

Combating Grey Economy Committee Chair - Agenda Proposal

Name of the Candidate: Jovan Krivokapić

Company of the Candidate: Philip Morris International

Over the next two years, the AmCham Combating Grey Economy Committee will position itself as a leading cross-industry platform for protecting legitimate business, public revenues, consumers, and intellectual property rights across the FMCG sector and wider economy.

The Committee will pursue four priorities:

1. To support a stronger response to illicit online trade by promoting better monitoring of digital marketplaces, social media and courier channels, clearer accountability of intermediaries, improved evidence collection and faster cooperation between authorities and the private sector.
2. It will advocate measures that protect budget revenues and fair competition through risk-based controls, data exchange, coordinated inspections and effective enforcement across supply chains.
1. To strengthen the capacities of inspections, Customs, Tax Administration, Police, prosecutors and other relevant bodies through practical training, joint exercises, regional cooperation, and international best practices.
2. It will enhance recognition of compliant companies as trusted partners of the state by communicating their contribution to employment, investment, innovation, consumer safety, and public finances.

Key deliverables will include policy recommendations, public-private dialogue, targeted capacity-building programs, cross-industry threat assessments, and public awareness initiatives. Success will be measured through stronger cooperation, concrete regulatory and enforcement improvements, and greater visibility of the value created by legitimate business.