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BUSINESS COOPERATION OF THE REPUBLIC OF SERBIA WITH THE COUNTRIES OF THE EURASIAN ECONOMIC UNION (EAAE) AS A RESPONSE TO THE PROCESS OF GLOBALIZATION: ROLE AND IMPORTANCE OF AGROINDUSTRIAL PRODUCTS

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Abstract. One of the main characteristics of modern economic relations on the international market is the increase in the intensity of integration activities that establish new economic and trade blocs of universal type (World Trade Organization) or regional level (European Union, Eurasian Economic Union, etc.). The establishment of stronger economic ties with the Eurasian Economic Union (EAEU) was largely contributed to by the agreement in the free trade zone that the Republic of Serbia has with the EAEU. In this way, the Republic of Serbia is additionally included in the large and demanding EAAU market and achieves the opportunity for faster growth and development of its economy based on increased export performance. Opportunities are created for Serbian agro-industrial products to become more competitive with their quality because they are exempt from customs duties and other import duties. The paper briefly presents the results of multi-year research conducted by the authors studying business cooperation between the EAEU countries and the Republic of Serbia related to agro-industrial products, in the context of the world process of globalization.

Keywords: *agro-industrial products, agriculture, foreign trade exchange.*

ДЕЛОВОЕ СОТРУДНИЧЕСТВО РЕСПУБЛИКИ СЕРБИЯ СО СТРАНАМИ ЕВРАЗИЙСКОГО ЭКОНОМИЧЕСКОГО СОЮЗА (ЕАЭС) КАК ОТВЕТ НА ПРОЦЕСС ГЛОБАЛИЗАЦИИ: РОЛЬ И ЗНАЧЕНИЕ АГРОПРОМЫШЛЕННОЙ ПРОДУКЦИИ

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Аннотация. Одной из основных характеристик современных экономических отношений на международном рынке является увеличение интенсивности интеграционной деятельности, создающей новые торгово-экономические блоки универсального типа Всемирная торговая организация или регионального уровня типа Европейский союз, Евразийский экономический союз и др. Укреплению экономических связей с Евразийским экономическим союзом (ЕАЭС) во многом способствовало соглашение о зоне свободной торговли, которое Республика Сербия имеет с ЕАЭС. Таким образом, Республика Сербия дополнительно включается в большой и требовательный рынок ЕАЭС и получает возможность для более быстрого роста и развития своей экономики на основе увеличения экспортных показателей. Создаются возможности для сербской агропромышленной продукции стать более конкурентоспособной с их качеством, потому что они освобождены от таможенных пошлин и других импортных пошлин. В статье кратко представлены результаты многолетнего исследования, проведенного авторами по изучению делового сотрудничества стран ЕАЭС и Республики Сербии, связанного с агропромышленной продукцией, в условиях мирового процесса глобализации.

Ключевые слова: *агропромышленная продукция, сельское хозяйство, внешнеторговый обмен.*

Introduction

The integral concept of Eurasian integration is layered, dynamic, multi-faceted and suitable for further improvement and refinement through the introduction of numerous innovative solutions. Relationships are by no means hermetically sealed for new ideas for thinking about possibilities for further improvements, new ideas and positive practical experiences in implementation. The agreement on free foreign trade

exchange between the Republic of Serbia and the EAEU, in terms of its determinants, goes beyond the previous classic agreements on free trade modalities. It specifies new forms of business cooperation with the aim of deepening economic integration processes. Its main goal and mission is strengthening economic integration. It is not only a matter of facilitating mutual trade at the regional level, but rather the integration of regional capacities and opportunities in order for the regional market to function, unique in its nature and perspectives. For the Republic of Serbia, as well as for other countries, in this integration it is significant because of the inflow of fresh capital, i.e. the arrival of new investors ready to invest in new production capacities and employment.

Evolution in relations of integration

In the modern market conditions of business, no country has sufficient capacity to develop without interaction with other countries. Integrations are carried out on the basis of economic, geo-economic, political and geo-political interests. In order to express these interests, different integration blocks are created. The Eurasian Economic Union was created as a result of the "Eurasian Initiative". The development of the almost thirty-year-long project can be viewed through three stages of evaluation:

- The first phase includes the time period from 1995 to 1999, which we can label as the "*phase of institutional integration*";
- The second phase covers the period from 2000 to 2014 and can be labeled as the "*real integration phase*";
- The third phase covers the period from 2015 and is planned to last until 2025. It can be referred to as the "*economic configuration phase*".

The project "Eurasian Initiative" as a concept received its practical application with the creation of the Eurasian Economic Union. The Eurasian Economic Union was established on January 1, 2015, with the entry into force of the Treaty on the Eurasian Economic Union, giving Eurasian integration international legal legitimacy [8]. The Preamble of the Founding Agreement sets out the priority goals of the Eurasian Economic Union:

- creation of favorable conditions for the stable development of the economies of the member states of the Union by raising the standard of living;
- work on the formation of a single market of goods, services, workforce and capital resources;

- comprehensive modernization, cooperation and increased competitiveness of the national economy in the global economic market.

The agreement contributes to the expansion of mutual relations between post-Soviet countries, the preservation and development of existing economic, social and political ties between the peoples of Eurasia.

Third phase „Economic configuration“

Consistency of the members in the work and implementation of the Declaration on the Eurasian Economic Community made it possible to complete the work on the harmonization of international bilateral and multilateral agreements that form the normative legal base of the common economic space and the Customs Union, and since January 1, 2015, function in the format of the Eurasian Economic Union. With the entry into force of the Agreement and the accession of the Republic of Armenia on January 2, 2015 and the Republic of Kyrgyzstan on May 21, 2015, the implementation of the main provisions of the Agreement and agreed policies, the third, final phase in the formation of the Eurasian project began. Within the Customs Union of member states:

- There is an internal market for goods;
- The unified customs tariff of the Eurasian Economic Union and other unique measures for the regulation of foreign trade in goods with third parties are applied;
- There is a unique regime for trade with goods in relations with third parties;
- Uniform customs regulations are implemented;
- There is free movement of goods between the territories of member states without the use of customs declaration and border control, with the exception of the cases provided for in this Agreement (Article 25).

The Contract on the Eurasian Economic Union is designed to become an effective mechanism for the legal improvement of member relations within the Union and foreign policy activities. The agreement is based on the legal framework of the Common Economic Area and the Customs Union, whose norms have been improved, optimized and harmonized with the rules of the World Trade Organization and the General Agreement on Tariffs and Trade (GATT). The Eurasian Economic Union effectively cooperates with the institutions of the UN, as well as with other limited associations and institutions such as: the Organization for Asia-Pacific Cooperation (APEC), the Community of South East Countries (ASEAN), the Economic Union of Brazil, Russia, India, China and the

Republic of South Africa (BRICS), Commonwealth of Independent States (CIS), Shanghai Cooperation Organization (SCO), Asian Development Bank (ADB), Asian Infrastructure Investment Bank (AIIB), New Development Bank of Asia (NDB). The Eurasian Economic Union is a large regional market, occupying the largest territory in the world, with a strategically important base of natural and mineral resources and significant economic, foreign trade and geopolitical potential. The Union is the largest inter-governmental entity in the world. Its territory occupies 20 million square meters or 14% of the Earth's surface. The total volume of foreign trade goods exchange of the member states of the Eurasian Economic Union with third countries for the period January - December 2020 amounted to 622.8 billion US dollars, including exports of goods - 364.4 billion dollars, imports - 258.4 billion dollars [2]. The volume of mutual trade in goods between the member states of the Eurasian Economic Union for January - December 2020, calculated as the sum of the value of export operations of the members, amounts to 54.9 billion dollars [2]. The total population of the Eurasian Economic Union since of the 01 st January , 2020 is 184.0 million inhabitants or 2.4% of the global world population. The volume of gross domestic product of the Eurasian Economic Union in 2020 was 1.738 billion USD or 3.2% of global GDP. The Eurasian Economic Union is the leader in energy production. Oil production amounted to 559.7 million tons in 2020 or 14.4% of global production. It ranks 2nd in gas production; 4th place for electricity production; coal 6th place; 4th place in steel production; 1st place in the production of potash fertilizers; cast iron 5th place; sugar beets, barley, rye and oats 1st place; sunflower 2nd place; potatoes and wheat 3. Place [9].

Significance and advantages of the Free Trade Agreement between the Republic of Serbia and the EAEU

So far, several agreements have been signed that were a prelude to the signing of a new one that regulated relations between the Republic of Serbia and the EAEU and raised it to a higher level, that is, they were an introduction to the stage of negotiations on signing an agreement to create a common market. The signed agreement entered into force on July 10, 2021 [3].

The agreement envisages various stimulating and encouraging measures, as well as facilitating the raising and maintenance of the general level of business activity. The EAEU market has its own potentials that are diverse and multifaceted. With the

signing of the Free Trade Agreement, a legal framework has been set for an even more advanced development of economic relations between EAEU members and Serbia. With the signing of the Agreement, a chance to expand cooperation was created. At the same time, the aforementioned Agreement can be seen as one of Serbia's most important arguments for attracting foreign investors in relation to neighboring countries. This is indicated by the fact that, apart from Serbia, no country has free trade with the EAEU except the former Soviet republics. Thus, this agreement is of inestimable importance when looking at the Serbian economy, because it makes Serbia particularly attractive for foreign investors in the production sector.

The countries that have signed the Agreement fully accept the rules on business of the World Trade Organization. But that there is also an intention to expand mutual trade relations in accordance with the rules that have been given. The Agreement defines the following as its goals:

- "expansion and encouragement of mutual trade and economic relations, aimed at accelerating the economic development of the two countries, improving living and working conditions, increasing employment of the population, in the field of production, achieving production and financial stability of the signatory countries;

- ensuring the conditions for fair competition between the economic entities of the signatory countries;

- harmonization of customs procedures and methods of application of the rules on the origin of goods, which correspond to the norms of international practice and harmonization of the procedure of control of the origin of goods by the customs authorities of the signatory states"¹.

Analysis of the foreign trade exchange of agro-industrial products of the Republic of Serbia with the EAEU

The data that the authors of the paper used for the purposes of the research are official data from the Statistical Office of the Republic of Serbia (RZS), data from Eurostat as the official statistical body of the European Union, then statistical data

¹ Agreement on free trade between the Republic of Serbia and the EAEU:

<https://www.pwc.rs/en/publications/assets/tax-and-legal-alert/tla-2020-v2/13-Tax-Alert-Customs-Alert-Free-Trade-Agreement-with-Eurasian-Economic-Union-August-2020.pdf>

from the United Nations Comtrade Database as well as data from the World Integrated Trade Solutions (WITS)² software and Trade Map³.

A detailed, comprehensive analysis of the foreign trade exchange of agro-industrial products between the Republic of Serbia and EAEU member countries covers the period from 2011 to 2020, i.e. a 10-year time series. Phenomena are most often analyzed using the values of ten-year averages, in order to obtain the most authoritative indicators and draw conclusions about the legality of the behavior of the analyzed phenomena.

The Republic of Serbia has good political relations with the EAEU countries, based on mutual respect for territorial integrity and sovereignty. Economic cooperation between the Republic of Serbia and EAES member states is stable. Foreign trade is dynamic, the export of Serbian products is constantly increasing, which was contributed by the agreements on free trade with the Russian Federation from 2000, the Republic of Belarus from 2009 and the Republic of Kazakhstan from 2010.

Relations receive an additional boost from the EAEU Free Trade Agreement with the Republic of Serbia. By decision of the Supreme Eurasian Economic Council of May 31, 2016, the Union is negotiating with the Republic of Serbia on the subject of unification by the EAEU and its member states of the trade regime with the Republic of Serbia. To that end, an agreement on free trade was concluded between the EAEU and its member states, on the one hand, and the Republic of Serbia, on the other.

The signing of the agreement was due to the need to establish a single preferential trade regime between all EAEU countries and the Republic of Serbia, instead of bilateral free trade agreements concluded in different years by the Russian Federation (2000), the Republic of Belarus (2009) and the Republic of Kazakhstan (2010) and differ in the number of provisions that fall into the list of goods that are in the free trade zone.

² WITS is a software developed by the World Bank, in close cooperation and consultation with various international organizations, including the United Nations Conference on Trade and Development (UNCTAD), the International Trade Center (ITC), the United Nations Statistics Department (UNSD) and the World Trade Organization (WTO). WITS provides access to and enables users to obtain trade and tariff data compiled by various international organizations.

³ The Trade Map was developed by the UNCTAD/WTO International Trade Center (ITC) to answer these and related questions with the aim of facilitating strategic market research, monitoring both national and specific trade performance, revealing comparative and competitive advantages, identifying potential, market or product diversification and creating and prioritizing trade development programs for trade support firms and institutions.

Relations between the Republic of Serbia and the EAEU

Foreign trade exchange with the EAES is reduced mainly to trade with the Russian Federation. The average of the observed ten-year period shows that 95% of total Serbian exports to the EAES are exports to the Russian Federation, and 91% of total imports from the EAES are imports from the Russian Federation. The Russian Federation ranks fourth among Serbia's trading partners, since it accounts for slightly more than 6% of total Serbian exports, and participates with slightly more than 11% of our imports. When other EAEU member countries are added to the analysis, the calculation does not change much. In the observed ten-year period, the total export of agro-industrial products of the Republic of Serbia to the remaining four EAEU member countries is on average 12.68 million USD, while the value of the average import is 5.93 million USD. The existence of a foreign trade surplus is a permanent characteristic of the Serbian economy. Table 1 shows the results of foreign trade exchange (export, import and balance) of agro-industrial products of the Republic of Serbia with individual members of the EAEU, expressed as an average of the analyzed ten-year period.

Table 1

Foreign trade exchange of agro-industrial products by EAES member countries, in millions of USD, average for the period 2011-2020.

	Average export	Average import	Average foreign trade balance
Russian Federation	262.07	63,20	198.87
Republic of Belarus	7.65	1,68	5.97
Republic of Kazakhstan	0.62	0,10	0.53
Kyrgyz Republic	4.04	4,14	-0.10
Republic of Armenia	0.37	0,01	0.36
Total EAES	274.75	69.13	205.63

Source: Author's calculation based on data from the Republic Institute of Statistics.

The need for a more complete picture of foreign trade relations with the countries that are the subject of analysis imposes the need to look at the total foreign trade relations of the Republic of Serbia with EAEU member countries. For the observed time period, the average of the total Serbian export of agro-industrial products, in cur-

rent prices, to the EAEU market is 274.13 million USD, while the average of the total Serbian import from the market of EAES member countries is 69.13 million USD.

Analysis of the relations between the Republic of Serbia and the Russian Federation

Within the analyzed ten-year period, the average export, in current prices, of agro-industrial products of the Republic of Serbia to EAEU countries amounted to 274.75 million USD, while the average import was 69.13 million USD. At the same time, the largest part (almost all) of foreign trade exchange of agro-industrial products was realized with the Russian Federation. Foreign trade exchange of agro-industrial products of the Republic of Serbia and the Russian Federation, comparing the amounts of net exports from 2020 and 2011, has increased more than four times in real terms.

The intensification of cooperation with the Russian Federation in the field of agro-industrial products in the observed ten-year period is evident. Namely, in the observed ten-year dynamics, the volume of exchange of agri-industrial products with the Russian Federation increased, thanks to the growth of both imports and exports. The value of exports increased in real terms by more than two times (2.46 times to be exact), while the value of imports increased in real terms by more than two times (2.27 times to be exact).

The value of agro-industrial products exported by the Republic of Serbia is continuously higher than the value of imported agro-industrial products from the Russian Federation. The existence of a foreign trade surplus of agro-industrial products is a long-term characteristic of the Serbian economy. The average value of imports of agro-industrial products from the Russian Federation in the observed ten-year period, in current prices, is 63.20 million USD, that is 95.38% of the average value of imports of agro-industrial products to the market of the Republic of Serbia from all EAEU countries in the observed period.

In the observed period, the Republic of Serbia exported agro-industrial products to the Russian Federation in an average value of 262.07 million USD (average of the observed ten-year period in current prices), which accounts for 91.43% of the average value of exports of agro-industrial products to EAES countries in the analyzed ten-year period.

The analysis of the foreign trade exchange of agro-industrial products of the Republic of Serbia with the Russian Federation indicates that in all years of the analyzed period, the Republic of Serbia achieved a surplus. The average of net exports for the period from 2011 to 2020 shows that the Republic of Serbia achieved a surplus of USD 202.43 million in the exchange of agro-industrial products with Russia.

The foreign trade exchange of agro-industrial products of the Republic of Serbia and the Republic of Belarus

The foreign trade exchange of agro-industrial products of the Republic of Serbia and the Republic of Belarus is an evident intensification of cooperation with the Republic of Belarus in the field of agro-industrial products in the observed ten-year period. Namely, in the observed ten-year dynamics, the volume of exchange of agro-industrial products with the Republic of Belarus increased, thanks to the growth of both imports and exports. The value of exports increased by almost two times (more precisely 2.06 times), while the value of imports increased by fifteen times (more precisely 15.06 times). The value of agro-industrial products exported by the Republic of Serbia is continuously higher than the value of imported agro-industrial products from the Republic of Belarus. Existence of foreign trade surplus in agro-industrial products represent long term characteristic of serbian economy. The average value of imports of agro-industrial products from the Republic of Belarus in the observed ten-year period, in current prices, is 1.68 million USD, that is 2.44% of the average value of imports of agro-industrial products to the Serbian market from all EAES countries in the observed period. In the observed period, the Republic of Serbia exported agro-industrial products to the Republic of Belarus in an average value of 7.65 million USD (average of the observed ten-year period), which is 2.78% of the average value of exports of agro-industrial products to the EAES countries in the analyzed ten-year period. The analysis of the foreign trade exchange of agro-industrial products of the Republic of Serbia with the Republic of Belarus indicates that in all years of the analyzed period, the Republic of Serbia achieved a surplus.

The foreign trade change of agro-industrial products of the Republic of Serbia and the Republic of Kazakhstan

The foreign trade change of agro-industrial products of the Republic of Serbia and the Republic of Kazakhstan in the first four years of the observed ten-year period,

together with the last three years, achieved minimal growth in the order of the 20th year from 11. Comparing the value of the foreign trade change achieved in the period 2012 - 2014 with the value of exports from 2011, it can be established that the foreign trade change has increased by 1-1.5 times. In this three-year period (2012-2014), the intensification of cooperation with the Republic of Kazakhstan in the field of exchange of agro-industrial products is evident. The value of agro-industrial products exported by the Republic of Serbia is continuously higher than the value of imported agro-industrial products from the Republic of Kazakhstan, with the exception of 2017 when the value of imports is higher than the value of exports. The existence of a foreign trade surplus of agro-industrial products represents a long-term characteristic of the Serbian economy, the exception being the year 2017, in which a deficit was realized. The average value of imports of agro-industrial products from the Republic of Kazakhstan in the observed ten-year period (2011-2020), in current prices, is 0.10 million USD, which is 0.14% of the average value of imports of agro-industrial products to the Serbian market from all EAES countries. In the observed period, the Republic of Serbia exported agro-industrial products to the Republic of Kazakhstan in an average value of 0.62 million USD (average of the observed ten-year period), which makes 0.23% of the average value of exports of agro-industrial products to the EAES countries in the analyzed ten-year period. The analysis of the foreign trade exchange of agro-industrial products of the Republic of Serbia with the Republic of Kazakhstan indicates that in the period 2011-2016 and in the period 2018-2020. The Republic of Serbia achieved a surplus in 2017. The deficit was realized in 2017. The average of net exports for the period from 2011 to 2020 shows that the Republic of Serbia achieved a surplus, in constant prices, of USD 0.54 million in the exchange of agro-industrial products with Kazakhstan.

The foreign trade exchange of agro-industrial products of the Republic of Serbia and the Kyrgyz Republic

The foreign trade exchange of agro-industrial products of the Republic of Serbia and the Kyrgyz Republic in the first five years of the observed ten-year period achieved a foreign trade deficit. While in the other five years, the level of export of Serbian agro-industrial products to the Kyrgyz Republic was higher than the level of import of Kyrgyz agro-industrial products. We can conclude that the existence of a

foreign trade deficit of agro-industrial products calculated in current prices amounts to 0.10. million USD, while calculating in constant prices, the Republic of Serbia achieved a surplus in the amount of 0.06 million USD. Due to the impossibility of precisely drawing a conclusion, whether the Republic of Serbia in its foreign trade relationship with the Kyrgyz Republic achieved a surplus or a deficit, we can consider that this situation represents a long-term characteristic of the Republic of Serbia's entry into the market of the Kyrgyz Republic.

The foreign trade exchange of agro-industrial products of the Republic of Serbia and the Republic of Armenia

The average export of agro-industrial products of the Republic of Serbia to the Republic of Armenia in the observed period (2011-2020) was, in constant prices, 0.3965 million USD. The analysis of the foreign trade exchange between the Republic of Serbia and the Republic of Armenia could only be done for the export of agro-industrial products, given that the import of agro-industrial products from this Transcaucasian country is realized in the period from 2018 to 2020. In the observed period, the import of section "12 - Tobacco and tobacco products" in the value of 0.0025 million USD and section "11 - Beverages" in the value of 0.0018 million USD was realized. In the observed period (years 2018-2020), two import sections achieved the minimum value of imports and discontinuity in import years, and therefore it is not necessary to prepare a foreign trade balance. The analysis of the export of agro-industrial products shows the insufficiently developed foreign trade relations of these two countries, although there is an interest on both sides to improve these relations, which was stated on several occasions by high representatives of both countries. The bilateral trade relations of the Republic of Serbia with the Republic of Armenia and the Kyrgyz Republic differ in relation to the previously analyzed trade relations of the Republic of Serbia with the Russian Federation, the Republic of Belarus and the ruble of Kazakhstan. As these are the youngest members of the EAEU, an agreement on free foreign trade exchange has not yet been signed with them, so the modest foreign trade exchange of agro-industrial products with these countries is not surprising. The analysis showed that there are no strategic agro-industrial products (SMTK sections) in which the Republic of Serbia would have a competitive advantage in entering these markets. In those countries where we can single out strategic products, it turned out that in order

to increase the volume of exchange, it is necessary to improve domestic production in accordance with valid international standards and regulations. Although the economies of the countries of Transcaucasia are not particularly developed, there is a possibility that in the future the economic cooperation of the Republic of Serbia with them will be improved for mutual benefit.

Conclusion

The topic of economic cooperation between the Republic of Serbia and the EAEU is not sufficiently developed in professional literature. There are few authors who researched the problems of foreign trade between Serbia and EAEU member states, and there is definitely a lack of scientific publications related to the foreign trade exchange of agro-industrial products. The analysis of the obtained research results provides a basis for making appropriate recommendations in order to improve foreign trade cooperation with EAEU members. The studied structure of exported and imported agro-industrial products of the Republic of Serbia for each EAEU member country shows that there are opportunities for its optimization. As a result of the intensification of cooperation between the Republic of Serbia and the EAEU countries in the observed ten-year period, the volume of exchange of agro-industrial products increased. A high level of coverage of imports by exports is achieved and there is a tendency to increase net exports in the future. Based on our research, we can conclude that the sector of agro-industrial products occupies a significant position in the structure of Serbia's total exports to the EAEU market. At the same time, it can be noted that the opening of space for the development of direct investments in agriculture, the exchange of licenses, the implementation of long-term production cooperation, joint ventures, etc. The results of the conducted research confirm that over the years the Russian Federation has been among the biggest partners of the Republic of Serbia out of all EAEU members, but the potential for the development of mutual economic relations has not yet been exhausted. Russia and Serbia must more effectively use not only the advantages associated with the functioning of the free trade regime, but also agreements on the promotion and mutual protection of investments. Developing investment cooperation and cooperative production within the framework of the Free Trade Agreement, Serbia, Russia and other EAEU countries open opportunities for entering the markets of both European and Asian regions. The problem of the export of agro-industrial products of the Republic of Serbia to the large and demanding EAEU market is the absence of a clear and defined strategy for market entry

and performance. One of the important factors that can facilitate the creation of a free trade zone between Serbia and the EAEU countries is the so-called "substitution of second-order imports" when, based on the decline in the participation of third countries in the markets of the Republic of Serbia and the EAEU, additional opportunities arise for increasing the share of services. As an example of this type of import substitution, we can note the increase in the supply of Serbian food products to the Russian market, despite the decrease in the presence of Western producers. In this sense, one can think about the development of related industries or clusters, such as tourism and agriculture, as is the case in France, Spain, Argentina, etc. For example, Russian tourists can be offered tastings of Serbian agricultural products - wine, cheese, prosciutto, proja, raspberries, etc. The main task of the economic policy of the Republic of Serbia in the coming period is to increase the export of strategic agro-industrial products, through their industrial and price improvement. It is necessary to take advantage of the comparative advantages of primary agricultural production, production of organic food, first-class and high-quality food, through added marketing value, because these types of products achieve a higher market value. A greater share of products from higher stages of industrial processing would positively affect the transformation of the export structure, and thus the value of exports. The export policy should include a long-term and clear strategy for the export of agro-industrial products to the demanding market of the Russian Federation, as well as the entire Union. On the basis of the defined strategy, the production of strategic primary agricultural products and agro-industrial products of a higher degree of finalization should be developed in order to gain a significant competitive advantage. Improving the competitiveness of Serbian exporters' goods and services is of the greatest importance for encouraging foreign trade between the Republic of Serbia and the EAEU. In this regard, the marketing strategies used, whose aim should be to offer modern products of high quality, which meet international standards, should be improved. All export products that enjoy success have a clear differentiation. None of them are just commodities. They are priced competitively, but none sell mainly because of price. All successful export products have high "added value". What adds value to them is knowledge. Innovation must become an integral part of the company's product policy. In addition, Serbian exporters must look for a competitive advantage not in low prices of goods and services, but in using appropriate sales channels and offering optimal delivery times, various cutting, packing and marking and other non-traditional marketing tools.

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8. Euroasian Union Contract available at: http://www.consultant.ru/document/cons_doc_LAW_163855 (accessed: 25th February 2023)
9. <http://www.eurasiancommission.org/ru/Pages/ses.aspx>