

BOSNIA-HERZEGOVINA

Advertising Industry and Creative Services

Außenhandelsstelle Sarajevo

sarajevo@wko.at

wko.at/awo/ba

Bosnia and Herzegovina – general data



- area: 51,129 km²
- population: 4.1 mn.
- 2 entities, district Brcko
- 3 ethnic groups
- int. authority OHR
- dependence on imports
- GDP 2006: € 9.7 bn
- GDP/capita 2006: € 2,535.-
- GDP growth 2006: 6.2 %

Current economic data BiH

- inflation 2006: 6.1 %, jan-june 2007: 0.8 %
- unemployment rate 2006: 40.0 %, jan-june 2007: 44.0 %
- FDI 2006: 556 mn €, jan-june 2007: 1.2 bn €
- exports 2006: 2.6 bn €, jan-sept 2007: 3.0 bn €
- imports 2006: 5,8 Mrd.€, jan-sept 2007: 6.9 bn €
- industrial output: + ca. 10 %

Legal Basis for the Advertising Industry

- Law of transmission of radio and TV programs
- Law of advertising and sponsoring in radio and TV
- no specific regulations concerning activities in the advertising industry or the creative services' business
- no specific licences, concessions or rights required

General Market Information

- around 50 enterprises are active in the creative services' business
- 5 market leaders, international companies are present
- mainly unregulated industry
- media spill-over from Croatia and Serbia
- no statistical information available
- market research agency Mareco Index Bosnia publishes selected data <http://www.mib.ba>
- Associations on voluntary basis
 - International Advertising Association <http://www.iaaap.ba>
 - Art Director's Club

Market Data

- yearly market value of production and services: € 50 mn
- Investment in media advertisement 2006: ca. € 145.7mn
 - TV ads € 132.6 mn (91%)
 - ads in newspapers € 4.04 mn (2.7%)
 - ads in magazines € 9.06 mn (6.3%)
- estimated market value of internet market: € 200,000.-
- est. market value of outdoor advertisement: € 8 mn

Opportunities for Austrian Companies

- Existing demand for international know-how
- good reputation of Austrian companies
- existence of professional skills and creative potential
- media campaigns for international companies located in BiH
- expansion plans for internet advertising
- creation of B2B- and B2C-platforms
- cooperation with trusted local partner required

Chances and Risks in BiH

- ✓ continuous growth, stable macroeconomic data
- ✓ many market niches
- ✓ central geographic position
- ✓ currency stability
- ✓ skilled work force
- ✓ low salaries
- ✓ CEFTA-agreement
- ✓ good image of Austria
- ✓ internat. development programs
- complex administration system
- time consuming bureaucracy
- no single economic space
- no centralised company register
- political turbulences
- no direct investment incentives
- low purchasing power
- weak basic infrastructure
- limited market

Further Information

Außenhandelsstelle Sarajevo

Tel: +387 33 267 840, Fax: +387 33 222 336

Mail: sarajevo@wko.at WEB: <http://wko.at/awo/ba>

- Mareco Index Bosnia <http://www.mib.ba>
- http pool Internet Marketing <http://www.httppool.ba>
- Regulation Authority <http://www.rak.ba>
- Sarajevo Film Festival <http://www.sff.ba>
- Sarajevo Jazz Festival <http://www.jazzfest.ba>

DOBRO DOŠLI U BOSNU I HERCEGOVINU!

WELCOME TO BOSNIA-HERZEGOVINA!

