



NALED

Together we make a difference.

WHO WE ARE

Unique public-private association and think-tank that makes a difference

National Alliance for Local Economic Development (NALED) is an independent, non-profit and non-partisan association advocating better business conditions in Serbia and the region. NALED gathers more than 330 businesses, local governments and institutions, NGOs, faculties and institutes. Together with its members from the civil sector and local associations, it represents another 22,000 entrepreneurs and small businesses. With a team of 100 engaged experts, NALED supports reforms aimed at facilitating business operations, increasing the efficiency of public administration, and improving the quality of life for citizens.

Since its establishment in 2006, NALED has implemented more than 250 projects with the support of development organizations and funds from the EU, Sweden, Germany, USA, the United Kingdom, Switzerland, and other countries, followed by international institutions such as the EBRD, the World Bank, and UNDP, as well as private donors including Philip Morris International (PMI), Mastercard, and Visa.

Platform for public-private dialogue and reform monitoring

NALED is the leader in promoting public-private dialogue and one of the key stakeholders in defining reform priorities and policy solutions based on research and analyses. It founded the Economic Caucus in the National Parliament and has participated in more than 140 government working groups for drafting legislation and national strategies focused on countering shadow economy, improving competitiveness, developing eGovernment, digitalizing healthcare, and encouraging innovation and entrepreneurship.

Through the National Convention on the EU, monitoring tools, and annual publications such as the Regulatory Index of Serbia and Grey Book, NALED actively contributes to improving the business environment and advancing European integration. As the founder and secretariat of the CORE Partnership for a Competitive Region, NALED works to strengthen economic cooperation and the exchange of best practices among the Western Balkan economies.

Catalyst of change from idea to realization

By performing legal and economic analyses, facilitating public-private dialogue, providing expert support in drafting regulations and strategies, software development, organizing trainings for law implementation and raising awareness campaigns, NALED has provided a valuable contribution in designing and implementing some of the most significant reforms for better business conditions.

OUR CONTRIBUTION

Efficient administration » 169 Grey Book recommendations implemented, enhancing public services and digitalization » Obligation to use company seals abolished » eArchiving and eDelivery introduced » Improved business conditions in 130 municipalities and cities across Southeast Europe through the BFC certification, 68 received the regional certificate.

Safe investments » Electronic construction permitting system introduced, receiving up to 153,000 requests a year » Property registration in the Cadaster performed within 5 days via eCounter used by up to 500,000 citizens and businesses a year » Land conversion fee abolished, freeing 1.2 million m² of land for investments.

Fair competition » Introduced eInvoices and eFiscalization » Improved tax culture through fiscal lotteries, engaging million citizens » Introduced eInspector for coordinating 38 republic inspections » Improved public procurement and bidder registry, involving over 18,000 businesses » Introduced mandatory use of green and quality criteria in certain public procurements.

Predictable business » Predictability introduced for 150,000 entrepreneurs via online flat-rate tax calculator » Abolished over 140 quasi-fiscal charges and identified 2,000 non-tax levies imposed on citizens and businesses » Improved conditions for freelance work and developed a portal for simplified tax reporting.

Encouraging environment » Grant support amounting to 4,000,000\$ provided for domestic innovators and entrepreneurs » Subsidies provided to introduce cashless payments at 25,000 small retailer points-of-sale » Supported expansion of telecommunication network in rural areas and introduction of fast internet in 700 villages.

Developed agriculture » Electronic registration enabled legal engagement of more than 100,000 seasonal agricultural workers » Legal framework established for the development of the eAgrar platform, enabling over 330,000 agricultural households to register for subsidies » Accelerated innovations in agriculture via EIT Food Hub.

Healthy economy » Adopted Healthcare Digitalization Program and the laws introducing a unified eHealthRecord and eSickLeave » Improved primary selection of waste on the local level, with 600 glass recycling bells and 3,000 packaging waste collection bins installed » Improved position of electricity prosumers » Introduced energy passports.

OUR GOALS

NALED's Strategic Plan for the 2022–2025 period defines 12 program goals focused on improving public policies and services at the local, national, and regional level, in line with European Union standards. This year, NALED will place special emphasis on equality and the economic empowerment of women.

1. Improving public policies and services

- Improved legislation quality and process
- Reduced shadow economy
- Improved public finance
- Improved conditions for eGovernment and eBusiness
- Improved conditions for entrepreneurship and innovation
- Improved conditions for investments and construction
- Improved conditions for agriculture and food industry
- Improved healthcare services and availability of medicines
- Supported implementation of the green agenda

2. Encouraging territorial development and EU integration

- Improved conditions for local economic development
- Improved and harmonized conditions for doing business in the Western Balkans
- Improved EU integration process in areas significant for businesses

In pursuing its mission and goals, NALED is guided by the core values of Synergy, Integrity, Knowledge, Excellence, and Welfare.

SINERGY

INTEGRITY

KNOWLEDGE

EXCELLENCE

WELFARE

Managing Board



Supervisory Board



ProCredit Bank



Executive Board



UniCredit Bank



Advisory Board



NALED

in numbers

330+ dedicated and responsible members

100 engaged experts

€5.9 million in annual revenues

100+ institutional and international partners

250+ economic development projects

140+ joint working groups with the Government

160+ events a year

680+ analyses and publications

6,000+ media releases a year

4.3 million pageviews on NALED portals per year