



PROFILE

Creating Opportunities • Stvara mogućnosti



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P R O F I L E

January 2020

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H.E. Judy Rising Reinke
U.S. Ambassador to Montenegro



Dear Friends,

Greetings from the U.S. Embassy in Montenegro! As Honorary President of the American Chamber of Commerce (AmCham) in Montenegro, it is my distinct pleasure to invite you to explore membership opportunities at AmCham.

Over the past year, I have seen firsthand AmCham's continuous development as the country's premier business association. In 2019, the Chamber hosted an event with the Prime Minister, held its annual gala with seven ministries, and expanded on its Partnership for a Better Business Environment. AmCham also spearheaded private sector efforts to establish a government coordinator for Montenegro's digital transformation process and engaged with government counterparts on labor law reform.

Through its numerous social events, including the Independence Day reception at the U.S. Embassy, AmCham member companies made connections that will prove invaluable to Montenegro's future success. AmCham has gained an excellent reputation among business, government, and media leaders through these engagements, and the best is yet to come.

The U.S. Embassy is fully committed to building even stronger economic ties between our two countries. AmCham Montenegro plays a pivotal role in this effort. Over its 11-year history, AmCham has successfully advocated for important government reforms, spurred exciting public-private initiatives, and forged deeper connections with government and business leaders throughout the country.

The hard work of the Chamber's board, committees, and members has improved the business climate in Montenegro significantly, benefitting American, Montenegrin, and international businesses alike. The U.S. Embassy works closely with AmCham to advance shared goals, including public procurement transparency, increased trade and investment, and promoting entrepreneurship.

I strongly encourage you and your company to consider membership in the American Chamber of Commerce in Montenegro. You will be part of Montenegro's most influential business association, helping to drive progress at a critical juncture in Montenegro's path towards full European integration. We look forward to you joining the conversation!

For further information, please contact AmCham's Executive Office, by e-mail (info@amcham.me) or telephone (+382 20 621 328).



Mr. Nikola Tripković
President of the Board of Governors

Dear Colleagues,

I am honoured to address you as the President of the American Chamber of Commerce in Montenegro, the leading voice of the international business community. AmCham is dedicated to improving the business environment in order to attract more U.S. and other foreign investments, with the active support of The Embassy and U.S. Ambassador as our Honorary President.

From first day of its work, AmCham has been dedicated to creating business environment based on the Rule of Law, predictability and transparency. We have created and implemented numerous initiatives and programs in line with our mission and cooperated with key decision-makers in the Government of Montenegro, representatives of other governments, international organizations, business associations, as well as all other stakeholders in Montenegro, who have shown the interest in improving conditions for business performance. Bearing in mind the importance of wider cooperation, we regularly share best practices with our colleagues from the region and Europe.

Our current advocacy program focuses on the following areas: digital transformation, labour relations, taxes, real estate, health care, grey economy and environmental protection. Participation in the work of our Committees is a benefit for our membership and we invite you to join us in advocating, in order to become part of a strong network which will represent your key interests. Thanks to our Partnership for a Better Business Environment Program, which represents the main platform of cooperation with the Montenegrin Government, we have improved the culture of communication with main decision makers and created opportunities to better shape the business environment in which you all operate.

AmCham is also recognized for its high-profile networking events. Our platform enables our members to host, sponsor or attend various events and cocktails, where members have the opportunity to strengthen their business contacts. Moreover, we provide our members with best educational workshops focusing on global business trends as an added value to the membership. We are proud of our nine generations of interns who obtained their first work experience in our member companies as part of the AmCham Internship Program, which underlines our mission – corporate social responsibility and better social environment.

I cordially invite you to join the AmCham family, a network of companies that promote an open and fair business environment, that are socially responsible, innovative and proactive and ready to share their knowledge and expertise.

Looking forward to many years of our partnership!

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About AmCham

Founded in 2008, AmCham Montenegro is a strong network of **80+ companies** who contribute to a more competitive and prosperous Montenegro. Today, AmCham represents the leading voice of international business community in Montenegro. Alongside U.S. companies, our network includes international and local companies operating in Montenegro.

AmCham Montenegro is an independent, non-governmental and 100% member - funded business association.

AmCham was formally accredited by the **U.S. Chamber of Commerce** on April 23, 2010, allowing us to participate in programs designed to improve the business relationship between the United States and Montenegro. **AmChams in Europe**, committed to promoting commercial, financial and industrial relations between the United States and European countries, admitted AmCham Montenegro into its membership on March 7, 2011.



AmCham network is one of the largest business networks in the world, comprising 117 chambers worldwide.

What we do?

AmCham Montenegro is dedicated to improving the business environment of Montenegro in order to attract more U.S. and other foreign investments.

OUR VALUES



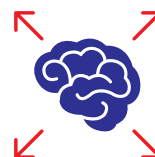
**PROMOTE AN
OPEN AND
FAIR BUSINESS
ENVIRONMENT**



**BE SOCIALLY
RESPONSIBLE**



**BE INNOVATIVE
AND PROACTIVE**



**SHARE
KNOWLEDGE AND
BEST PRACTICES**

What we stand for?

- Contributing to improving the business environment in Montenegro
- Promoting Montenegro and the advantages of its market to potential foreign investors
- Serving as an information hub and a center of expertise for member companies
- Becoming a strategic business advisor to the Government of Montenegro in tackling barriers to doing business
- Enhancing the image and visibility of our members

Our vision is:

- To be a preferred partner in the improvement of the business and social environment
- To be the leading voice of American and other businesses and investors in Montenegro
- To be a reliable partner for promoting U.S. commercial interests and the interests of other businesses operating in Montenegro, with support from the U.S. Embassy

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Structure

AmCham is a membership – led and a membership – driven organization, governed by the Board of Governors and the Executive Director. The Board of Governors is elected by the General Assembly. Current Board of Governors members are the following:



President
Nikola Tripković
Executive Manager/Regional
Manager
*Coca Cola Hellenic Bottling
Company Montenegro*



Untitled Governor
Nebojša Šćekić
Executive Director
Sava Insurance



Vice President
Sanja Čalasan
General Manager
*Pivara Trebjesa / Molson
Coors Company*



Untitled Governor
Christoph Schön
CEO & CFMO
Addiko Bank



Secretary - Treasurer
Branko Mitrović
General Manager
Telenor Montenegro



Untitled Governor
Mladen Grgić
Chief Executive Officer
RE/MAX Montenegro



Untitled Governor
Predrag Lešić
Chief Executive Officer
doMEN



AmCham Executive Director
Marko Miročević

The AmCham Way

We focus our work on three key areas for improving the business environment in Montenegro:

1 **ADVOCACY** - Working together with our members towards improving the business environment.

2 **NETWORKING** - Connecting members, hence creating new business opportunities.

3 **CORPPORATE SOCIAL RESPONSIBILITY** - Creating a better social environment by giving back to local community.

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Join the AmCham Community!

One of the most significant values of AmCham Montenegro membership is being at the source of reliable information relevant to your business. The opportunity of being a part of a collective voice of business increases your influence and enhances your company's image.

There are several membership options available, each of which provides the following benefits at varying yearly membership costs depending on your company's annual turnover.

Fees and Categories

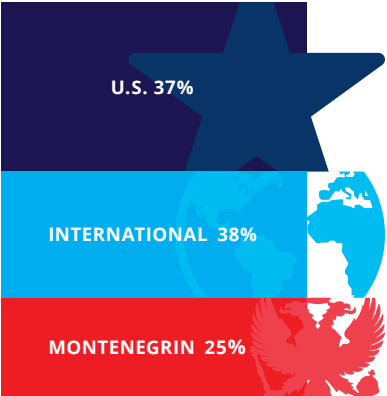
P	C	B	Np	I	Nr
Patron	Corporate	Business	Non-Profit	Individual	Non-Resident
This membership category is voluntary. Each patron member has four (4) votes at the General Assembly meetings.	The annual worldwide turnover of the applicant company (or its parent company) is in excess of \$5 million.	The annual worldwide turnover of the applicant company (or its parent company) is below \$5 million.	The applicant company is registered as a non-profit organization in Montenegro or in the U.S.	Any American or Montenegrin citizen that is not affiliated with a company that could qualify as a Corporate or Business Member.	Legal entity without local registration and that does not have debt or equity investments in Montenegro.
(5.000€/yr)	(2.000€/yr)	(1.250€/yr)	(500€/yr)	(350€/yr)	(500€/yr)

*Membership fee is prorated for the portion of the year remaining at the time the member joins
*New members or re-joining members will be assessed an initiation fee of EUR 250.

Membership By Industry

Advertising/Media/PR	4%	Legal Services	7%
Auditing and Accounting Services	4%	Pharmaceutical	7%
Banking and Finance Services	20%	Real Estate/Tourism	14%
Consumer	10%	Retail/Sales/ Trade	6%
IT	15%	Shipping/ Distribution	5%
Consulting	7%	Transportation	1%

Membership Structure



Member Benefits Overview	P	C	B	NP	I	NR
Participation in AmCham Committees' work	✓	✓	✓	✓	✓	✓
Advocacy services on issues subject to Committees' activities	✓	✓	✓	✓	✓	✓
Access to U.S. business visa facilitation program	✓	✓	✓	✓	✓	✓
Participation to AmCham events at member prices	✓	✓	✓	✓	✓	✓
Opportunities to gain exposure for your company through sponsorship of our newsworthy events	✓	✓	✓	✓	✓	✓
Company logo displayed at the AmCham website (by membership category and industry)	✓	✓	✓	✓	✓	✓
Online access to the "Members Only" area of the AmCham website	✓	✓	✓	✓	✓	✓
The right to use the AmCham brand in your company publications and website	✓	✓	✓	✓	✓	✓
Opportunity to provide speakers for AmCham seminars	✓	✓	✓	✓	✓	✓
Free-of-charge invitation for the U.S. Independence Day Celebration organized by AmCham Montenegro	✓	✓	✓	✓	✓	✓
Eligibility to seek election to the Board of Governors	✓	✓	✓	✓	✓	✗
A right to vote on AmCham General Assembly in accordance with your membership category	✓	✓	✓	✓	✓	✗
Free of charge participation for one person at all AmCham events within a year	✓	✗	✗	✗	✗	✗
Special events for Patrons only	✓	✗	✗	✗	✗	✗
Regular meetings with the US Ambassador to Montenegro, in accordance with H.E. schedule	✓	✗	✗	✗	✗	✗
Logo displayed on AmCham monthly e-News, events and publications	✓	✗	✗	✗	✗	✗
Logo displayed in the Patron members' banner on AmCham website (homepage) with a link to your website, as well as in Membership Section.	✓	✗	✗	✗	✗	✗
Priority seats for one representative of your company in the meetings AmCham organizes with Government Officials, Authorities, etc. when limited seats are available	✓	✗	✗	✗	✗	✗
Four (4) votes at the AmCham General Assembly Meetings	✓	✗	✗	✗	✗	✗
Direct impact on AmCham's policies and activities	✓	✗	✗	✗	✗	✗
Opportunity to participate to special meetings with top level visitors/CEOs whenever AmCham is involved	✓	✗	✗	✗	✗	✗

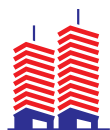
Advocacy - Improving the Business Environment

Through our advocacy program, AmCham members who share common interests, issues and challenges can approach the Government of Montenegro or other stakeholders with a unique powerful voice to initiate change and lead the business development in Montenegro. We strive to act as a liaison between the private sector and the Government of Montenegro, by providing the Government with recommendations based on the best global practices.

That is why in 2017, we created the Partnership for a Better Business Environment (PBBE) Program, which serves as a platform for communication with ministries and other governing bodies. The goal of PBBE is to raise the level of mutual understanding between the private and public sectors in Montenegro, through joint teamwork in AmCham Committees.

Advocacy Program

Digital Transformation Committee is established to promote the digital development of companies in Montenegro and facilitate the transition to digital business, as well as to provide support to the public administration in the process of digital transformation of the country.



Real Estate Committee is focused on removing business barriers related to real estate development in Montenegro. This team strives to promote an investor-friendly environment in Montenegro, thus help members operate smoothly in this field.

Tax Committee is established to promote the improvement of tax regulations in Montenegro, through advocating for fair enforcement of tax laws and efficient reporting mechanisms with the Ministry of Finance and Tax Authority of Montenegro.



Labor Relations Committee is established to promote the advancement of the Labor Code and employer-employee relations in Montenegro. This Committee advocates for the passage of necessary legislation and regulations as well as fair enforcement of laws that protect employee rights and the rights of employers.

Health Care Committee is established to be a partner of Montenegrin authorities in providing sustainable, patient-oriented health care solutions to all citizens. The Committee addresses issues in the health care sector in Montenegro and focuses on removing business barriers in this area, while maintaining patient well-being as its top priority.



Grey Economy Committee is established to support and partner with the Government of Montenegro in finding both regulatory and practical solutions to reducing the Grey Market in Montenegro. The Committee gives proposals and suggestions to the state authorities in order to aid their efforts in combating grey economy in the country.

Environmental Committee is established to advise the Government of Montenegro in improving the legal framework and practice in the area of environmental protection, in order to remove business barriers and create a predictable and sustainable development in this area.



Networking – Creating Opportunities

Networking is one of the key reasons that company executives choose to join AmCham. We are recognized for organizing high – profile events which can contribute to establishing strategic partnerships between business professionals in Montenegro.

AmCham Montenegro organizes advocacy oriented events, business afterhours cocktails, and other networking events, such as Independence Day Celebration and Thanksgiving Charity Cocktail.

Advocacy Oriented Events

Openly With The Prime Minister – annual discussion with the Prime Minister in order to tackle business climate related topics.

Gala Dinner - panel discussion in honour of the Program “Partnership for a Better Business Environment” with Ministers in charge of ministries that are part of the Program (Ministries of Economy, Finance, Labor Relations and Social Welfare, Health, Tourism and Sustainable Development, Public Administration, Education and Science)

Business Luncheon - with a specific Minister on a specific topic

Business Afterhours Cocktails

AmCham Business Afterhours Cocktails are events for the general membership, partners and other potential member contacts, in the form of AmCham Wine tasting cocktails and company sponsored cocktails. These types of events represent great networking opportunities for companies to present their products, services and activities to the general membership and guests.

Independence Day Celebration

AmCham traditionally organizes a Community Party for its members and U.S. Embassy employees in celebration of the 4th of July! This is a time to meet and mingle, network with AmCham members and enjoy a day spent with family and business partners. The event is informal, with great music, food & drinks and lots of interesting games.

Thanksgiving Charity Cocktail

AmCham organizes a Thanksgiving Charity cocktail for its members. In celebration of the Thanksgiving Day, the charity initiative aims to join forces of AmCham members, collect and donate financial means to predefined recipients in need.

Contact our Executive Office to find out how you can sponsor one of these events and promote your company!

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Corporate Social Responsibility – Giving Back to Local Community!

AmCham Montenegro is dedicated to improving the business, as well as the social environment in Montenegro. AmCham established a Corporate Social Responsibility (CSR) Committee to address important social issues in the Montenegrin society. Promoting CSR is one of the issues highly positioned on AmCham's agenda.

AmCham launched its **Internship Program** in 2011 which aims to allow qualified university students the opportunity to conduct quality internships at participating AmCham Montenegro member companies. The program provides talented students with workplace orientation and work experience prior to their graduation. The program was created as a response to a very specific challenge to doing business in Montenegro: the lack of an experienced and qualified labor pool. By the end of 2019, about 200 interns have successfully finished the AmCham Internship Program.



CSR Committee has chosen to tackle issues regarding education, protection of marginalized groups and environmental protection as its main focus. AmCham traditionally organizes Thanksgiving Charity Cocktail with its member companies donating funds toward particular cause chosen by AmCham CSR Committee each year.

AmCham is an active member of Government's Network for Corporate Social Responsibility.

We invite members to join our CSR Committee and help us improve the social environment in Montenegro!

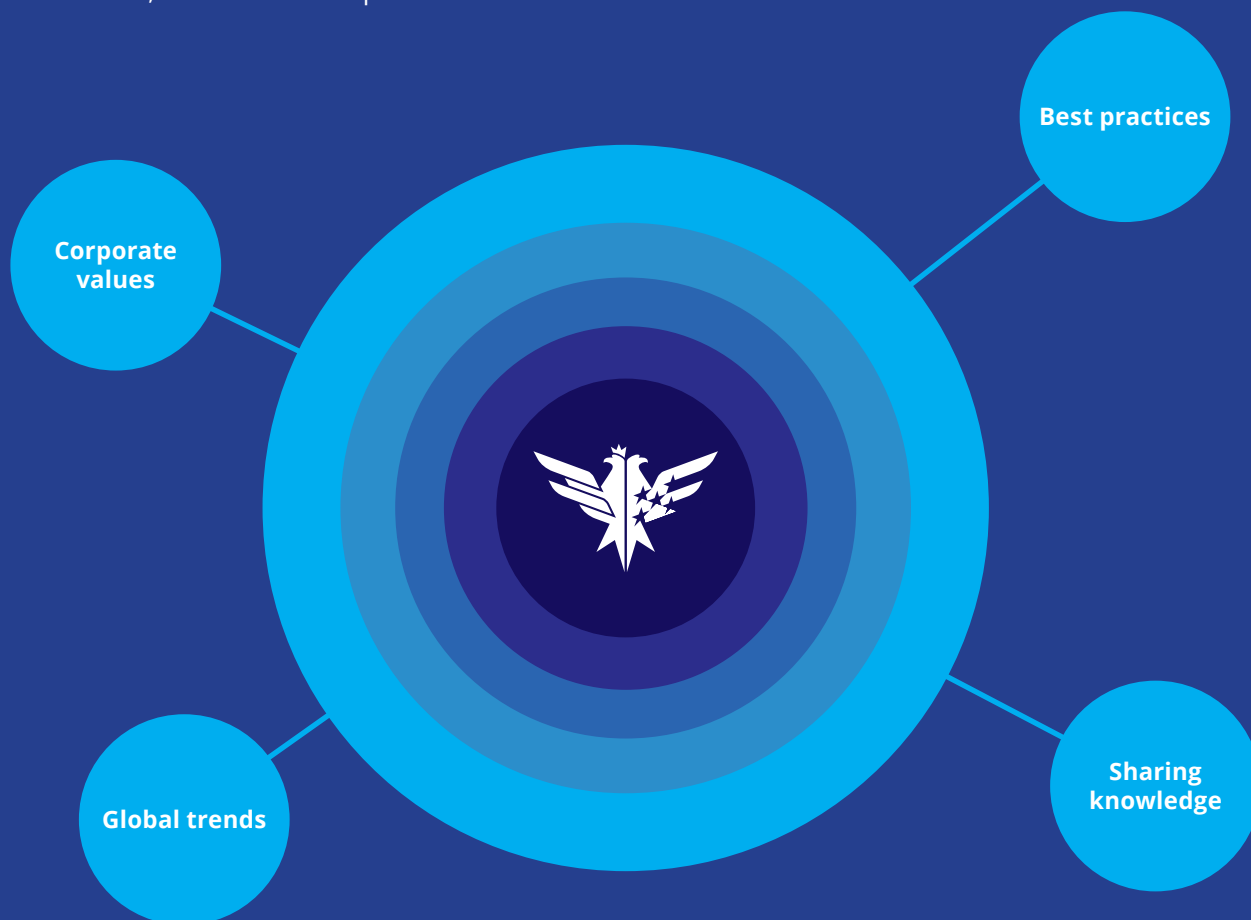
Read stories how we are giving back to the community through our website www.investedinmontenegro.com

Educate and Inspire – We Share the Best Practices!

We help you stay on top of your game!

AmCham organizes interactive **workshops**, **lectures** and **seminars** to enhance both personal and professional development of members' key talents and managers. These events are designed with our members for our members. The events are free – of – charge and held throughout the year.

The speakers are usually experts from our member companies. The topics are selected by members and the Executive Office and intended to satisfy members' demand. Workshops are usually focused on specific issues such as management skills, marketing and promotion, human resources, business development etc.



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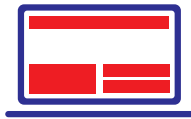
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Communication

We facilitate communication with our members and provide user-friendly platform for any individual interested in AmCham Montenegro's work. Therefore, we have developed several online communication channels:

AmCham website



AmCham website serves as a portal for both our members and non-members to find all relevant information about our activities.

AmCham blog



AmCham blog discusses key issues related to the business environment in Montenegro, AmCham membership and activities.

AmCham social media accounts



Social media accounts such as **Facebook, Twitter, LinkedIn** and **YouTube** to engage with our members and key influencers in real – time.

Members have access to members-only area, enabling them to browse through confidential materials, download a variety of files and facilitate events registration.

Alongside strong digital footprint, AmCham press and media communication is handled through regular press releases, print/video interviews and meetings with media representatives. Our press coverage includes all the media from Montenegro, some regional media outlets, as well as influential global publications.

Publications

AmCham reports on the state of the business climate in Montenegro every second year. Business Climate Reports are the result of our members' views of trends, opportunities and challenges arising from doing business in Montenegro.

AmCham publishes regular position documents summarizing key recommendations given by our committees for improving the business environment in Montenegro.

— PATRON MEMBERS —





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