

Trade Facilitation Committee Vice Chair – Statement of Intent

Name of the Candidate: Aleksandar Simić

Company of the Candidate: Coca-Cola Hellenic

As Public and Regulatory Affairs Manager at Coca-Cola HBC Serbia and Montenegro, I represent a company with strong local production and a complex supply chain that depends on efficient and predictable trade procedures. I bring experience from both the government and the business community. At the Ministry of Trade, I worked on trade relations with the EU and EFTA and helped establish the National Trade Facilitation Committee (NTFC), serving in its Secretariat from 2018 to 2024. At NALED, I continued working on trade facilitation from the business perspective.

As Vice-Chair, I would build on AmCham's strong role in public-private dialogue, focusing on revitalizing the NTFC, addressing EES 90/180 challenges, promoting risk-based inspections and sampling, strengthening inspection capacities and supporting the implementation of the future National Single Window.