

## **INVESTORS SHOULD BE ATTRACT BY CLEARLY DEFINED AND ATTRACTIVE PRINCIPLES: PDHR**

*The American Chamber of Commerce in BiH (AmCham) organized today in Sarajevo a working lunch, hosting Principle Deputy High Representative to BiH Raffi Gregorian. In behalf of High Representative and Special Representative of the European Union Miroslav Lajcak, who was earlier announced, but was not able to attend the gathering due to unpostponable duties, Gregorian spoke on topic: **"Creating Brand BH through Reform and Partnership."***

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In behalf of High Representative and Special Representative of the European Union Miroslav Lajcak, who was earlier announced, but was not able to attend the gathering due to unpostponable duties, Gregorian spoke on topic "Creation of BiH brand through reforms and partnership."

"Business personalities and BiH politicians must do everything to change the public opinion over negative picture on BiH."

"There is emphatical need for branding, meaning much more than a designed slogan and creation of a positive picture through advertisements."

"It's not enough to say 'we have competitive labour costs and friendship citizens, therefore come and invest here'. The argument must be more attractive, based on clearly defined and attractive principles," Gregorian noted.

He reiterated on the conference "With reforms and partnership to sustainable economic development in BiH", held in Sarajevo last week, which aimed to turn attention to economic issues.

Three prime ministers and Brcko District mayor signed at this conference a document called "Our platform for action", which should yield an improved business ambient in BiH.

The platform, among the rest, predicts facilitation of fiscal coordination and stability, creation of an improved business surrounding, promotion of other reforms ensuring sustainable development and etc.

The PDHR also pointed out the need of setting up a corresponding system of revenues distribution, facilitation of safety for small savers, that banks approve higher credits for business launching, establishment of an efficient socio-economic council of BiH and etc.

Gregorian assessed that BiH has much to offer, particularly in key strategic sectors, such as energy production, forestry products, including tourism.

"People must understand that the war is over and that this country is going forward. Investors should to be attracted to come here and consider potentials for investments."

He concluded that the essential question for BiH politicians is whether they want to create new richness, which entails new jobs and better living standard for citizens, or, however, to share richness among themselves.

**AmCham today also featured six new members – Pliva Croatia, Representative Office in B&H, Philip Morris BiH doo , Hewlett-Packard (HP) d.o.o, Diners Club BiH d.o.o, Bosnalijek d.d and CITO – Rent a Car d.o.o**