

EU FOR BETTER BUSINESS ENVIRONMENT

The World Bank is implementing **EU for a Better Business Environment, or EU4BE**, an initiative funded by the European Union (EU) and designed to help the Government of Serbia improve the business environment and promote private sector competitiveness. Key partners include the Ministry of Economy, Public Policy Secretariat (PPS), Ministry of European Integration, and other government ministries and public authorities.



PROJECT VALUE
5.5 million euros



PROJECT DURATION
to April 2025

THE PROJECT'S ACTIVITIES ARE GROUPED INTO THREE COMPONENTS:



Component 1 Establishing a platform to coordinate reforms for improving the business environment



Component 2 Support for streamlining administrative procedures and regulations



Component 3 Flexible technical assistance instrument

EU4BE

will support the Serbian Government in improving selected aspects of the country's business environment.



EU4BE supports the Serbian Government in developing digital platforms and other co-ordination channels pertaining to the business environment to raise awareness of all stakeholders and promote co-operation between businesses and policymakers with the overall goal of improving the business environment.



EU4BE supports efforts to simplify business regulations and streamline administrative procedures and requirements, leading to a lower administrative burden on businesses. New instruments, such as business lifecycle modelling and business episodes, and the streamlining and digitalisation of administrative procedures in each business episode, seek to enhance efficiency of doing business and create cost and time savings.



EU4BE uses its technical assistance fund to ensure rapid and effective implementation of a variety of initiatives put forward by the Serbian Government and other public authorities that seek to improve the business environment. This component provides support for developing policies, regulations, and projects in areas relevant for the business environment and conditions in which companies operate (such as comparative assessments, studies, research, strategy and action plan drafting, and the like).

Ultimately, **EU4BE** aims to contribute to the development of a safer, clearer, and more predictable business environment in Serbia whilst cutting the administrative costs faced by businesses.

