

## THE EU AND EU MARKETS

The European Union (EU) currently consists of 27 Member States and European Free Trade Association countries (Iceland, Liechtenstein, Norway, Switzerland) form the EU's internal market as part of the European Economic Area. As a whole, the EU represents the world's second largest economy with a total population of over 500 million and a GDP of over \$20 trillion, representing the world's largest trading block and a major importer and exporter of goods and services. Imports into the EU include primary products, raw materials and energy, equipment, chemicals and consumer goods. The European Union (EU) currently consists of 27 Member States and European Free Trade Association countries (Iceland, Liechtenstein, Norway, Switzerland) form the EU's internal market as part of the European Economic Area. As a whole, the EU represents the world's second largest economy with a total population of over 500 million and a GDP of over \$20 trillion, representing the world's largest trading block and a major importer and exporter of goods and services. Imports into the EU include primary products, raw materials and energy, equipment, chemicals and consumer goods.

## SERBIA AND THE EU TRADE PACT

The Stabilization and Association Agreement (SAA) is a treaty, which gives Serbia the status of a country associated with the EU. The agreement creates a free-trade zone between Serbia and the EU phasing out customs duties on imports of goods originating in the EU. On the other hand, the EU confirms the free access of goods from Serbia to the EU market.

Imports into the EU are customs free for most products. Some export limitations are imposed only on imports of baby beef, sugar, and wine in the form of annual export quotas.

## ASSISTANCE FOR SERBIAN EXPORTERS

The Serbia Chamber of Commerce (SCC) helps Serbian companies and organizations do business on a global scale. In Serbia, the SCC has information assisting exporting companies to get ready to do business outside of Serbia.

There are other institutions which offer services or information beneficial for preparing or implementing export plans for the EU. An initiative of the European Commission, Enterprise Europe Network (EEN) assists Serbia SMEs locate new business markets, providing advice on EU funding opportunities, laws and standards. EEN assembles 600 organizations (e.g. business centers, chambers of commerce, business development agencies) from over 50 countries. The European Commission has published a "Practical guide to doing business in Europe" ([bit.ly/3ogR0JB](http://bit.ly/3ogR0JB)) for companies doing business in the EU neighborhood.

Please consult the following for more information on Serbia-EU trade:

Serbia Chamber of Commerce: [bit.ly/2Y40fCi](http://bit.ly/2Y40fCi)

Development Agency of Serbia: [bit.ly/39H3DFj](http://bit.ly/39H3DFj)

Ministry of Agriculture, Forestry and Water Management: [bit.ly/3ibfLmP](http://bit.ly/3ibfLmP)

Customs Administration of Serbia: [bit.ly/3o9RfpJ](http://bit.ly/3o9RfpJ)

European Commission – Trade with Serbia: [bit.ly/3AHgeEp](http://bit.ly/3AHgeEp)

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# DEVELOPING EXPORT MARKETS



# SERBIAN BUSINESS GUIDE FOR EXPORTING TO THE EUROPEAN UNION

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## CUSTOMS

The EU member states are seen as a Customs Union, having eliminated customs duties and controls within the EU zone. The 27 EU countries apply the same tariff on goods imported from outside the EU. No matter where goods enter in the EU, the same customs conditions apply, they can circulate freely and be sold anywhere within the EU customs territory after clearing customs.

### HOW ARE YOUR GOODS CLASSIFIED?

Your goods customs duty depends on its classification. This classification is required when applying for an export license, these goods may be subject to export restrictions, required to issue a certificate of origin, provide a basis to request an export refund, establish an excise duty appropriate or to take advantage of lower value added tax rate.

### WHAT DOCUMENTS ARE NEEDED AND CUSTOMS CLEARANCE

Goods exported to the EU have to be declared to the customs authorities of the import country through the Single Administrative Document (SAD). The SAD is the basic import declaration document for all EU countries. This document is completed by the importing company or their shipping agents.

According to the goods you are shipping into the EU, the need for more documentation will be required for customs authorities. These documents may count as: transport documents (bills of lading), sales invoices, import licenses, inspection certificates (such as health, veterinary or plant-health certificates) and certificates of origin.

Information on EU Import procedures can be viewed on the European Commission's (EC) DG Trade website: [bit.ly/3iWobgD](http://bit.ly/3iWobgD) and import documents clearance [bit.ly/3glIQCS](http://bit.ly/3glIQCS)

## HOW TO MAKE YOUR EXPORT EXPERIENCE EASIER

To wade through a myriad of documents exporting into EU, Serbia businesses can make the process easy and simple using customs brokers and freight forwarders.

To access more information easing your EU importing experience:

EU Member States customs regulations [bit.ly/3fscxrK](http://bit.ly/3fscxrK)

EU export helpdesk [bit.ly/3glIQCS](http://bit.ly/3glIQCS)

EC's Directorate General for Taxation and Customs Union [bit.ly/303ROno](http://bit.ly/303ROno)

EU Customs Code [bit.ly/3gPuxfJ](http://bit.ly/3gPuxfJ)

## SANITARY, PHYTOSANITARY, FOOD SAFETY AND CE MARK

### EU SANITARY, PHYTOSANITARY REQUIREMENTS

Products shipped into the EU must meet sanitary and phytosanitary requirements regulating human, animal and plant health. The EU also controls the safety of food released within the EU market, including imports. The European Food Safety Agency (EFSA) is the contact point for information on food safety issues.

For more information from the EU:

EC's Animal health webpage (DG SANTE): [bit.ly/20h2bij](http://bit.ly/20h2bij)

Factsheet on import of fresh meat and meat products: [bit.ly/3iVRm3m](http://bit.ly/3iVRm3m)

### FOOD SAFETY

The EU controls safety of food that released on the EU market, including imports. EU food legislation and import requirements are constantly evolving. It is essential to check the food safety section of the European Commission website (EFSA) for the most recent requirements.

For more information on food safety and the EU:

European Commission: [bit.ly/3gPvKnH](http://bit.ly/3gPvKnH)



Food packaging for the EU market (DG SANTE): [bit.ly/2WaMqxw](http://bit.ly/2WaMqxw)

### ANIMAL AND PLANT HEALTH

To regulate entry of animal and plant exports to the EU, DG SANTE website outlines all requirements: [bit.ly/20h2bij](http://bit.ly/20h2bij)

EU import conditions for fresh meat and meat products factsheet: [bit.ly/3iVRm3m](http://bit.ly/3iVRm3m)

The European Commission's plant health webpage: [bit.ly/3iWvkqD](http://bit.ly/3iWvkqD)

## PRODUCT SAFETY AND CHEMICAL SAFETY

The EU's common market for products is stipulated by EU guidelines that take into account product safety. Adhering to these guidelines allows goods to move and trade freely in the block. EU guidelines describe rules relating to cosmetics, pharmaceuticals, chemicals, biocides and plant protection products.

### CE MARK

The CE mark is attached to a product to verify the product has been evaluated, in advance of being placed on the EU market. It is the responsibility of the exporter to adhere to EU rules and regulations to place the CE mark. 25 categories of products require the CE mark [bit.ly/3ekTduU](http://bit.ly/3ekTduU). Import products exempt from CE mark: foodstuffs, motor vehicles, chemicals, cosmetics, pharmaceuticals and biocides.

### CHEMICALS

REACH (Registration, Evaluation, Authorization and Restriction of Chemicals) is the general EU framework for the regulation of chemicals. REACH makes industry responsible for managing risks that chemicals may pose to health and the environment, and for providing relevant information to users along the supply chain. The authority regulating REACH is the European Chemicals Agency (ECHA). REACH applies to all categories of chemical substances manufactured, imported or used in the EU, with only a few limited exemptions.

For more information, please see:

European Chemicals Agency (ECHA) website: [bit.ly/3iXnD9Y](http://bit.ly/3iXnD9Y)

### BIOCIDES AND PLANT PROTECTION PRODUCTS

For more information please see:

European Chemicals Agency (ECHA) web page on regulating Biocidal Products:

[bit.ly/3gR7mlj](http://bit.ly/3gR7mlj)

### PHARMACEUTICALS AND MEDICAL DEVICES

Pharmaceuticals (DG SANTE): [bit.ly/2DAmjKb](http://bit.ly/2DAmjKb)

Medical devices (DG Growth): [bit.ly/301htNB](http://bit.ly/301htNB)

## PACKAGING AND LABELLING OF PRODUCTS

### MANDATORY LABELS

Classification, labelling and packaging of substances and mixtures placed on the EU market requiring mandatory labelling: [bit.ly/2DAoYUf](http://bit.ly/2DAoYUf)

Energy efficiency of products labelling: [bit.ly/2ZhUJK6](http://bit.ly/2ZhUJK6)

Electrical and electronic equipment (WEEE and RoHS) labelling: [bit.ly/2WajBwC](http://bit.ly/2WajBwC)

Cosmetics product's labelling: [bit.ly/2BVChya](http://bit.ly/2BVChya)

Genetically modified organisms (GMOs) label guidelines: [bit.ly/2C5cbIR](http://bit.ly/2C5cbIR)

### VOLUNTARY LABELS

Ecolabels, promoting "green" products: [bit.ly/20jqOLo](http://bit.ly/20jqOLo)

Prepackaged products applies to packages within the 5 gram to 10 kilogram range (or 5 milliliters to 10 liters): [bit.ly/2ZUBbuc](http://bit.ly/2ZUBbuc)

Green dot (EU Packaging and Packaging Waste Directive): [bit.ly/2C1UoCs](http://bit.ly/2C1UoCs)



### ORGANIC PRODUCTS LABELS

Organic products sold in the EU must comply with import requirements and organic product laws regulating organic production and the labelling of organic products. The use of the EU organic production logo is mandatory for organic pre-packaged foods produced in the EU. For more information regarding EU organic logo and information: Organic user manual [bit.ly/2C3HIQP](http://bit.ly/2C3HIQP)

## EU CONSUMER RIGHTS

EU Consumer protection directives (DG Justice webpage on consumer rights):

[bit.ly/3iXBddx](http://bit.ly/3iXBddx)

Guarantees and warranties on products: [bit.ly/3iXBddx](http://bit.ly/3iXBddx)

Data protection: [bit.ly/38QGFu0](http://bit.ly/38QGFu0)

## INTELLECTUAL PROPERTY

Patents (European Patent Office): [bit.ly/38ZiOWR](http://bit.ly/38ZiOWR)

Trademarks, Designs & Copyrights are regulated by the European Union Intellectual Property Office (EUIPO): [bit.ly/2Dwd0e9](http://bit.ly/2Dwd0e9)

## GEOGRAPHICAL INDICATIONS AND OTHER QUALITY LABELS

Protected designation of origin (PDO), Protected Geographical Indication (PGI) and Recognition as a Traditional Specialty Guaranteed (TSG) guidelines are described through protection, procedures & registration of the European Commission, Rural Agriculture and Development: [bit.ly/3gPA99N](http://bit.ly/3gPA99N)

Geographical Indications and other quality labels: [bit.ly/3gPA99N](http://bit.ly/3gPA99N)

