



NALED

Together we make a difference
20 years and counting

WE ARE NALED

Unique Public-Private Association

NALED is an independent, non-profit and non-partisan association dedicated to improving business competitiveness and economic integration with the EU through active participation and cooperation of the private, public and civil sectors. With 320 committed members and 100 engaged experts, NALED supports reforms and strengthens the capacities of businesses to operate in a responsible, sustainable and innovative manner.

Since its establishment in 2006, NALED has implemented approximately 270 projects with the support of development organizations and funds from the EU, Sweden, Germany, the USA, the United Kingdom, Switzerland and other countries, as well as international institutions such as EBRD, the World Bank and UNDP, and private sector donors including PMI, Visa and Mastercard.

Platform for Dialogue and Reform Implementation

NALED is a leading organization in promoting public-private dialogue and advocating evidence-based reforms. It founded the Economic Caucus in the National Assembly and has participated 150 Government working groups drafting legislation and national strategies. Through the National Convention on the EU, monitoring tools, and annual publications such as the Regulatory Index of Serbia and the Grey Book, NALED contributes to improving the business conditions and advancing European integration. As the founder and secretariat of the CORE Partnership for a Competitive Region, it fosters economic cooperation and best practice exchange across the Western Balkans.

Beyond improving the regulatory framework, NALED supports reform implementation by developing eGovernment services and systems, organizing training for users and beneficiaries, and conducting public awareness campaigns.

Partner for Business Innovation and Sustainable Growth

NALED provides direct support to entrepreneurs and companies – from digital transformation and the implementation of ESG standards to the development of innovation, exports to foreign markets and integration into sustainable supply chains. Support includes the awarding of grants, providing relevant information and expert assistance, education, business networking, organization of training, study visits and trade fairs.

As the EIT Hub - the national contact point of the European Institute of Innovation and Technology - NALED connects domestic and European startups, researchers, companies, investors, universities and institutions to improve the Serbia's innovation ecosystem and facilitate access to EU funds, networks and expertise.

OUR CONTRIBUTION

Efficient Administration » 177 Grey Book recommendations implemented for cutting the red tape » Obligation to use company seals abolished » ePay, eArchiving and eDelivery systems introduced » Business conditions in 125 municipalities and cities across Southeast Europe improved through the BFC SEE certification program.

Safe Investments » Electronic construction permitting system introduced, receiving more than 160,000 annual requests » Property registration enabled within five days in the Cadaster via eCounter » 120 hectares for investments freed through abolition of the land conversion fee » Legalization accelerated through targeted convalidation and the “Home and Dry” system, with 2.5 million applications submitted.

Fair Competition » Shadow economy reduced from 29.1% to 21.1% of GDP through implementation of the National program » One million citizens engaged in the “Take a Receipt to Win” prize game » Inspector introduced for coordination of 38 inspections » Green and quality criteria introduced in public procurement » Bidder registry improved, involving more than 19,300 businesses.

Fiscal Predictability » Online flat-rate tax calculator introduced for 170,000 flat-rate taxpayers » Registry of non-tax levies legally established and electronic payment of all taxes and fees enabled without submission of proof » Tax return filing portal for freelancers developed.

Encouraging Environment » \$4,000,000 in grants provided to domestic innovators and entrepreneurs » “Small and Powerful” program supporting women’s entrepreneurship launched » Cashless payments introduced free of charge in 10,000 small retail shops across Serbia » Broadband infrastructure development and introduction of high-speed internet in 700 villages supported.

Sustainable Agriculture » Portal for eRegistration of seasonal agricultural workers introduced, with more than 100,000 people legally hired » eAgrar platform established with more than 300,000 registered agricultural households » Innovation in agriculture accelerated through the EIT Food Hub.

Healthy Economy » Healthcare system improved through introduction of eHealth Record and eSick Leave » Waste management infrastructure expanded through provision of 600 glass recycling bells and 3,000 waste bins » Carbon taxation system established in line with the EU CBAM mechanism » Position of electricity prosumers improved.

OUR GOALS

The goals of NALED are defined by the organization's Strategic Plan, adopted by members at the Assembly. For the 2026–2030 period, 12 program objectives are envisaged, aimed at strengthening business capacities and modernizing public administration:

1. Strengthening Business Capacities to Operate in a Responsible, Sustainable and Innovative Manner

- Support innovation, digital transformation and the use of AI among businesses
- Support the green transformation of businesses and agriculture
- Support small businesses, women and social entrepreneurship
- Support the integration of businesses into the EU market and supply chains
- Strengthen the capacities of businesses and CSOs for policy implementation and use of eServices

2. Modernization of Public Administration and the Regulatory Framework for Doing Business

- Improve the reform process and EU integration
- Improve sectoral public policies in line with EU standards
- Improve the accessibility and security of eServices and the use of AI
- Improve fair competition and public finance
- Improve property rights protection and construction conditions
- Improve sustainable development policies and implementation of the Green Agenda
- Improve conditions for local development and regional cooperation

The core values guiding NALED in achieving its mission and goals are **Synergy, Integrity, Knowledge, Excellence and Welfare.**



City of
Cačak

Deloitte.



City of
Kragujevac



City of
Pirot

smart
KOLEKTIV

Telekom Srbija



City of
Vranje

Jubilee Members



pwc

Yandex

Reform Patrons 2026

NALED

Annual Snapshot

320 committed members

100 engaged experts

€5,900,000 in revenues

35 development projects

30 research and analyses

245 events and trainings

5.600 media quotes

7,000,000 web page views