# Project summary

Considering the fact that Serbia should work to achieve the goals set by the Europe 2020 strategy, which represents the EU strategic competitiveness strategy, researchers in this project analyze the competitiveness of Serbia in different areas and suggest recommendations in order to improve the level of competitiveness of the state and individual companies. Improving Serbia's competitiveness is necessary for strengthening export and higher inflows of investments, which ensures sustainable development and successful accession of Serbia to the EU, which is why the objective of this project is further analysis of the obstacles, as well as the development of measures for improving competitiveness. A special emphasis is placed on enterprises and the most competitive industries and measures for stimulating innovation and competitiveness, as well as strengthening the human capital, which forms the basis of the Europe 2020 strategy.

Keywords: economy, competitiveness, eurointegration

# Sažetak projekta

S obzirom na to da Srbija treba da radi na ostvarivanju ciljeva utvrđenih strategijom Evropa 2020, koja predstavlja stratešku strategiju EU za konkurentnost, istraživači u ovom projektu analiziraju konkurentnost Srbije u različitim oblastima i predlažu preporuke kako bi se poboljšao nivo konkurentnosti državnih i pojedinačnih kompanija. Poboljšanje konkurentnosti Srbije neophodno je za jačanje izvoza i veće prilive investicija, što osigurava održivi razvoj i uspešan pristup Srbije EU, zbog čega je cilj ovog projekta dalja analiza prepreka, kao i razvoj mera za poboljšanje konkurentnosti. Poseban akcenat stavljen je na preduzeća i najkonkurentnije industrije i mere za podsticanje inovacija i konkurentnosti, kao i jačanje ljudskog kapitala, koji predstavlja osnovu strategije Evropa 2020.

Ključne reči**:** ekonomija, konkurentnost, evrointegracije

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