

Meeting Report

Subject: INTERNATIONAL ASSOCIATION FOR WOMEN IN SUSTAINABLE DEVELOPMENT (USKD) BELGRADE ECONOMIC, COMMERCIAL, AND SOCIAL ASSESSMENT REPORT

Date: 03/04/2026

Location: Belgrade

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Report Date: 06/04/2026

Participants: USKD Board of Directors and Association Members, Embassy of the Republic of Türkiye in Belgrade

Meeting Report

OFFICIALS CONSULTED

Within the scope of the diplomatic contacts established in Belgrade on **April 3, 2026**, two separate meetings were held:

- **Morning Session:** A meeting was held with **Yasemin Yüce** at the Office of the Commercial Counsellor of the Turkish Embassy in Belgrade.
- **Afternoon Session:** Diplomatic consultations were conducted with **Pınar Şentürk** and **Galena Kartal** within the Embassy.

1. ECONOMIC INDICATORS

The Serbian economy is positioned among emerging markets with controlled growth.

- **Growth Rate:** 3.9%
- **Inflation:** 4.3%
- **Unemployment Rate:** 8.6%
- **Exports:** \$31.5 Billion (USD)
- **Imports:** \$42.2 Billion (USD)

These figures indicate an import-dependent economy with a foreign trade deficit, presenting significant opportunities for investments in production and exports.

2. FOREIGN TRADE STRUCTURE

- **Main Import Partners:** Russia, China, Germany, Italy, Hungary.
- **Main Export Partners:** Germany, Bosnia and Herzegovina, China, Italy, Romania. Serbia acts as a bridge between Europe and Asia, pursuing a multi-faceted foreign trade policy.

3. TURKIYE – SERBIA ECONOMIC RELATIONS

- **Turkiye's Exports:** \$1.86 Billion
- **Turkiye's Imports:** \$1.13 Billion
- **Total Trade Volume:** \$3 Billion (*Data sourced from the Belgrade City Guide prepared by the Turkish Embassy*)

Bilateral economic relations have gained significant momentum in recent years, with a notable increase in mutual investments.

4. SECTORAL TRADE AND INVESTMENT AREAS

Primary Export Products:

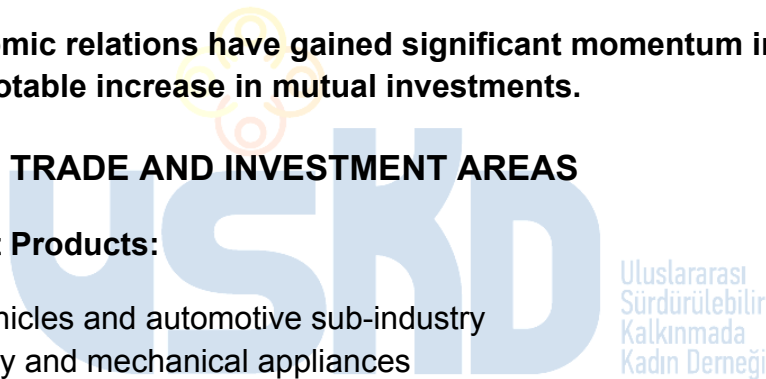
- Motor vehicles and automotive sub-industry
- Machinery and mechanical appliances
- Iron, steel, and metal products
- Electrical machinery
- Plastic, copper, and aluminum products
- Textiles and ready-to-wear garments

Turkiye's Strong Investment Areas:

- Automotive supply industry
- Textiles and apparel
- Contracting and construction
- Retail and wholesale trade
- Banking and finance
- Tourism, energy, and healthcare

5. STRATEGIC POSITION AND GEOPOLITICAL ASSESSMENT

Serbia is a strategic country that is:



- The gateway to the Balkans.
- A regional power as the successor of the former Yugoslavia.
- In the process of EU membership (currently in a waiting phase).
- Developing close economic ties with China.

Note: These relations harbor both opportunities and risks of long-term dependency.

6. BUSINESS CULTURE AND COMMERCIAL BEHAVIOR ANALYSIS

In Serbian business culture:

- Trust-based relationships are prioritized.
- Long-term collaborations are preferred.
- Face-to-face communication is essential.
- Social environments are vital for business development.
- The bargaining culture is strong.
- Direct and open communication is common.

Success requires patience, consistency, and strong relationship management.

7. SOCIAL AND DEMOGRAPHIC STRUCTURE

- The society generally holds a nationalist structure.
- There is a high tendency to support the local workforce (50%–70%).
- The minimum wage is approximately **€980**, which is considered insufficient relative to the cost of living.
- The youth population is migrating abroad, primarily to Germany.
- Approximately **10,000 Turkish citizens** reside in the country.

8. ECONOMIC AND POLITICAL STATUS OF WOMEN

Throughout Serbia and specifically in Belgrade, women are:

- Active in economic life and visible in political decision-making mechanisms.
- Effective in critical ministerial roles.
- However, the influence of non-governmental organizations (NGOs) remains limited.

9. HIGH-LEVEL REPRESENTATION OF WOMEN

Serbia stands out as a country where women are well-represented in top management. Key figures include:

- **Ana Brnabić, Dubravka Đedović Handanović, Irena Vujović, Maja Popović, Slavica Đukić Dejanović.**

This confirms that women play an active and influential role in state administration.

10. DIPLOMATIC CONTACTS AND OBSERVATIONS

During meetings at the Turkish Embassy in Belgrade, it was observed that:

- Women are strongly represented in public administration.
- Gender equality policies are supported at the state level.
- Female leadership is both visible and effective.

11. SOCIAL ROLES AT THE PRESIDENTIAL LEVEL

The spouse of the President of Serbia, **Tamara Vučić**, carries out active work in:

- Children's rights
- Environment and sustainability
- Social responsibility projects

This indicates that social policies receive high-level institutional support.

12. GENERAL EVALUATION AND STRATEGIC CONCLUSION

Serbia stands out as a developing, open-market country with a strategic location, strong economic ties with Türkiye, and an environment where women are influential in both economic and political spheres.

In this framework, the following present significant opportunities for **USKD**:

- Collaborations focused on women's entrepreneurship.
- Long-term commercial networks.
- Diplomatically supported projects.

GENERAL RESULT

The contacts made in Belgrade reveal the strong commercial ties between Türkiye and Serbia's economic potential. It is assessed that there is a solid foundation for long-term, strategic, and powerful collaborations in the fields of **women's entrepreneurship and sustainable development**.

Following these meetings:

1. The Commercial Counsellor's Office will provide our association with a list of NGOs for potential collaboration, and the Board of Directors will initiate contact.

2. The Counsellor's Office will share lists of translators/interpreters, which will be distributed to our members upon request.