COUNTRY PROFILE: SERBIA

GENERAL INFORMATION - 2017

Population: 7.0 Millions
GDP: 48 817 Millions current US$
Merchandise trade: 38 943 Millions current US$
Internet users: 4.9 Millions
GDP growth: 2.4%
Land area: 87 460 km²

Source: UNCTAD and ITU (complete URL addresses in the General Notes)

E-COMMERCE ASSESSMENT - 2016-18

Rank in UNCTAD B2C E-commerce Index: 41/151
Rank in ITU ICT Development Index: 55/176
Rank in WEF Networked Readiness Index: 75/139

Source: UNCTAD, ITU and WEF (complete URL address in the General Notes)
Note: 1 = Best

ICT INFRASTRUCTURE AND SERVICES - 2017

Internet users, 70.3
Active mobile broadband subscriptions, 77.0
Fixed broadband subscriptions, 21.3

Fixed broadband Internet tariffs, PPP $/month

Source: ITU (complete URL address in the General Notes)

PAYMENTS - 2014-17

Debit card used in the past year: SERBIA, 13.7
Credit card used in the past year: WORLD, 27.7
Mobile phone or the internet used to access a financial institution account in the past year: WORLD, 21.6

Source: World Bank (complete URL address in the General Notes)

Contact: info@etradeforall.org
**COUNTRY PROFILE: SERBIA**

**TRADE LOGISTICS - 2013-18**

- **Percent of population having mail delivered at home**
  - SERBIA: 100.0
  - WORLD: 82.9

- **Postal reliability index (0 to 100, 100 = Best)**
  - SERBIA: 77.9
  - WORLD: 58.2

- **Days to clear direct exports through customs**
  - SERBIA: 2.1
  - WORLD: 7.2

Source: UPU and World Bank (complete URL addresses in the General Notes)

**LEGAL AND REGULATORY FRAMEWORKS - 2019**

SERBIA

- **Electronic Transactions**: Legislation
- **Consumer Protection**: Legislation
- **Privacy and data protection**: Legislation
- **Cybercrime**: Legislation

Source: UNCTAD


**SKILLS DEVELOPMENT - 2013-17**

**Percentage of firms using e-mail to interact with clients/suppliers**

- WORLD AVERAGE: 63.8
  - SERBIA: 96.8
  - LDCs: 48.3
  - AFRICA: 52.5
  - WESTERN ASIA: 70.5
  - SOUTHERN, EASTERN & SOUTH-EASTERN ASIA & OCEANIA: 65.6
  - TRANSITION ECONOMIES: 74.5
  - LATIN AMERICA AND THE CARIBBEAN: 83.0
  - DEVELOPED ECONOMIES: 91.5

Source: World Bank (complete URL address in the General Notes)

**FINANCING FOR eCommerce - 2013-17**

**Percentage of firms identifying access to finance as a major constraint**

- WORLD AVERAGE: 20.1
  - SERBIA: 15.7
  - DEVELOPED ECONOMIES: 16.4
  - TRANSITION ECONOMIES: 12.9
  - SOUTHERN, EASTERN & SOUTH-EASTERN ASIA & OCEANIA: 15.5
  - LATIN AMERICA AND THE CARIBBEAN: 17.3
  - LDCs: 29.7
  - WESTERN ASIA: 22.5
  - AFRICA: 32.7

Source: World Bank (complete URL address in the General Notes)
COUNTRY PROFILE: GENERAL NOTES

NOTES:
- For merchandise trade - sum of exports and imports.
- Country groups are weighted using population for most indicators with the exception of those on skills development, financing for e-commerce and days to clear direct exports through customs. Regional average values relate to developing economies in those regions.

SYMBOLS FOR MISSING VALUES:
0: Zero means nil or negligible
#N/A: Not available or not publishable

FOR MORE INFORMATION ON DATA SOURCES SEE:
- UNCTAD, UNCTADStat: http://unctadstat.unctad.org

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- The designations employed do not imply the expression of any opinion concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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