

E-business in Serbia

**Achieved Level of the
e-Business
Specially prepared for:
IT STARS
EXPERTS AND TALENTS**



dreamstime.com

By: Dušan Rakić, Secretary



Belgrade Chamber of Commerce
IT Association



Belgrade Chamber of Commerce



- **An interest based, independent, professional, business oriented organization, whose members are enterprises, entrepreneurs and other entities that perform economic activities in Belgrade**
- **Representing the interests of more than 36.000 companies and more than 40.000 entrepreneurs in Belgrade**

Association of Information Technologies

- Representing the interests of more than 500 happy members, ICT companies in Belgrade
- Creating economic environment for the operations of ICT companies, active participation in drafting regulations necessary in the ICT area



Dušan Rakić, secretary

Digital Agenda for Serbia

- Introduced in June 2010
- Harmonized with Europe's Digital Agenda
- Priorities:
 - development of e-business, e-government, e-commerce, e-judiciary, e-health, e-education
 - development of infrastructure
 - key stakeholders education



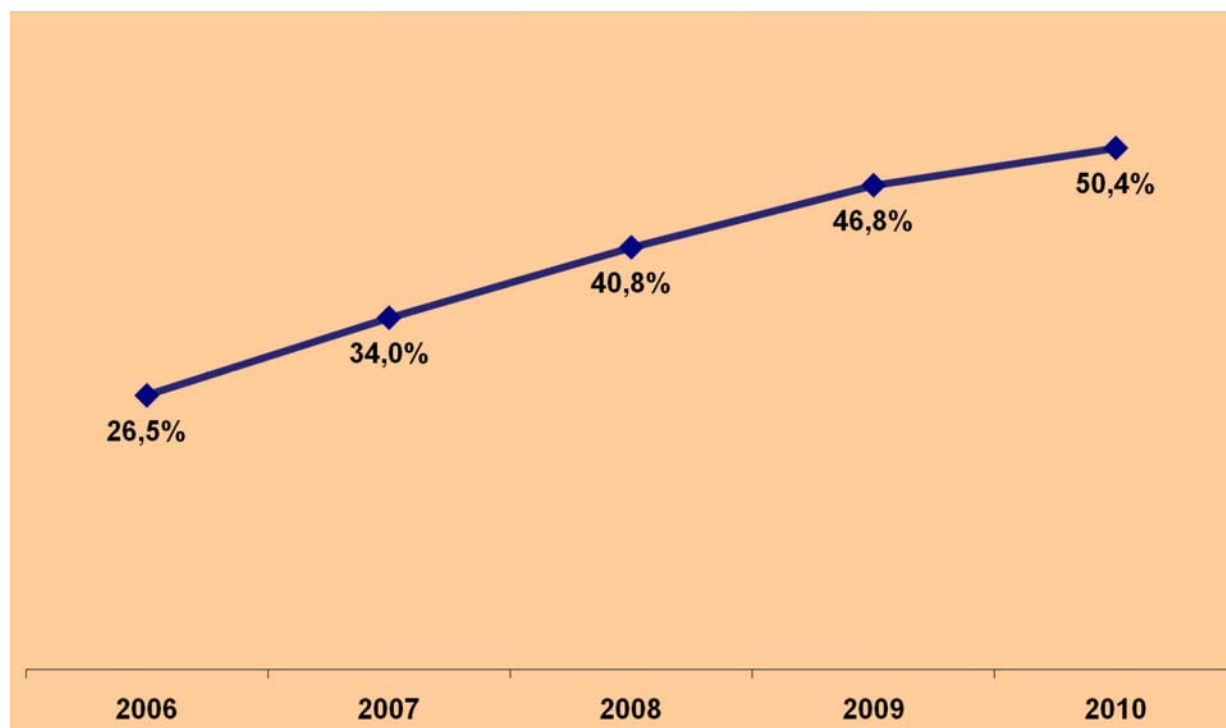
Digital Agenda for Serbia

- **Strategy for development of information society in Serbia up until 2020**
- **Strategy for the development of electronic communications for 2010 – 2020**

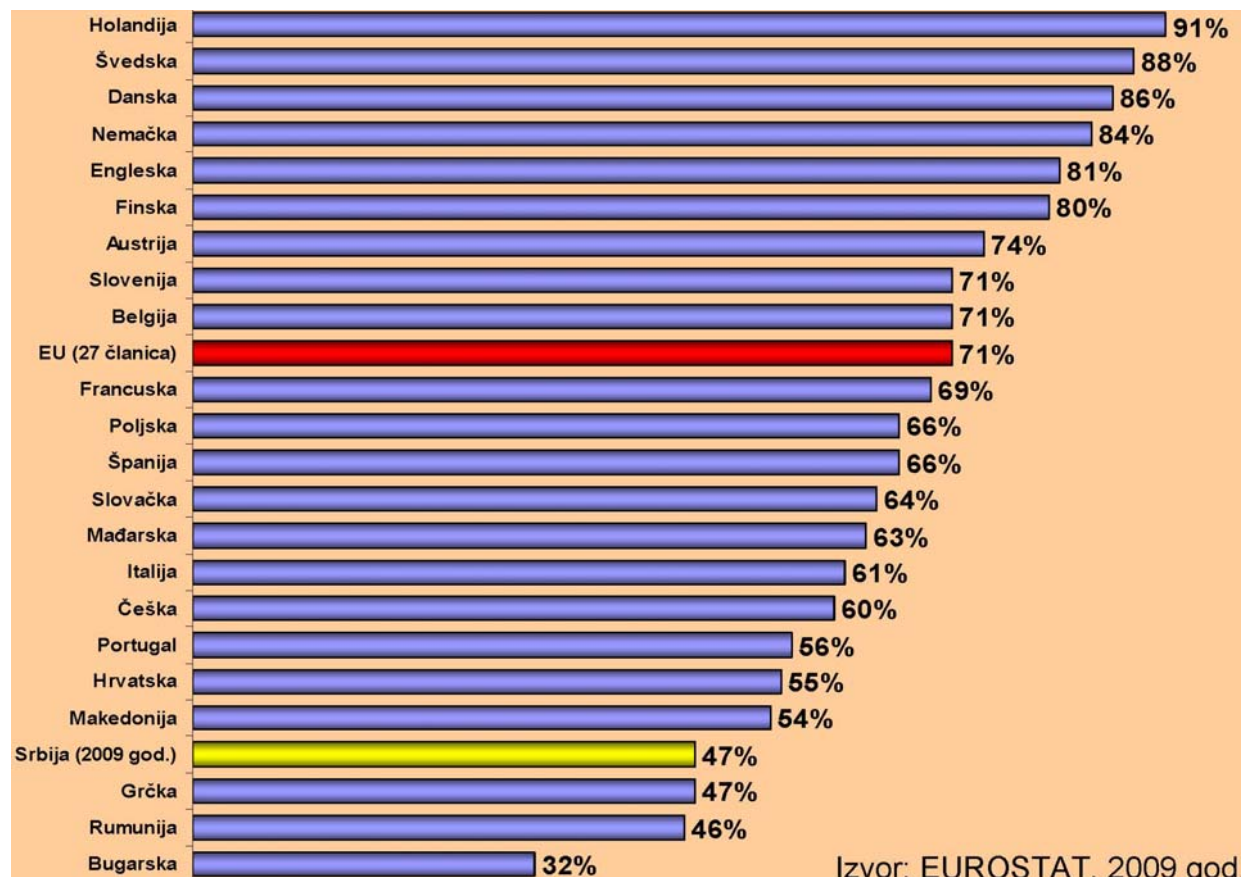


Computers in Households

- 50, 4% households has Personal Computer (3,6 % increase compared to 2009.)



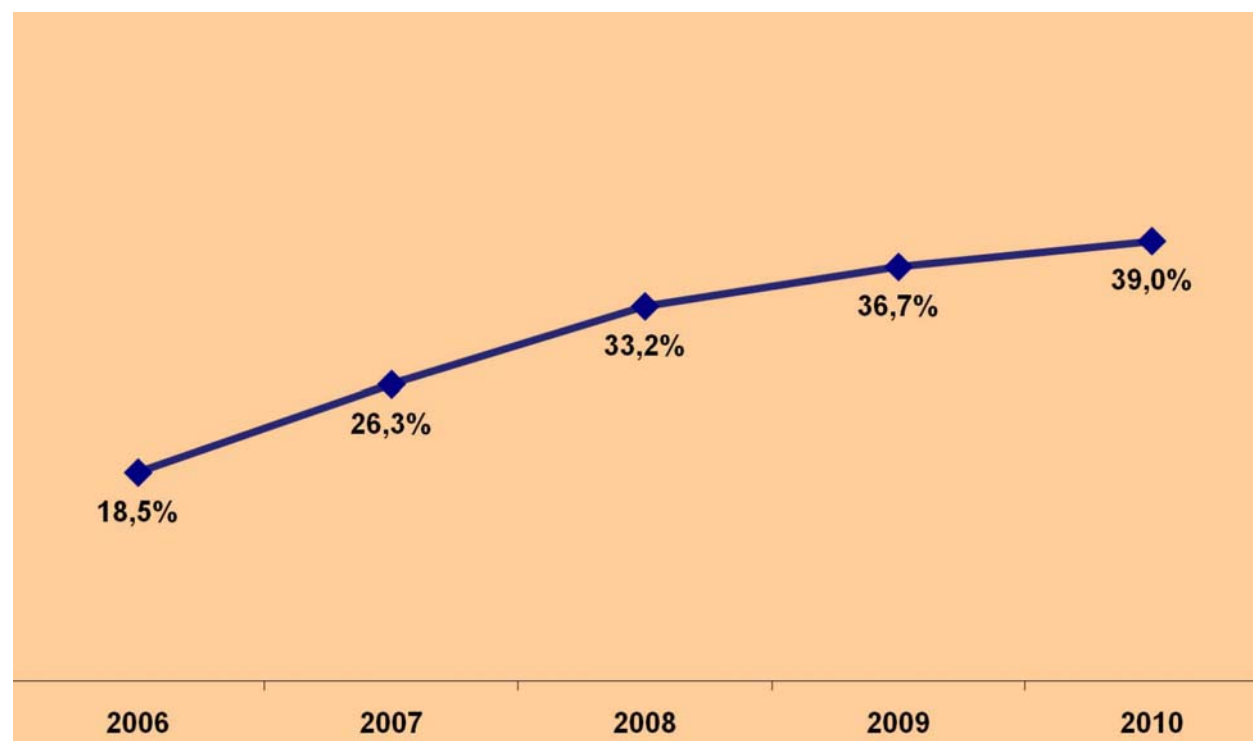
Computers in Households - Europe



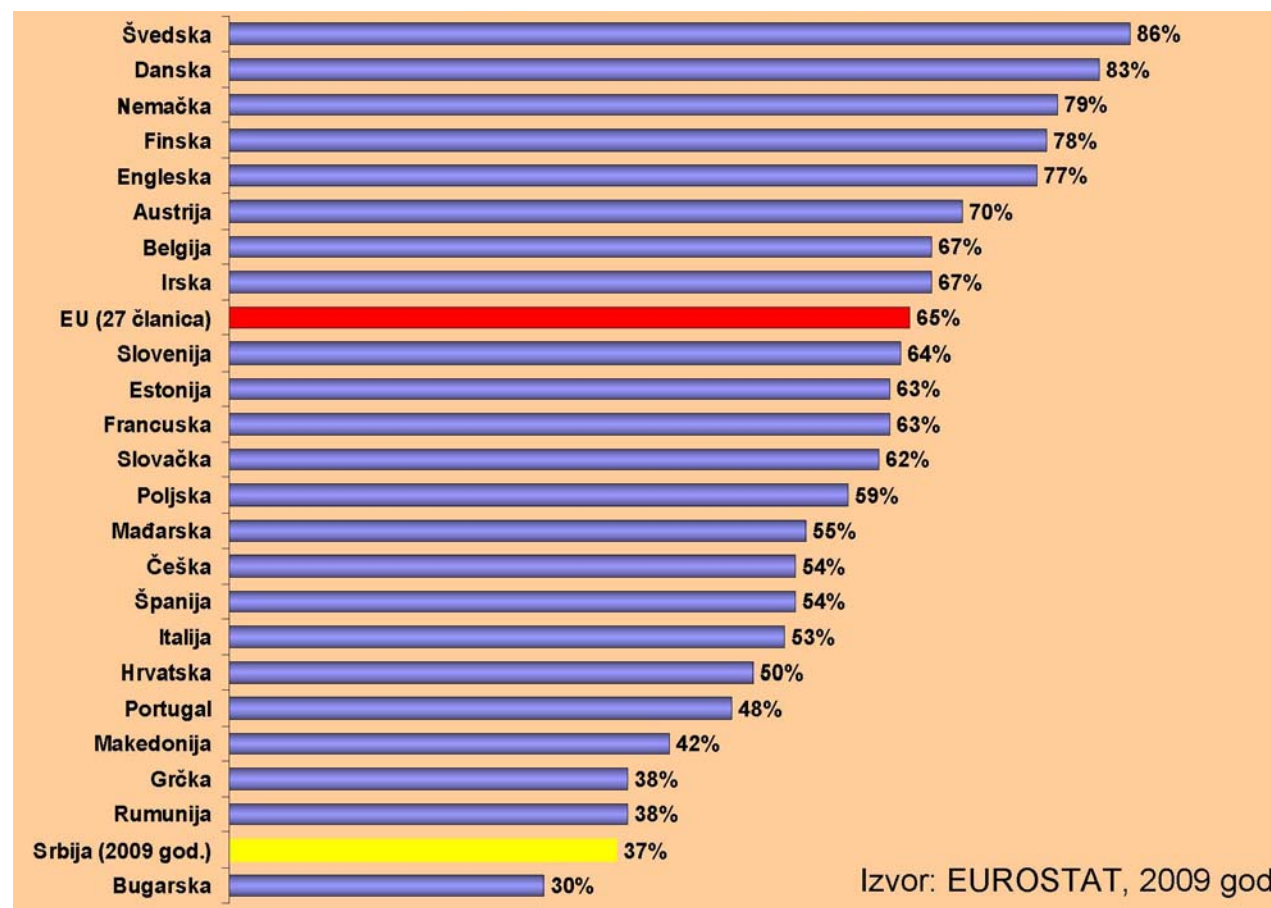
Izvor: EUROSTAT, 2009 god.

Internet in Households

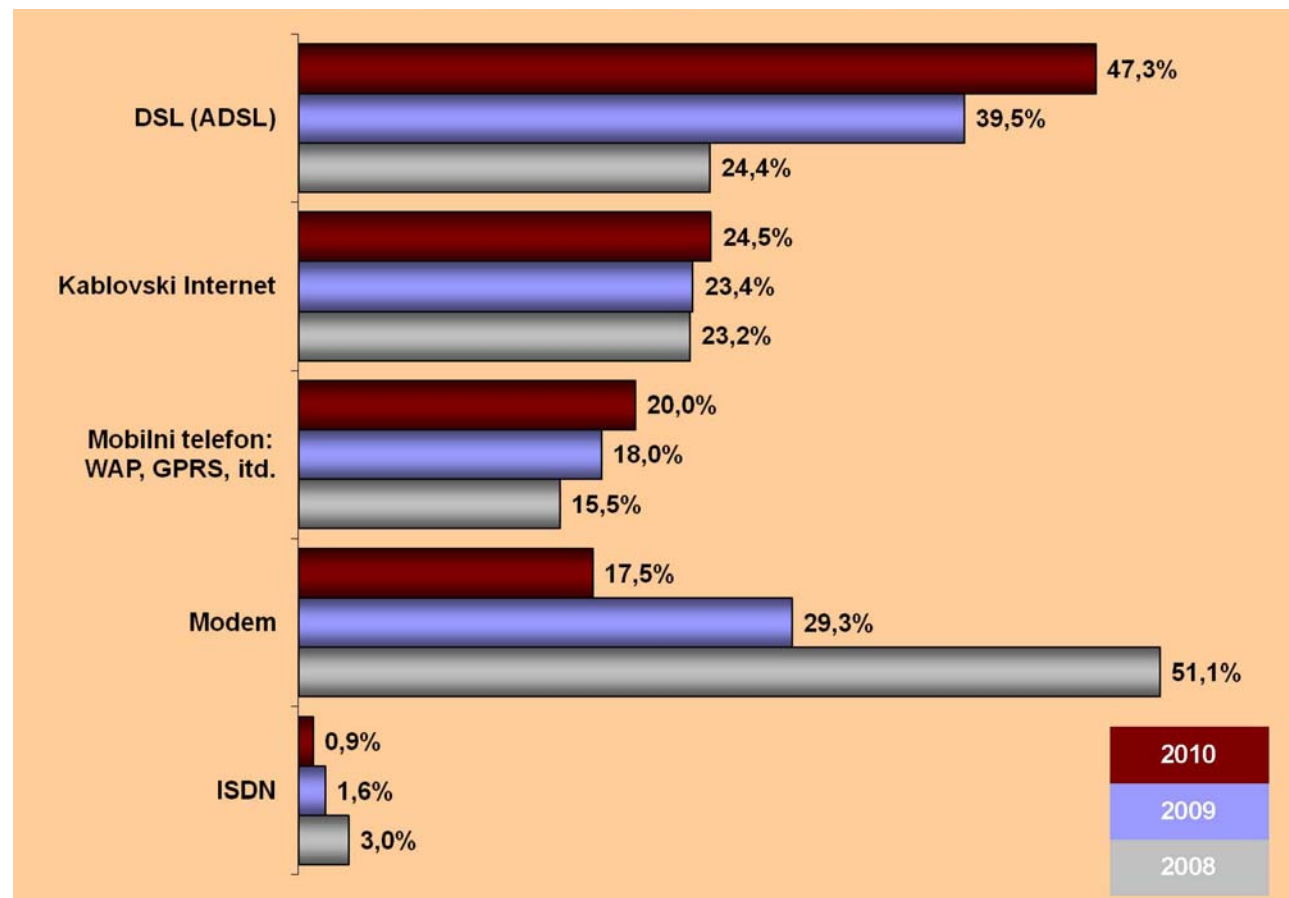
- 39% households is connected to Internet (2,3 % increase compared to 2009.)



Households Internet Connection in Europe

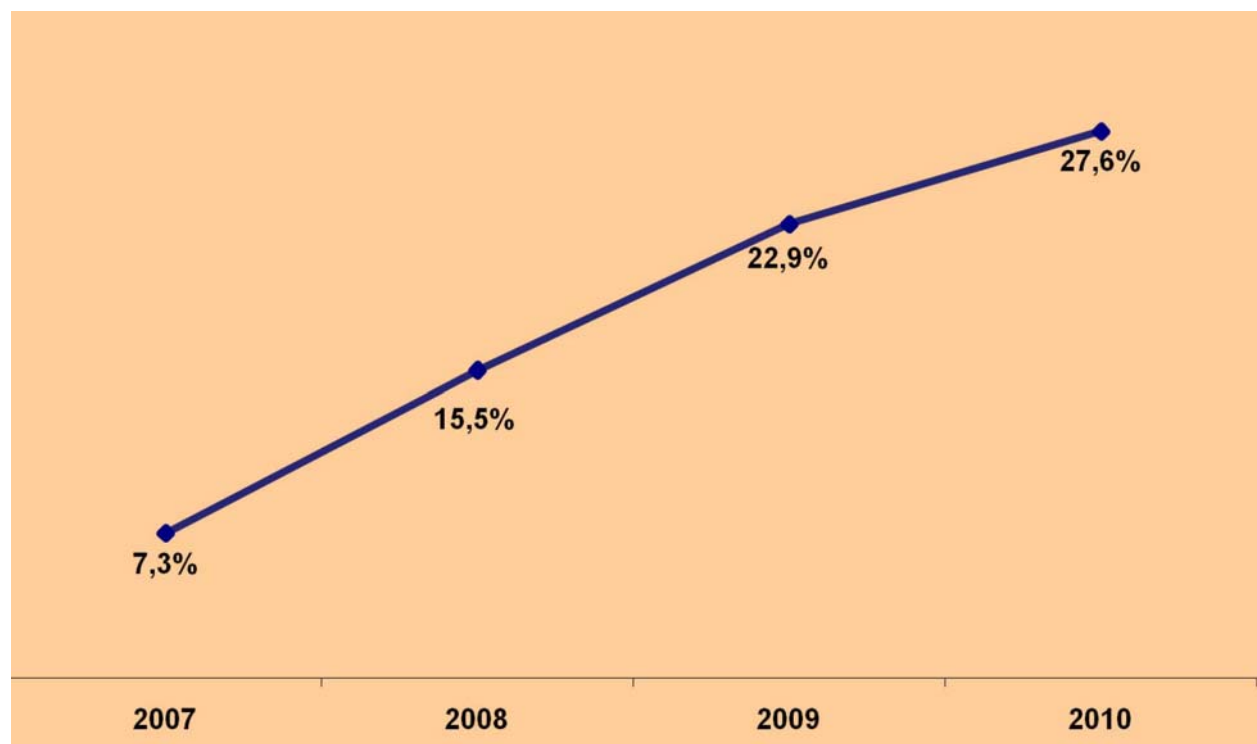


Type of Internet Connection in Households



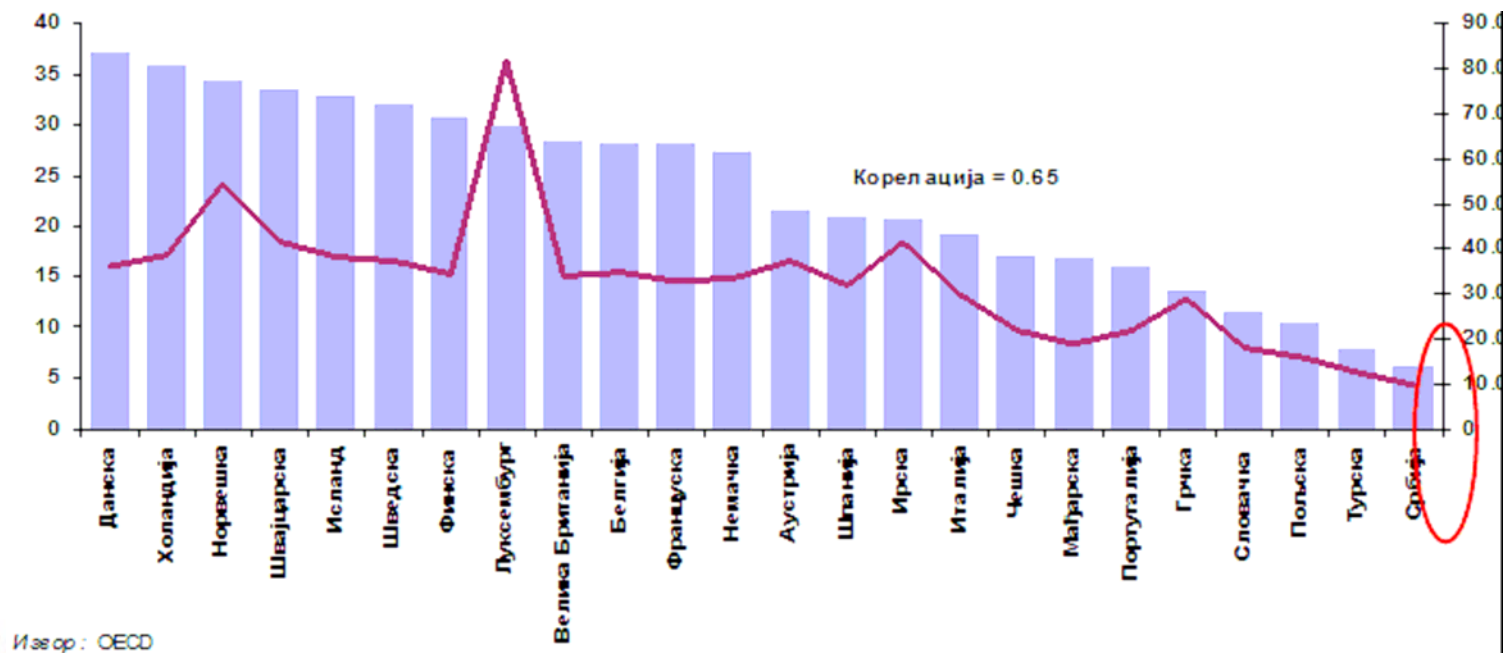
Broadband Connection in Households

- 27,6% households has broadband connection to Internet (4,7 % increase compared to 2009.)

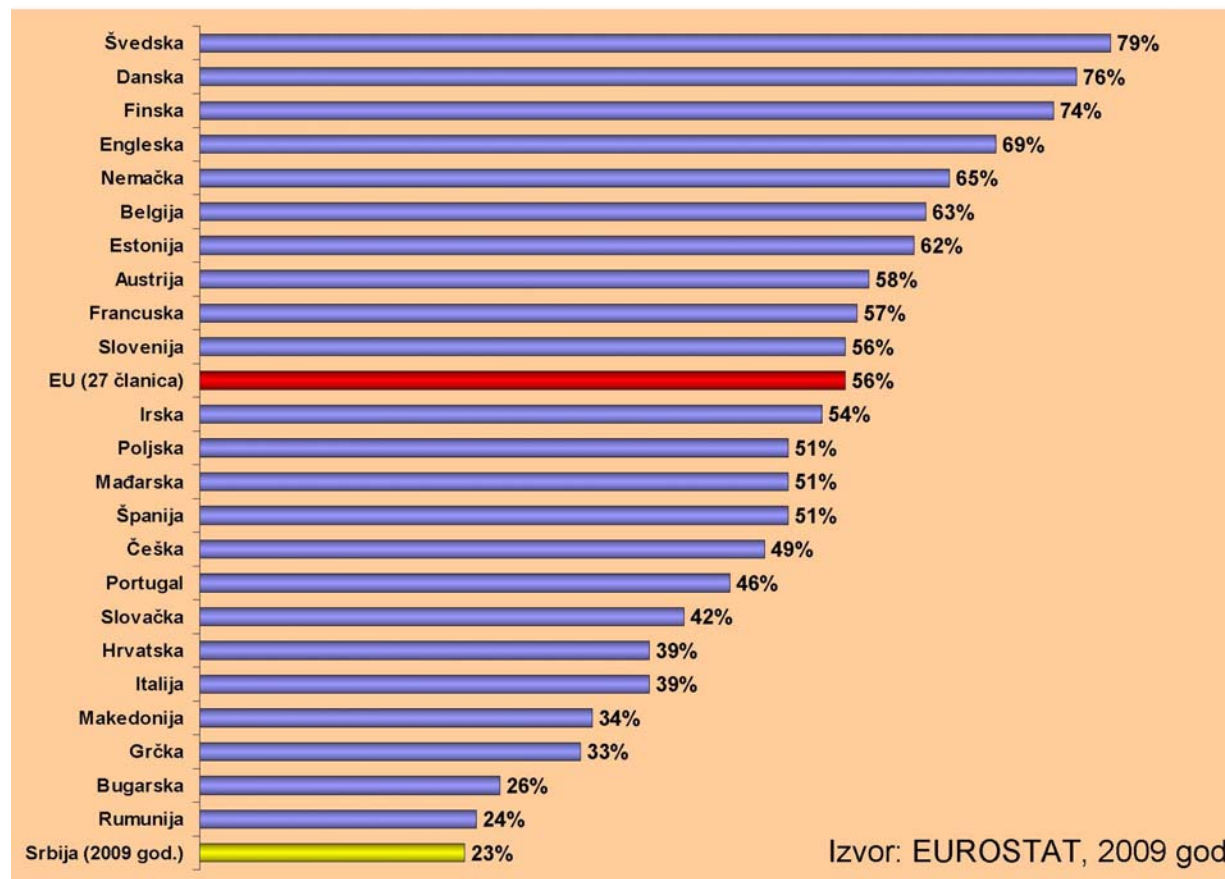


Broadband Penetration and GNP

- According to the World Bank research of 2009, increasing broadband connections of 10% directly increase GNP of 1,3%

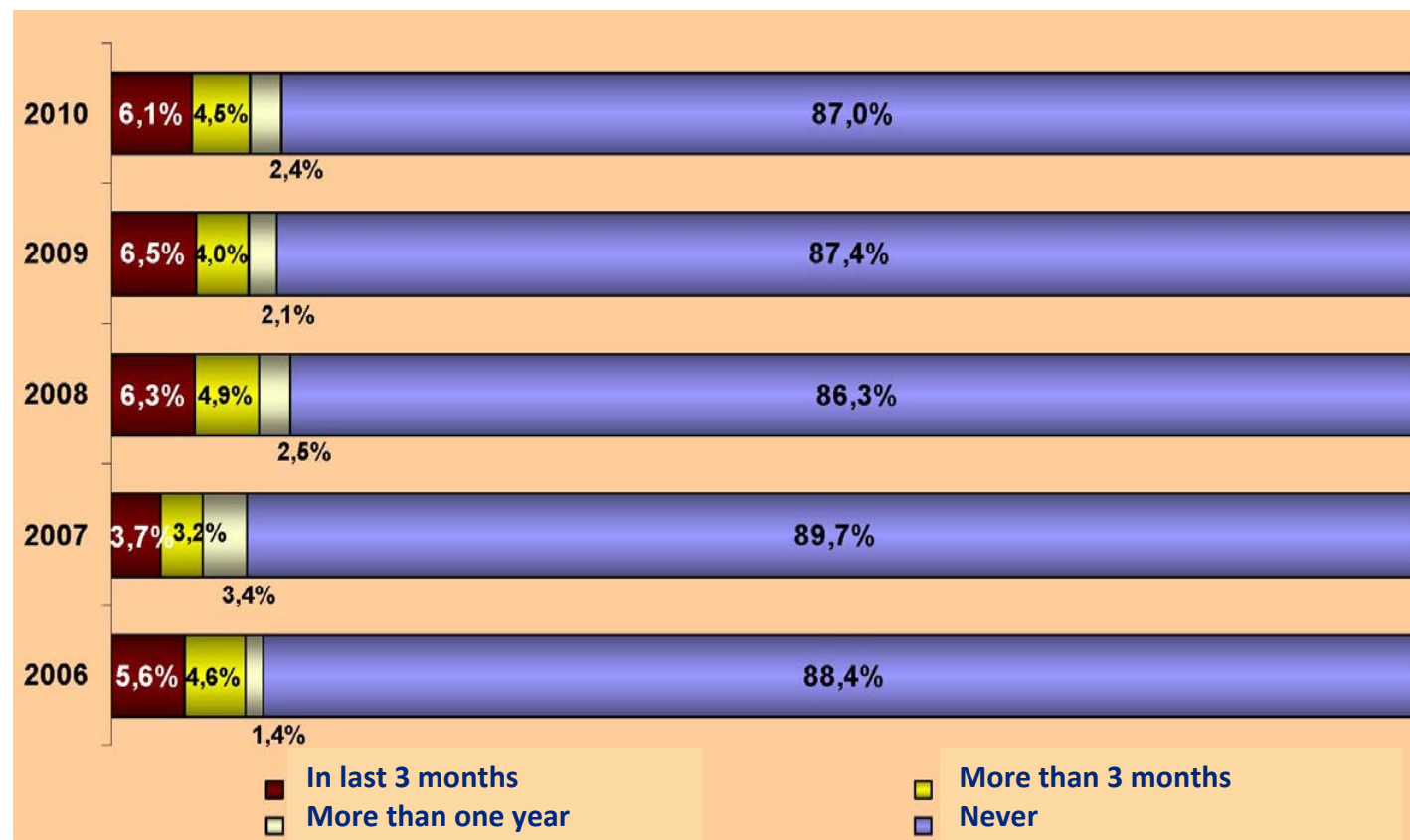


Broadband Connection in Europe !!!



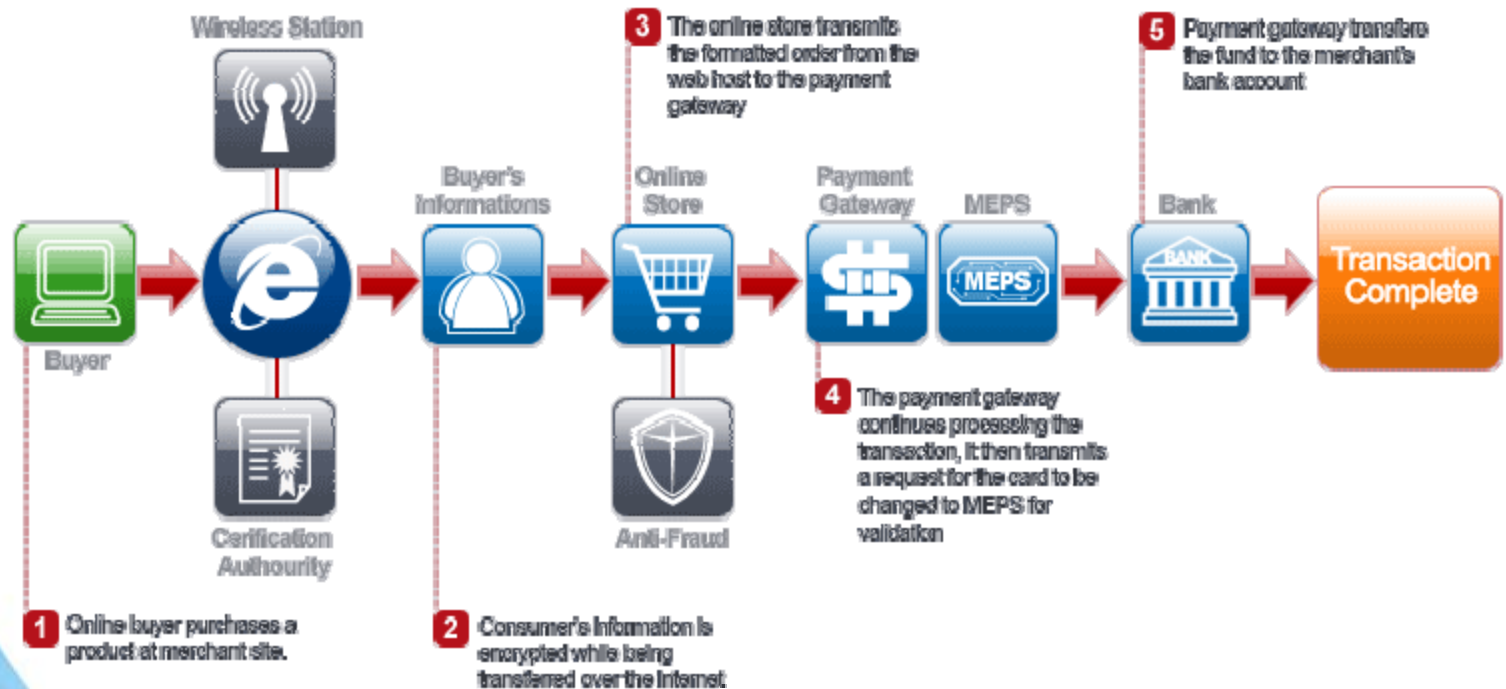
Online Buying/Ordering

When did you buy/order last time goods or services for the private purposes?!!!



E-business

- E-business is IT enabled business
- Convergence of different technologies and solutions
- Dynamic collaboration



Characteristics of E-business in Serbia

- E-business in Serbia is not developed...
- Financial institution or banks (E-banking) profited the most from e-business
- Electronic services, distributed via SMS are becoming more and more popular (parking payment)



IT Market in Serbia

- IT market in Serbia is not mature, procurement mainly hardware and less services
- Only 11,5% companies used ERP software during January 2010



Room for Improvements

- Legal framework
- Fast Internet connection
- Qualified Electronic Signatures
- E-commerce
- Digital literacy



E-commerce Improvement Needed

- Legal framework
- Minor online payment
- Lack of valid credit cards and appropriate payment instruments
- Lack of confidence



E-business Priorities

- Finalize the legislation framework
- Increase the number of public services (changes in people habits)
- E-skills
- Digital signatures and national registries
- Improve broadband infrastructure
- Reduce digital gap
- Support for integrated ICT business systems

E-Government Portal

- National Internet portal for the Serbian Government, helping to make communications between citizens and public authorities more accessible and efficient
- More than hundred on-line services in few months
- www.euprava.gov.rs



Popular Emerging e-business Services

- E-commerce (www.e-ducan.com)
- Electronic auctions (www.limundo.com)
- Ticket buying and ordering for concert and sport events (www.ticketline.co.rs)
- Food ordering from favorite restaurant (www.donesi.com)
- WiFi Mesh Network in Belgrade (www.zovime.com)

Thank you – Welcome to Serbia!

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