

Conclusions from 3rd Balkan Region Marketing Workshop

- A common challenge for the wood processing sector in Bosnia and Herzegovina (BiH), as well as in other Balkan region countries, is to move up the value chain, thereby allowing companies to compete in higher value export markets
- There is no readily accessible reliable detailed information on forest products markets in BiH, nor in other Balkan countries.
- Working together to establish clusters has enabled SMEs in many countries to build common competitive strength and could serve as a model for BiH
- Increasingly, wood products importers in the EU are looking for certified forest products and their availability could provide an important advantage to Balkan region exporters, even if currently no price premium exists for certified forest products
- The few private forest landowners associations in Bosnia and Herzegovina are weak, which needs to be considered in accessibility to certification.
- Specific marketing assistance is needed to help companies develop export markets ,beyond the information provided by the workshop presentations, and the informal contacts with speakers
- Trade fairs are valuable means to enable contacts to be developed between importers and producers in Bosnia.

Recommendations from 3rd Balkan Region Marketing Workshop

- International organizations should coordinate activities and develop a joint programme to assist the further development of the forest and wood processing sector in the Balkan region, which could include further marketing workshops or seminars
- Market and forest information, which is critical to effective marketing, should be collected, validated and disseminated in national and eventually regional MIS
- Trade fairs within the Balkan region should be organized for the wood processing industry, and marketing workshops should be organized in conjunction with the fairs.
- Small and medium-sized enterprises should explore ways of working more closely together, perhaps through the development of clusters and micro-clusters, to help the Bosnian industry compete even more effectively in European and world markets.