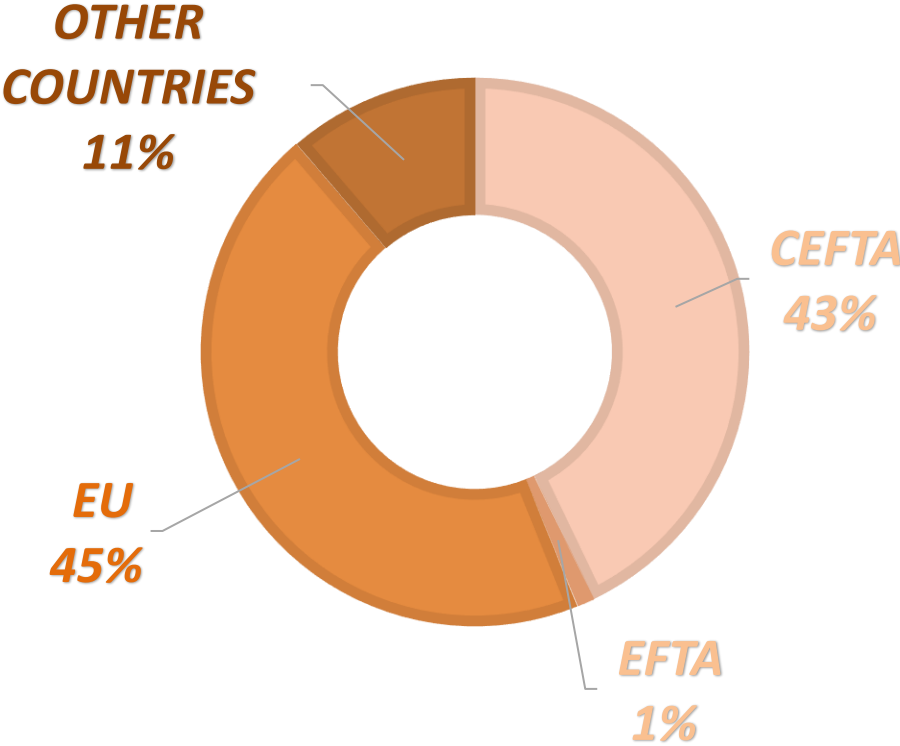
The volume of trade is 3.2 billion Euro
(9.8% higher than in 2023)

Exports are 0.6 billion Euro, an increase of 8.5%
Imports are 2.6 billion Euro, an increase of 10.1%.

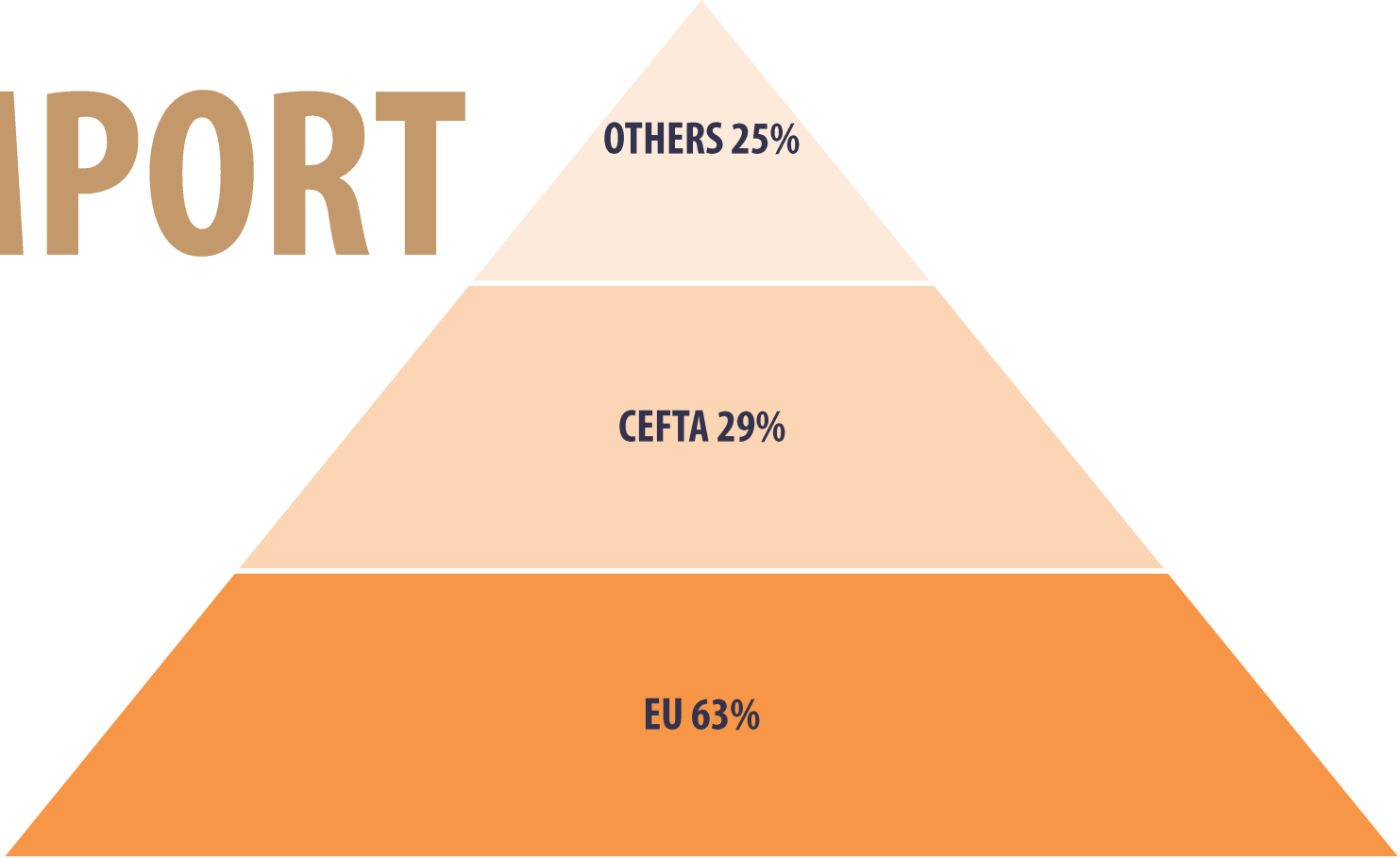


EXPORT, COUNTRY GROUPS, 2024

EXPORT



IMPORT



AGRICULTURE AND FOOD PROCESSING

Export potential

Confectionery and bakery products



Edible oils



Wines and spirits



Processed fruits and vegetables



Water



- Over 1.5 million hectares of agricultural land
- Favorable climate and fertile soil, high quality natural springs
- Organic production potential: most soils do not contain chemical fertilizers and there is no common practice of using pesticides

MILK AND DAIRY PRODUCTS

Export 74.6 million Euro ↗ 11.34%

Import 137.0 million Euro ↗ 16.24%

The leading export markets are CEFTA and Croatia

Dairy products meet EU export requirements

Total quantities of milk and dairy product exported in 2024 were 12.8% higher than the previous year, while some product groups had particularly high quantity export growth:

milk and cream with added sugar 198%

whey with added sugar 26.31%

fermented products (yogurt, kefir) 14%

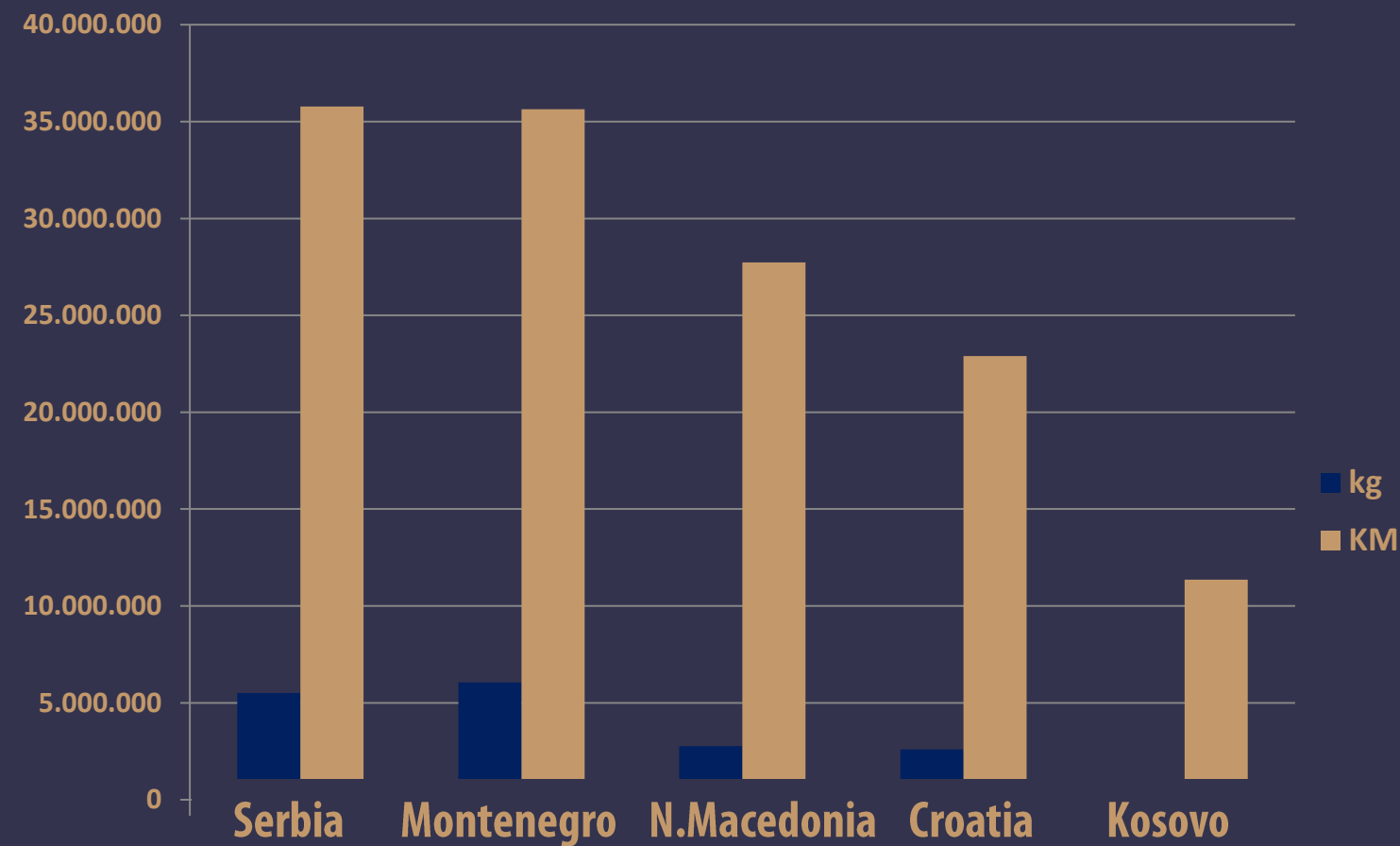


MEAT AND MEAT PRODUCTS

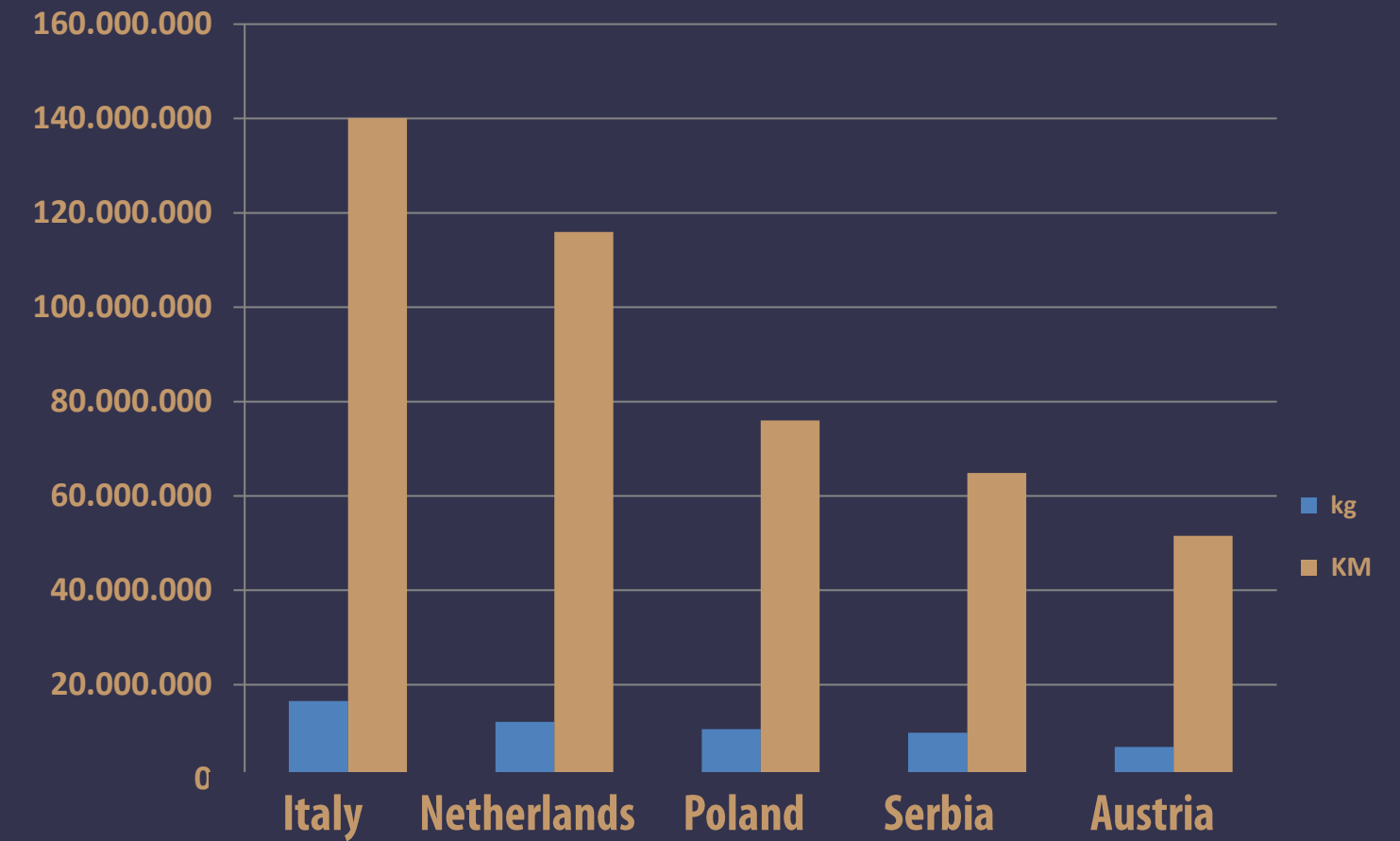
Export 74.0 million Eur \nearrow 9.3%
 Import 355.3 million Euro \nearrow 11.59%



Main export markets



Main import markets



CHEMICAL AND PLASTIC INDUSTRY

Chemical industry is one of the most important sectors of B&H economy

Export: 562.2 million Euro

Import: 1.1 billion Euro



Plastic products – steady export growth

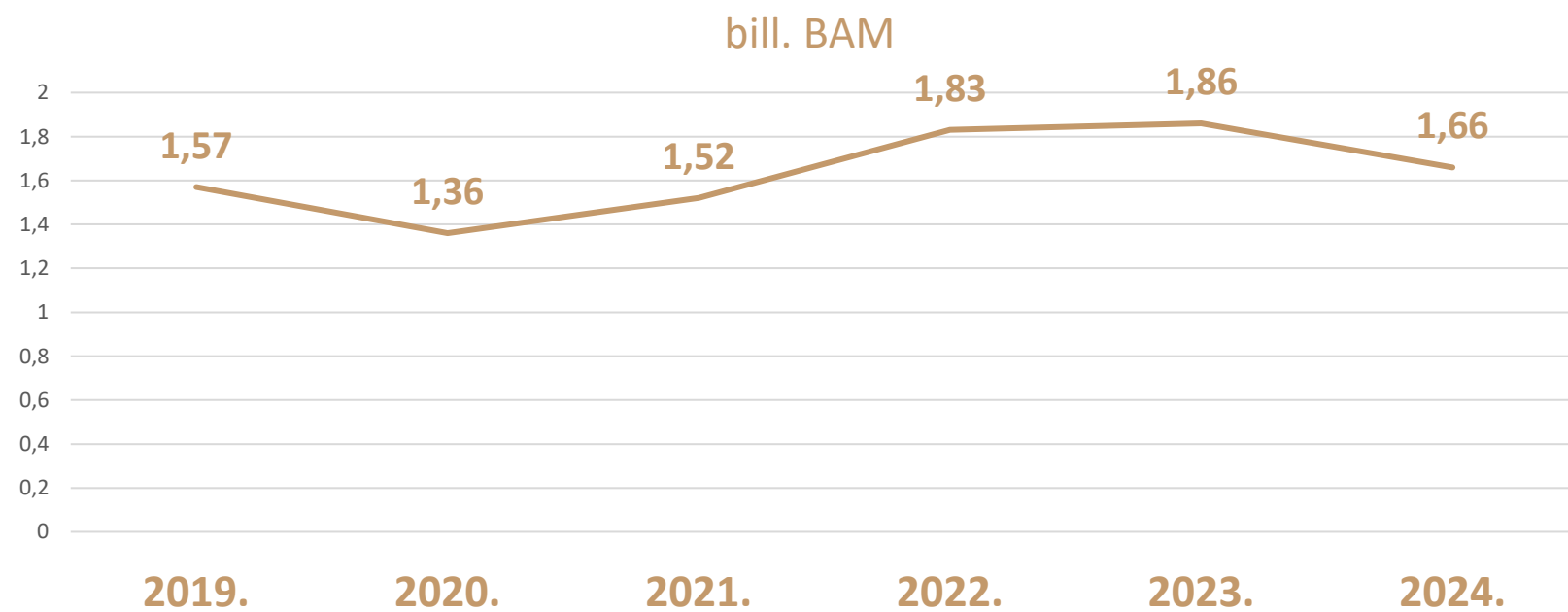
Export: 500.1 million Euro

Import: 971.5 million Euro

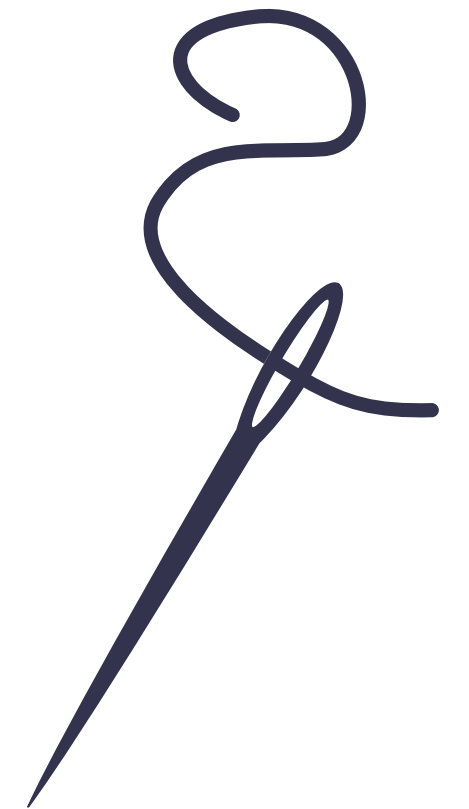
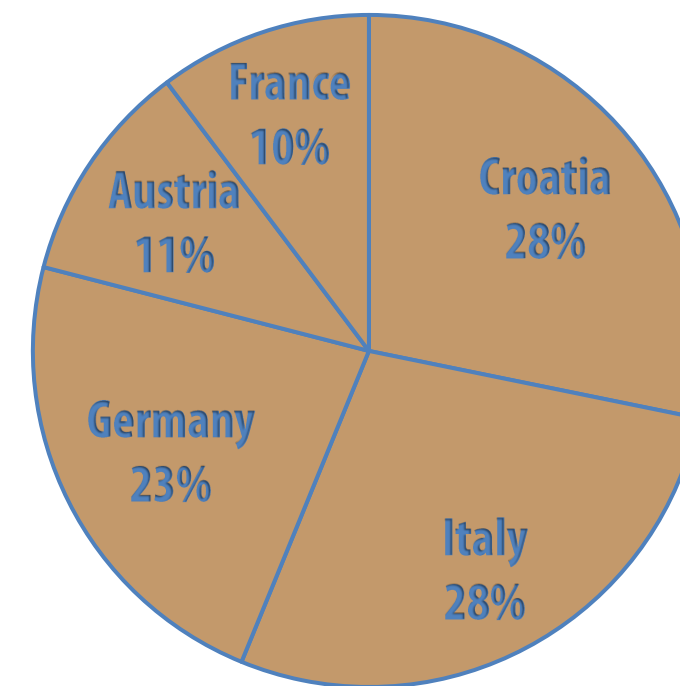
TEXTILE AND FOOTWEAR INDUSTRY

Exports: 869.2 million Euro, decrease by 11%
Imports: 1.2 billion Euro, decrease by 1.7%
Export/ import ratio in 2024 is 71%

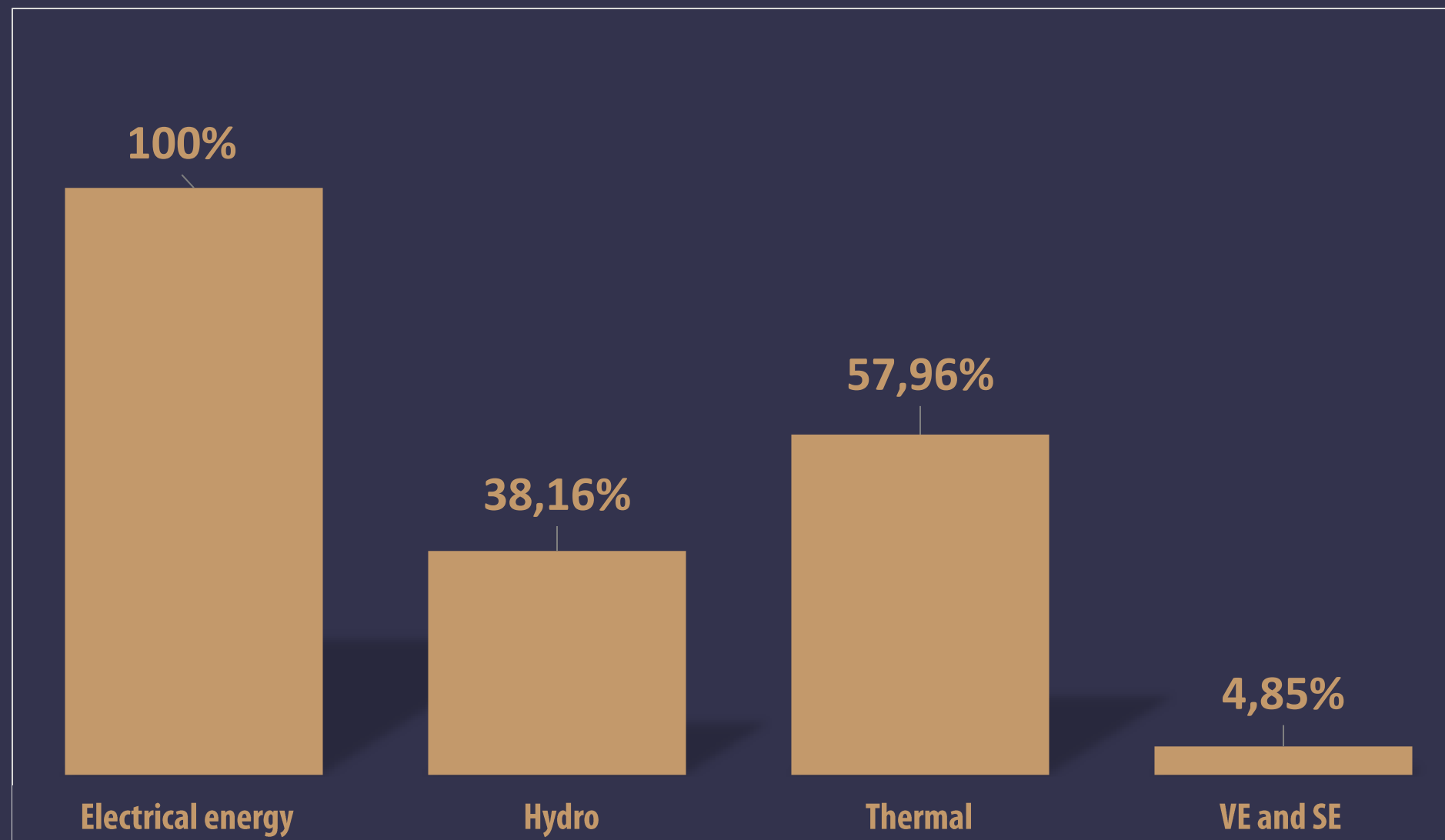
EXPORT TRENDS



LEADING EXPORT MARKETS



ENERGY



- Electricity was exported in the amount of 342.5 million Euro, which represents a decrease of 37% from previous year
- Reduction in physical volume, price movements on stock exchanges

ENERGY

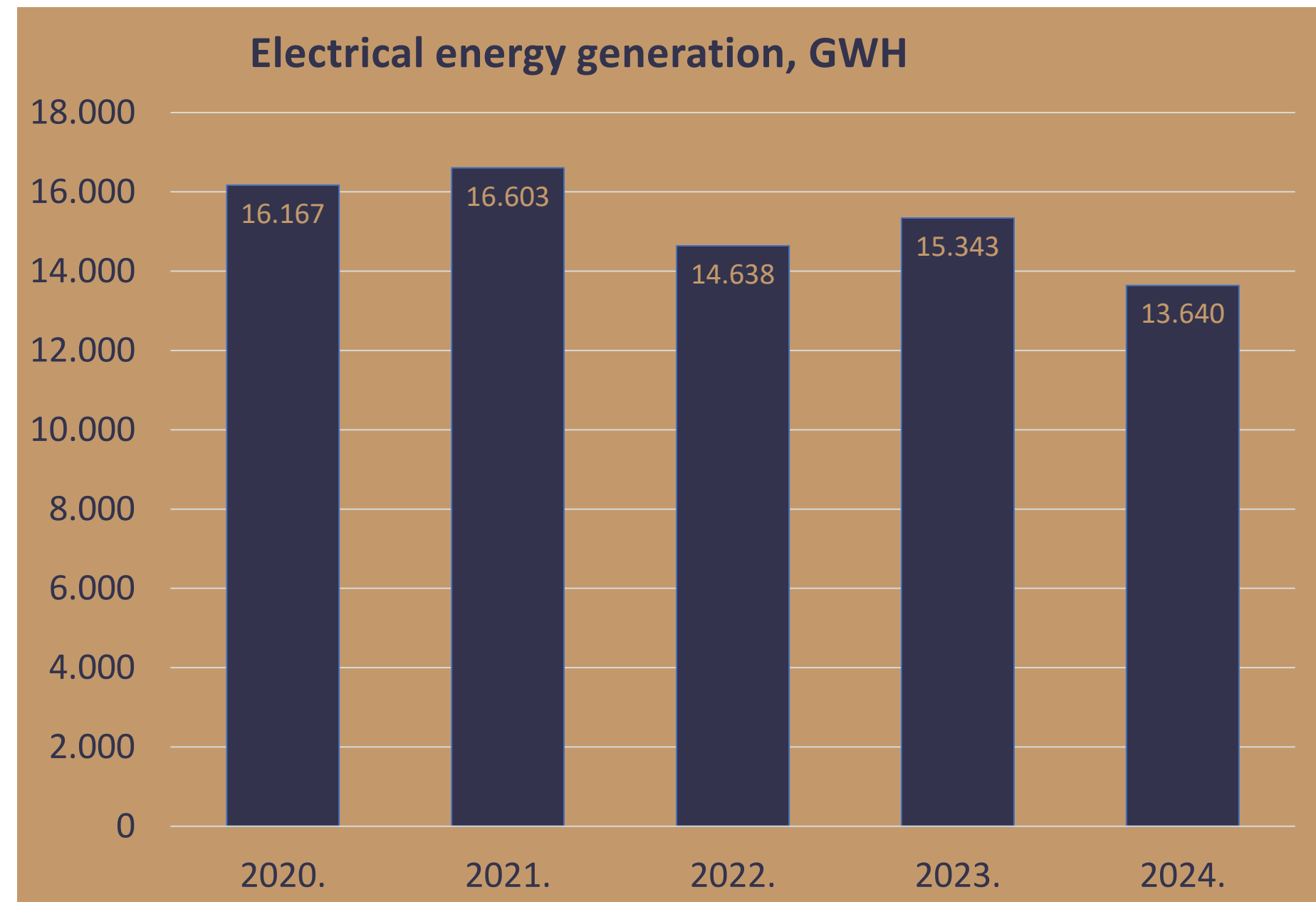
Electrical energy

Exports in 2024: 342.5 million Euro

Exports in 2023: 516.4 million Euro

EXPORT MARKETS

- Serbia 122.6 mil. Euro
- Croatia 82.5 mil. Euro
- Switzerland 58.6 mil. Euro
- Montenegro 39.2 mil. Euro



<https://discoverbih.com/>

TOURISM

Welcome to Bosnia and Herzegovina

The Most Exciting Destination in the World

Tourist arrivals, 2024

Total: 1.94 million
10.3% more than in 2023

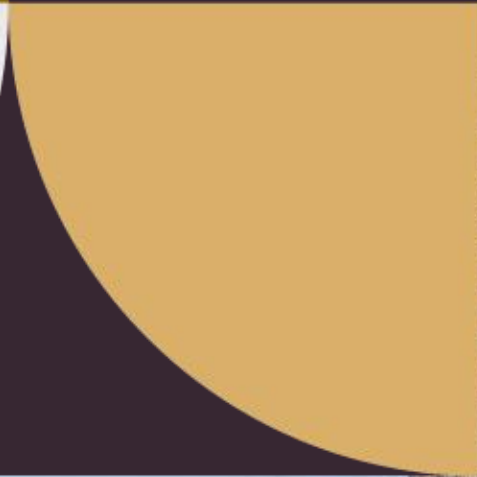
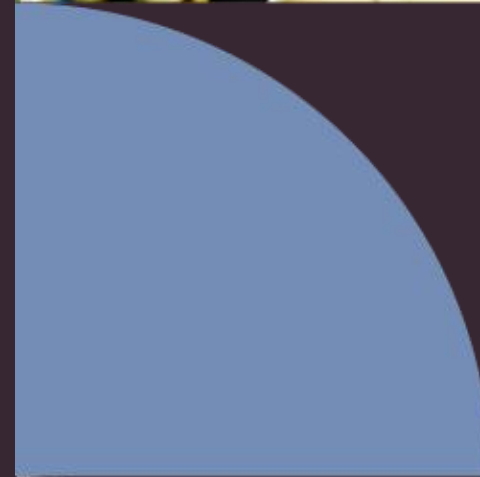
Source: Agency for statistics of B&H

Tourist overnight stays, 2024

Foreign nationals: 70.5 %
Domestic nationals: 29.5 %
Total: 4 milion overnight stays

HERZEGOVINA WINE ROUTE

V I N S K A C E S T A H E R C E G O V I N E



The Herzegovina Wine Route was established in 2007 by the Tourism Board of Herzegovina-Neretva Canton and has gone through several phases of development.

It was revitalized in the last couple of years by the Foreign Trade Chamber of Bosnia and Herzegovina, with support from the US Government through the USAID Developing Sustainable Tourism in Bosnia and Herzegovina project (USAID Turizam).

The Herzegovina Wine Route continues to gain visibility and attraction in broader international circles, as evidenced by Mostar's recognition as the European Wine City Dionisio 2024.

  hwr.ba

HERZEGOVINA WINE ROUTE

V I N S K A C E S T A H E R C E G O V I N E

The Hidden Side of the Mediterranean!



<https://hwr.ba/>

The Newest Member to:



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Managed by:



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INFORMATION AND COMMUNICATION TECHNOLOGIES

Strengths and advantages

- Records the fastest growth in exports, and revenues
- 50% higher salaries than average in B&H
- 10 times fastest employment growth than other sectors
- Highly innovative „environmentally friendly products”
- Less initial investment required to register, develop and create new jobs
- Strong increase of FDI in this sector

ICT sector offer

Software development companies:

- Own software developers
- Outsourced by foreign IT companies for custom software development or implementation

Hardware distributors and/or producers

Telecommunications sector

Shows increased level of competition, but needs to be further liberalized and improved up to EU and world standards

Thanks for your attention!



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