



Private Sector Perspective on Sustainable and Integrated Pest Control in Serbia

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Introduction

Republic of Serbia facts:

- 7 million citizens
- 55% living in the urban areas
- Developed agricultural sector
- Regionally connected



Present situation in pest control sector



SMALL ENTERPRISES

- Family-owned businesses
- “One man show” companies
- Lack of consolidation
- No multinational pest control companies present at the market
- Low level of specialization

STATE INSTITUTIONS

- Large organizations
- State-backed in operational and financial functions
- Not market oriented
- Lack of innovation

CUSTOMERS

- Rising demands for quality and innovative approaches
- Need for constant and prompt information
- Requirements from various stakeholders
- Openness toward engagement in the pest control process

Challenges

- Increasing environmental issues
- Climate change
- Reduction of active substances allowed in biocides
- Volatile market trends
- Competition with state-backed institutions
- Unfair competition (non-registered entities)



Solutions

- IPM implementation
- Introduction of digital services
- Traceability of active substances life cycle
- Tailor-made trainings for PCOs
- Specialized sector-based seminars
- Innovative technological solutions
- Monitoring, predictions
- Big-data analysis





Summary

Pest control sector in Serbia and the region can overcome current issues by:

- Flexibility
- Innovation
- Engagement of all stakeholders
- Shifting toward sustainable solutions



**The way to get started
is to quit talking and
begin doing.**

Walt Disney

Thank You!

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