

U. S. DEPARTMENT OF COMMERCE
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BUREAU OF FOREIGN AND DOMESTIC COMMERCE
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THE
INDUSTRIAL MACHINERY MARKET
IN YUGOSLAVIA



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FOREWORD

Relatively little industrial machinery, even of the simpler types, is manufactured in Yugoslavia, the market being largely supplied by imports from Austria, Hungary, Czechoslovakia, the United States, England, France, and Germany. Shipments of machinery from Germany include a large proportion on reparations account, which somewhat complicates the market.

Although American industrial machinery has been but little known on the Yugoslav market, some sales of engines, textile equipment, metal and wood working machinery, and of unclassified items such as laundry, refrigerating, and canning and other food-preparing machinery, have been effected. Thus the initial approach has been made for a variety of American industrial machinery lines, and it is felt that, by cultivating the market more intensively and by applying more direct-selling methods, sales of American equipment can be considerably expanded.

The present bulletin describes in detail the principal industries of Yugoslavia, gives the chief types of machinery at present in demand and the suppliers of such machinery, and also outlines sales methods which would be found most effective by American manufacturers. Considerable space is devoted to Government buying practices, and many practical hints are given for extending old and securing new business, both public and private.

This bulletin was written by Emil A. Kekich, American commercial attaché in Yugoslavia, and issued through the industrial machinery division of the Bureau of Foreign and Domestic Commerce. Should additional information be desired, that division will gladly supply it.

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Bureau of Foreign and Domestic Commerce.

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