

RECONOMY in Bosnia and Herzegovina

RECONOMY is facilitating Bosnia and Herzegovina to unlock new opportunities for youth and women by transforming how markets, institutions, and businesses work. From digital jobs and outsourcing to green construction and transport, systemic models in BiH are creating better prospects locally while contributing to learning and replication across the Western Balkans.



CONNECTING PEOPLE TO JOBS

BiH Agency for Labor and Employment and Public Employment Services in BiH, supported by RECONOMY and the Swedish Public Employment Service, have strengthened their role in implementing active labor market policies and connecting people to work.



1,414

job placements

abroad were facilitated through the Agency's improved database/system for vacancies intake and requests for clearance of work permits' related documentation.



44

employers
and

313

job seekers

registered in a newly developed job bank module, an AI-based job matching platform enabling, generating

323

vacancies

and identifying

381

potential job matches.



A dedicated expert session with **27 participants** brought together **3** ICT/BPO employers and **21** PES counsellors, resulting in a jointly requested followup meeting that signals stronger commitment to continuous collaboration. **37.5%** of participating counsellors reported improved understanding of ICT/BPO job profiles and required skills, indicating enhanced PES capacity to deliver more accurate, demand-driven counselling.

These systemic upgrades are embedding evidence-based employment practices and forging stronger links between public institutions and private employers.

TRANSPORT AND LOGISTICS WITH A FUTURE

Bosnia and Herzegovina is helping shape a modern transport and logistics sector across the Western Balkans.

National qualification standards were developed based on new regional models co-designed with the private sector and Volvo Group experts.

Dialogue platforms with nine leading companies aligned training with labor market needs.

Schools are being prepared to deliver modern, practice-oriented curricula for transport professions.



Looking ahead, the adoption of e-CMR and other digital solutions will simplify cross-border operations, while institutionalized standards will ensure the sector stays aligned with employer demand and continues generating skilled jobs for young people.

BOSNIA AND HERZEGOVINA'S OUTSOURCING DRIVE

RECONOMY strengthened Bosnia and Herzegovina's position as a regional ICT/BPO hub through industry development, investment promotion and international business linkages. With **Manpower BiH/SEE leading the regional nearshoring promotion initiative** and ABSL Western Balkans headquartered in Sarajevo, BiH played a central role in positioning the Western Balkans as a competitive destination for European businesses. Results are cumulative across the main programme phase.



Key achievements include:

Regional investment promotion: Manpower BiH/SEE, in partnership with RECONOMY and with the collaboration of **ABSL BiH, ABSL Western Balkans and the Foreign Investors Council (FIC) BiH**, led a regional initiative promoting all six Western Balkan economies as a unified nearshoring destination, targeting investors and business partners in Germany and Sweden. The initiative produced the Western Balkans Nearshoring Report, a dedicated landing page, company success stories and digital promotional campaigns.

Connecting the Western Balkans with European markets: Manpower SEE coordinated business activation events in Frankfurt, Gothenburg and Malmö, bringing together Western Balkan ICT/BPO companies, European businesses and institutional partners to showcase regional capabilities and facilitate direct business connections.

Regional industry leadership: ABSL BiH supported the establishment of ABSL Western Balkans, headquartered in Sarajevo, creating a regional platform for industry cooperation, advocacy and investment promotion. The first **ABSL Western Balkans Industry Report**, published in April 2026, strengthened market intelligence and regional visibility.



Association development: ABSL BiH gained 4 new members in 2026, generating CHF 5,206 in membership revenue, while ABSL Western Balkans expanded international outreach through European industry events and business meetings.

Inclusive workforce development: The Macedonian HR Association (MHRA) engaged an additional 114 individuals and 17 businesses in BiH, with 4 individuals improving their skills.

What's next? Priorities include consolidating international business connections established through the nearshoring campaign, tracking new commercial partnerships, investment and employment opportunities, and strengthening the sustainability of regional industry cooperation. A Q4 2026 results measurement exercise will further assess the contribution to sector growth.

DIGITAL SKILLS AND INNOVATION

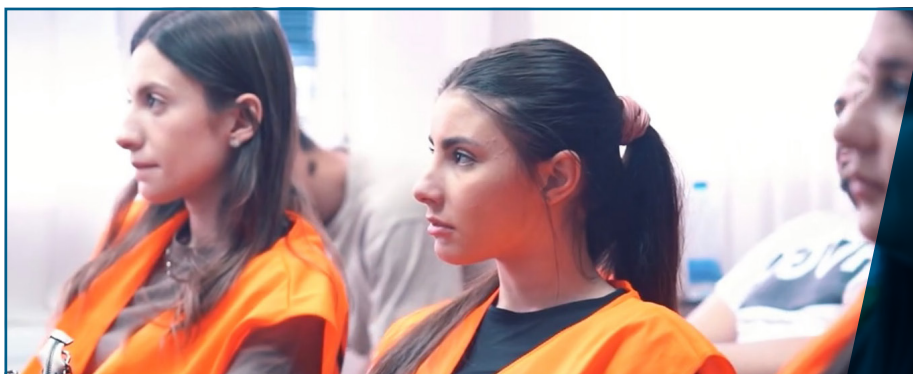
RECONOMY is supporting digital skills and entrepreneurship in BiH through market-led training and startup support. The following results are cumulative across all years and reporting periods.



KUDO Accounting, led by Melita & Partners, recorded 36 skilled individuals, 31 individuals with increased income totalling CHF 196,788, and 21 individuals employed. Private-sector investment reached CHF 189,476.

Western Balkan Startup Alliance (WBSA) engaged 312 individuals and 153 businesses in BiH, recording 12 individuals with increased income totalling CHF 242,483 and 12 individuals employed. It also recorded 49 skilled individuals and CHF 370,611 in investment.

GREENING BOSNIA AND HERZEGOVINA'S CONSTRUCTION SECTOR



The Green Building Council BiH (GBC BiH) is leading the way in sustainable construction.

GBC BiH became an **accredited partner of the German Sustainable Building Council (DGNB)** — a milestone for international certification in BiH.

147 individuals report income increases as a direct result of GBC BiH activities, through applying new green construction skills, alongside over CHF 490,000 mobilised in investments toward green practices.

ThermoFLUX, a BiH manufacturer of energy-efficient heating systems strengthened the technical skills of installers and distributors in energy-efficient heating solutions across Bosnia and Herzegovina and neighbouring markets.

By engaging **298 individuals and 19 businesses**, the ThermoFLUX initiative contributed to **increased income for 32 individuals**, mobilised approximately **CHF 30,000 in private investment** and generated **CHF 150,000 in additional company revenue**.

ProCredit Bank BiH, with RECONOMY's support, has initiated practical workshops for SMEs on green transition planning, CO₂ emissions assessment and energy-efficiency investments, helping businesses identify investment opportunities and improve access to green finance.

TOURISM WITH A REGIONAL EDGE

Bosnia and Herzegovina is an active part of Trans Dinarica, the Western Balkans' first regional cycling tourism route.



Around 300 BiH tourism service providers were integrated into the route through the upgraded Nav Pack 3.0 app.

More than 2800 cyclists have used or planned to use the trail, generating income for rural households and businesses.

More than 240 local businesses have reported additional revenue (1.5 mil. CHF) and 125 people generated additional income of 415.000 CHF due to influx of cyclists as a result of TDR route.

52 jobs were generated and total investments in the country are estimated at more than 1.4 mil. CHF.

Through RECONOMY's market-access cooperation with Balkan Prime Tours, around 150 visitors from the first Asian groups supported through the intervention for unlocking the world's largest outbound markets, travelled to Bosnia and Herzegovina, generating new business for local tourism providers and demonstrating the country's potential to capture demand from emerging long-haul markets.



Thousands of people across the region with better jobs and incomes.

Cutting-edge partnerships with global investors, with training centers, and game-changers, position the region for long-term success.

Green jobs and sustainable businesses taking root.

With the right support and funding, these models can be scaled not only within Bosnia and Herzegovina but across the region, amplifying impact and building a greener, more inclusive economic future.

