



# Doing Business in Bosnia and Herzegovina

## Doing Business in Bosnia and Herzegovina

Bosnia and Herzegovina (BiH) offers opportunities to well-prepared and persistent exporters and investors. The country is open to foreign investment and offers a liberal trade regime. If you are considering Bosnia and Herzegovina as a potential export market, you've come to the right place to find the information and assistance you need to successfully enter this country!

The Economic/Commercial Section of the U.S. Embassy in Bosnia and Herzegovina offers assistance to U.S. companies looking for export opportunities or those already doing business in Bosnia and Herzegovina. We can help you promote and expand your business in this market, facilitate investment, identify opportunities for your product or service, and assist you in establishing your company presence in Bosnia and Herzegovina.

## Market Entry Strategy

It is essential to visit the country early in the market-exploration phase in order to develop relevant industry contacts and learn about BiH's multi-layered bureaucratic structure. For a new-to-market company, the identification of a local partner is key. Make your selection based on a potential partner's knowledge of the local market and a thorough check of the partner's reputation. A significant focus on supporting your partner with the proper training and sales materials is advisable. Sales agents, representatives, and distributors all have important roles to play in this market. Regardless of which channel is selected, sales support and after-sales service are critical. Financing is a key consideration for Bosnian companies when considering whether to take on a new U.S. product line.

## Country Commercial Guide

The Bosnia and Herzegovina Country Commercial Guide (CCG) provides a useful starting point for U.S. businesses pursuing export and investment opportunities in BiH. The CCG is prepared annually as a mission-wide document of the U.S. Embassy in BiH. It reports BiH's economic trends and outlook; political environment; trade regulations; customs and standards; business travel; and economic and trade statistics. It also provides information on marketing U.S. products and services in BiH; leading BiH industry sectors for U.S. export and investment; trade and project financing for U.S. exporters; and U.S. and BiH business contacts. You can access the latest Bosnia and Herzegovina Country Commercial Guide online at:

<http://sarajevo.usembassy.gov/doing-business-bih.html>

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