

KOSOVO IN CEFTA – OPPORTUNITY OR CHALLENGE?

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Abstract

Many countries of the Western Balkans and Kosovo among them were imposed to meet certain prerequisites to enter the large family of the European Union (EU). Kosovo, even though a small country, is embroiled on globalization and international economic developments. Kosovo aspired to enter the Central European Free Trade Agreement (CEFTA) by following the practices of its neighboring countries aiming the inevitable road to become part of the EU, considering that it is a mechanism of pre-membership in the EU family. CEFTA function is to achieve a degree of free trade between the candidate countries to join the EU. Kosovo is now a member of CEFTA, the World Bank (WB), and the International Monetary Fund (IMF), and all of these have effects in the local economy. The question is whether we are on the cutting edge with this performance. Kosovo has more opportunities for economic development from CEFTA or it is a challenge that will have different effects from what is expected? Given that Kosovo has largely market-oriented economy, without properly implementing the international marketing tools and with small number of producers, this paper will identify the condition of imports and exports between Kosovo, CEFTA member countries and the EU. Furthermore, the paper will present a part of conducted research in Kosovo, determining how much and to what extent is the knowledge of local population on CEFTA. The research took place during the second half of year 2013, within the territory of Kosovo, targeting four different groups; using instrument of the research was a questionnaire that was addressed with direct communications.

Keywords: *Kosovo, CEFTA, EU, export, import*