

Trade Facilitation Committee Chair – Agenda Proposal

Name of the Candidate: Ivana Vukić

Company of the Candidate: PepsiCo

As Chair of the Trade Facilitation Committee, I will strengthen the Committee's role as a platform for advocacy, expertise and dialogue between business, institutions and international partners. My objective is to advance practical solutions that improve predictability, competitiveness, and market access for companies in Serbia.

1. A key priority will be addressing transport and logistics barriers affecting the movement of goods, including advocacy on the 90/180 - day rule impacting drivers and support for efficient cross-border trade. The Committee will continue to provide timely information on logistics developments, helping member companies adapt and mitigate business disruptions.
2. A second priority will be improving the predictability, transparency and efficiency of veterinary and sanitary certification procedures. Through consultation with members and relevant institutions, we will identify bottlenecks, promote clearer procedures, and support timelier issuance processes.
3. The third pillar will be advancing Serbia's regulatory convergence with the EU in food safety, SPS requirements, product compliance, and market access. The Committee will advocate for reforms that reduce administrative burdens and improve trade predictability.

Through these priorities, the Committee will deliver tangible value to its members by helping address practical trade challenges, improving market access opportunities, and supporting a more competitive and business - friendly environment in Serbia, while contributing to Serbia's closer integration with the EU Single Market.