

CultureTalk Serbia Video Transcripts: <http://langmedia.fivecolleges.edu>
Serbian Industry and Agriculture

Serbian transcript:

Па тренутно Србија је у веома лошој економској ситуацији, делимично због историје у задњих двадесетак година, па и више, а делимично и због ове нове, овај, економске кризе. Овај... Србија се годинама бавила превасходно примарном производњом, увозила је, овај, сировине, и извозила је производе ниске обраде; значи није толико улагала у производњу, значи, финалних производа. Требало би да ради више на извозу својих производа.

Такође, Србија има велики потенцијал у пољопривреди, зато што има пуно пољопривредног земљишта које није искоришћено. Такође, велики потенцијал је мали бизнис, мала и средња предузећа, као и мали произвођачи и пољопривредни произвођачи; међутим, све више су, овај, присутни монополи на тржишту Србије, где мањи произвођачи просто не могу опстати, купују их велики конгломерати, и просто диктирају правила која мали произвођачи не могу да издрже. Једноставно гасе своје радње, своје фирме, и не могу да опстану и да се баве тиме.

Значи, Србија углавном, значи, пољопривредни производи су највише [заступљени], и текстилна индустрија која је у повоју, али Кина прети свима, тако да је и ту тешко опстати.

English translation:

Well, Serbia is currently in a very bad economic situation, partially due to the historical events in the past twenty years and more¹, and partially due to the current economic

¹ The speaker here refers to the Yugoslav Wars, the sanctions against Serbia which took place in the 1990s, and the NATO intervention in Serbia in 1999. The Yugoslav Wars is an umbrella term for the War in Slovenia, the Croatian War of Independence, the Bosnian War and the Kosovo War. Serbia (then the Federal Republic of Yugoslavia, together with Montenegro) was a belligerent or an active supporter of pro-Serb forces in all of the aforementioned conflicts.

Consequently, Serbia was placed under economic and cultural sanctions, including a trade embargo, by the United Nations Security Council as early as May 15, 1992, due to their involvement in wars in Croatia and Bosnia and Herzegovina. These sanctions were partially lifted in early 1994, after the Federal Republic of Yugoslavia (FRY) closed its borders towards the Serb para-states in Croatia and Bosnia and Herzegovina. The sanctions were fully lifted after the ratification of the Dayton Peace Agreement in Paris, on December 14, 1995. However, after the escalation of war in Kosovo (Serbia's southern province with an ethnic Albanian population, also known as Kosovars) in 1997, the UN and the United States imposed a new set of sanctions on FRY. This second set of sanctions was lifted in the summer of 1999, after the signing of the Kumanovo Agreement, which brought peace to Kosovo.

The NATO military intervention, a large scale air campaign which took place from March to June of 1999, specifically targeted strategic economic and infrastructural points of interest in order to cripple the Serbian government and its ability to conduct military operations in Kosovo. The combined effects of these three

crisis. Err... For years, Serbia mostly participated in primary industry²; it would import raw materials [and natural resources] and export aggregated or processed products, meaning that it didn't invest so much in the production of final products. [Serbia] should do more on exporting its products.

Also, Serbia has great potential in agriculture, because a lot of agricultural land is being unused. Also, large potential lies in small business – small and medium enterprises that is – as well as small manufacturers and agricultural manufacturers. However, monopolies are more and more present in the Serbian market, where smaller manufacturers simply cannot survive. They are being bought by large conglomerates, which simply dictate the rules which the small manufacturers cannot keep up with. They simply close down their stores, their companies; they cannot survive and remain in business.

So, Serbia, mostly... Agricultural products are the most common, as well as the textile industry which is in its infancy; but China [and its market] threatens everyone, so that's another segment [of industry] in which it is hard to survive.

About CultureTalk: CultureTalk is produced by the Five College Center for the Study of World Languages and housed on the LangMedia Website. The project provides students of language and culture with samples of people talking about their lives in the languages they use every day. The participants in CultureTalk interviews and discussions are of many different ages and walks of life. They are free to express themselves as they wish. The ideas and opinions presented here are those of the participants. Inclusion in CultureTalk does not represent endorsement of these ideas or opinions by the Five College Center for the Study of World Languages, Five Colleges, Incorporated, or any of its member institutions: Amherst College, Hampshire College, Mount Holyoke College, Smith College and the University of Massachusetts at Amherst.

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events severely hurt Serbia's economy, and the economic consequences are still felt throughout the country.

Sources: Sankcije SR Jugoslaviji. (n.d.). In *Wikipedia*. Retrieved September 21, 2012, from http://sr.wikipedia.org/wiki/%D0%A1%D0%B0%D0%BD%D0%BA%D1%86%D0%B8%D1%98%D0%B5_%D0%A1%D0%A0_%D0%88%D1%83%D0%B3%D0%BE%D1%81%D0%BB%D0%B0%D0%B2_%D0%B8%D1%98%D0%B8

NATO bombing of Yugoslavia. (n.d.) In *Wikipedia*. Retrieved October 4, 2012, from http://en.wikipedia.org/w/index.php?title=NATO_bombing_of_Yugoslavia&oldid=515662542

² Primary industry includes those branches of industry involved in the extraction and collection of natural resources, such as iron or coal, as well as agricultural or food production activities such as farming and fishing. A primary industry company can also participate in using natural resources to make basic products.

Source: "What is primary industry." *Business Dictionary*. Retrieved on October 4, 2012, from <http://www.businessdictionary.com/definition/primary-industry.html#ixzz28LYeV2Xw>