

**Chamber of Commerce and Industry of Serbia**  
and  
**Western Balkans 6 Chamber Investment Forum**  
have the honor to invite you to an online info day

**"WESTERN BALKANS AND SERBIA: Implementation of the Common Regional Market  
Action Plan: Benefits and Challenges"**

*May 12, 2021 at 10:00 a.m.*

The Action Plan for the Common Regional Market 2021-2024, which was supported by the Western Balkans Six Prime Ministers at the Berlin Process Summit held on November 10, 2020 in Sofia is a continuation of activities to improve economic cooperation in the Western Balkans region, on its path to full EU membership.

The Common Regional Market aims to increase the attractiveness and competitiveness of the region and bring it closer to the EU single market. The process does not involve the creation of new institutions or political entities, but involves a coordinated approach by Western Balkans governments to creating a space based on EU rules and standards, ensuring free movement of people, goods, services and capital across the region, and a common approach to digitalisation, investment, innovation and industry.

The Common Regional Market builds on the achievements of the Multi-Annual Action Plan for the Regional Economic Area, the so-called MAP REA, adopted at the summit in Trieste held on July 12, 2017, within the Berlin Process, with the implementation period until the end of 2020.

In 2017, on the sidelines of the summit in Trieste, the Western Balkans 6 Chambers of Commerce founded the Western Balkans 6 Chamber Investment Forum (WB6 CIF), as the voice of the region's economy and the business community's response to economic and political processes within the Berlin process which can be sometimes too slow and insufficiently focused on tangible benefits for companies and citizens of the Western Balkans. Acting together, through a joint association, we have represented and continue to represent the common interests of the business communities and we have been recognized as an actor in the process of building a common market for the Western Balkans.

At this event, we want to present the benefits of implementing the action plan, but also to launch an open discussion on the challenges ahead, to encourage joint solutions that are in the interest of both the Western Balkan business community and its citizens, and the EU.

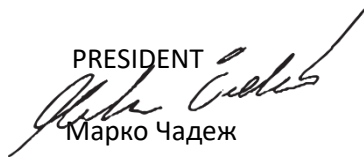
**We invite you to join us at this event and hear what are the benefits that this process brings to your company and its business. Participation in the event is free, you may register by [clicking on this link](#).**

After registration you will automatically receive a link to the event by the Zoom application on the email that you provided.

We hereby provide you with the program of event, as well as a short brochure with more information about this process, its components and the benefits that it brings to companies and citizens of the Western Balkans.

For all additional information you may contact our colleagues from the CCIS Center for the Western Balkans Chamber Investment Forum (E: [wb6cif@pks.rs](mailto:wb6cif@pks.rs); T: 011 41 49 479).

Respectfully,

PRESIDENT  
  
Марко Чадеж