

University "St. Kliment Ohridski" Bitola  
Faculty of tourism and hospitality Ohrid



## XI INTERNATIONAL CONFERENCE

*"SERVICE SECTOR IN TERMS OF  
CHANGING ENVIRONMENT"*

27-29.10.2011, Hotel Metropol, Ohrid.



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University "St. Kliment Ohridski" Bitola

**Faculty of tourism and hospitality Ohrid**

# **XI INTERNATIONAL CONFERENCE**

*SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT*

## **CONFERENCE PROCEEDINGS**

**27-29 October 2011, Hotel Metropol, Ohrid.**



## SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

### Conference topics:

Competition in tourism in terms of changing environment  
Development of insurance in terms of changing environment  
Current trends in customs and freight forwarding  
Current tendencies in gastronomy and nutrition  
Financial services in terms of changing environment

### Round table:

- Scientific research experiences and possibilities for cooperation

### Organizing Committee

Dr. Saso Korunovski  
Dr. Lidija Simonceska  
Dr. Cvetko Andreiski  
Dr. Gordana Reckoska  
Dr. Naume Marinoski  
Dr. Liljana Batkoska  
Dr. Jagotka Strezovska  
Dr. Ivanka Nestoroska  
Dr. Angela Vasilevska  
Dr. Ivica Smilkovski

### Conference dates:

October 27-29, 2011 Ohrid

### Conference information:

[www.ftu.uklo.edu.mk](http://www.ftu.uklo.edu.mk)

### Scientific Committee:

Dr. Marijana Curak - Croatia  
Dr. Vladimir Njegomir - Serbia  
Dr. Borisav Marovic - Serbia  
Dr. Thomas Aiuppa - USA  
Dr. Helmut Gründl - Germany  
Dr. Klime Poposki - Macedonia  
Dr. Djurdjica Stojanovic - Serbia  
Dr. Hans Michael Wolfgang - Germany  
Dr. Wieslaw "Wes" Czyzowicz - Poland  
Dr. Irena Kikerkova - Macedonia  
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Dr. Zdenko Cerovic - Croatia  
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Dr. Kilipiris Fotis - Greece  
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Dr. Theuma Nadia - Malta  
Dr. Vodeb Ksenija - Slovenia  
Dr. Hartmut Rein - Germany  
Dr. Tome Nenoski - Macedonia  
Dr. Zorka Grandov - Bosnia and Hercegovina  
Dr. Ilija Iliev – Bulgaria  
Dr. Marija Petrovic - Serbia



## Conference Program

### Plenary session

<b>Time:</b> 27.10.2011, 10.30-12.00h		
<b>Hall:</b> Biljana		
<b>Chair:</b> Irina Petrovska, PhD		
No	Speaker	Title
1.	Ksenija Vodeb, PhD	Competition in tourism in terms of changing environment
2.	Thomas Aiuppa, PhD	Enterprise Risk Management: Opportunities for Providers of Financial Services
3.	Wieslaw "Wes" Czyzowicz, PhD	Current trends in customs policy - challenges and future
4.	Vladimir Njegomir, PhD	Contemporary trends in the insurance industry

### Session 1A

<b>Time:</b> 27.10.2011, 12.30-14.30h		
<b>Session title:</b> <i>Competitiveness in tourism in terms of changing environment</i>		
<b>Hall:</b> Ohrid		
<b>Chair:</b> Zdenko Cerović, PhD; Lidija Simonceska, PhD; Liljana Batkoska, PhD		
No	Speaker	Title
1.	Naume Marinoski, PhD Faculty of Tourism and Hospitality - Ohrid Saso Korunovski, PhD Faculty of Tourism and Hospitality – Ohrid Sofronija Miladinovski, PhD Faculty of Tourism and Hospitality – Ohrid	Tourism in Macedonia in changing environment
2.	Lidija Simonceska, PhD Faculty of Tourism and Hospitality - Ohrid	The changes and the innovation as a factor of competitiveness of the tourist offer (the case of Ohrid)
3.	Mirjana Knežević, PhD Faculty of Economics, University of Kragujevac, Serbia	The contract on time-share in a new business environment
4.	Fotis Kilipiris, PhD Alexander TEI of Thessaloniki, Dept. of Tourism Management, Thessaloniki, Greece Stella Zardava University of Macedonia, Dept. of Economics, Thessaloniki, Greece	Developing sustainable tourism in a changing environment: issues for the tourism enterprises (travel agencies and hospitality enterprises)
5.	Tea Baldigara, PhD Faculty of Tourism and Hospitality Management - Opatija Maja Mamula, MSc	Tourism statistics in Croatia: present status and future challenges



	Faculty of Tourism and Hospitality Management - Opatija	
6.	Mitre Avramoski, PhD Faculty of Tourism and Hospitality - Ohrid Raman Ismaili, PhD	Leisure tourist offer as a component of competitive advantage in the situation of changing environment (Case of Ohrid tourist region)
7.	Zdenko Cerović, PhD Faculty of Tourism and Hospitality Management - Opatija Sanda Grudić - Kvasić Faculty of Tourism and Hospitality Management - Opatija Ivana Ivančić Faculty of Tourism and Hospitality Management - Opatija	Offer management of trading goods in tourist spending
8.	Liljana Batkoska, PhD Faculty of Tourism and Hospitality - Ohrid	The impact of cognitive learning on consumer behaviour
9.	Marija Petrović - Randelović, PhD University of Nis, Faculty of Economics, Serbia Dalibor Miletić, MSc MEGATREND University Belgrade, High School for Management and Business, Zaječar, Serbia	(No) Competitiveness and sustainable development of serbian tourism
10.	Biljana Petrevska, PhD Faculty of Tourism and Business Logistics - Gevgelija	Projecting accommodation capacities in Macedonia
11.	Ivanka Nestoroska, PhD Faculty of Tourism and Hospitality - Ohrid	Identifying tourism potentials of Macedonia through regional approach
12.	Saso Korunovski, PhD Faculty of Tourism and Hospitality - Ohrid Naume Marinoski, PhD Faculty of Tourism and Hospitality - Ohrid	Cultural tourism in Ohrid as a selective form of the tourism development
13.	Desa Kosarkoska, PhD Faculty of Tourism and Hospitality - Ohrid Irina Mircheska, MSc Faculty of Tourism and Hospitality - Ohrid	Uniform System of Accounts in the Lodging Industry (USALI) in creating a Responsibility Accounting in the hotel enterprises in Republic of Macedonia
14.	Nako Taskov, PhD Faculty of Tourism and Business Logistics - Gevgelija Tatjana Dzaleva, MA Faculty of Tourism and Business Logistics - Gevgelija Dejan Metodijeski, MA Faculty of Tourism and Business Logistics - Gevgelija Oliver Filiposki, MA Faculty of Tourism and Business Logistics - Gevgelija	Innovation at tourism business: challenges and creativity for development



15.	Kresimir Znidar, BSc Prizma istrazivanja plc, Zagreb, Croatia Niksa Alfirević, PhD University of Split, Faculty of Economics, Croatia Jurica Pavičić, PhD University of Zagreb, Faculty of Economics and Business, Croatia	Service management and marketing in nautical tourism: a source of competitive advantage for the changing environment?
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Session 1B

<b>Time:</b> 27.10.2011, 12.30-14.30h		
<b>Session title:</b> - <i>Development of insurance in terms of changing environment</i> - <i>Financial services in terms of changing environment</i>		
<b>Hall:</b> Kaneo		
<b>Chair:</b> Vladimir Njegomir, PhD; Cvetko Andreeski, PhD; Evelina Bazini, PhD		
No	Speaker	Title
1.	Goran Petrevski, PhD Faculty of Economics - Skopje Jane Bogoev National Bank of the Republic of Macedonia, Skopje, Macedonia	Interest rate pass-through in a small open economy with fixed exchange rate - the case of Macedonia
2.	Vladimir Njegomir, PhD Faculty for Legal and Business Studies, Novi Sad Boris Marović, PhD Faculty of Technical Sciences, Novi Sad	Contemporary trends in the global insurance industry
3.	Bratislav Milosević, PhD Faculty of Tourism and Hospitality - Ohrid	Global financial crisis - determination for development of life insurance in the Republic of Macedonia
4.	Evelina Bazini University of Vlora "Ismail Qemali", Faculty of Economy, Albania Liljana Elmazi University of Tirana, Faculty of Economy, Albania Shkelqim Sinanaj University of Vlora "Ismail Qemali", Faculty of Economy, Albania	Importance of relationship management in the insurance business in Albania
5.	Mirjana Sekulovska, PhD University "St. Kliment Ohridski" - Bitola	Internet business models for e-insurance and conditions in Republic of Macedonia
6.	Cvetko Andreeski, PhD Faculty of tourism and hospitality - Ohrid	Analysis of mortality tables in R. Macedonia
7.	Petar Taleski Marketing and Sales Department, NLB Nov Penziski Fond AD, Skopje Nako Tashkov, PhD Faculty of Tourism and Business Logistic - Gevgelija	Insurance in tourism industry



8.	Risto Rechkoski, PhD Faculty of Tourism and Hospitality - Ohrid Maja Georgioska, MSc candidate Faculty of Tourism and Hospitality - Ohrid	Risk management during work interruptions
9.	Jordan Kjosevski, PhD Stopanska Banka AD - Skopje	Challenges for insurance industry in the 21st century
10.	Bratislav Milosević, PhD Faculty of Tourism and Hospitality - Ohrid Stevco Meceski, MSc Faculty of Tourism and Hospitality - Ohrid Bojan Srbinoski Faculty of Tourism and Hospitality - Ohrid	Municipal bonds as an investment opportunity for life insurance companies on capital market in Macedonia
11.	Elena Koseska, BA in Insurance Faculty of Tourism and Hospitality - Ohrid Kliment Arnaudov, BA in Tourism Faculty of Tourism and Hospitality - Ohrid	Negotiation skills a guideline for insurance development in conditions of a changeable surrounding
12.	Boban Tomeski	Development of motor third party liability insurance market in terms of variable regulation

## Session 2A

<b>Time:</b> 27.10.2011, 16.00-19.00h		
<b>Session title:</b> <i>Competitiveness in tourism in terms of changing environment</i>		
<b>Hall:</b> Ohrid		
<b>Chair:</b> Ksenija Vodeb, PhD; Elena Cickovska, MSc; Ivanka Nestoroska, PhD		
No	Speaker	Title
1.	Katerina Angelevska - Najdeska, PhD Faculty of Tourism and Hospitality - Ohrid Gabriela Rakicevik, PhD Faculty of Tourism and Hospitality - Ohrid	Planning of sustainable tourism development
2.	Branislva Ilic, MSc University of Nis, Dept. of Geography, Faculty of Science and mathematics, Serbia Aleksandar Radivojevic, PhD University of Nis, Dept. of Geography, Faculty of Science and mathematics, Serbia	Regional and international cooperation as a factor increasing influx of tourists in Pirot
3.	Tanja Angelkova, MSc Faculty of Tourism and Business Logistic - Gevgelija Cane Koteski, PhD Faculty of Tourism and Business Logistic - Gevgelija	Sustainability and competitiveness of tourism



	Zlatko Jakovlev, PhD Faculty of Tourism and Business Logistic - Gevgelija Elizabeta Mitrevska, PhD Faculty of Tourism and Business Logistic - Gevgelija	
4.	Marko Šostar Regional Development Agency of Pozega-Slavonia County Berislav Andrić Regional Development Agency of Pozega-Slavonia County Mario Hak Ministry of Finance, Tax Administration	Impact of funds on the rural tourism development in Croatia
5.	Arben Oda, PhD Mitre Avramoski, PhD Faculty of Tourism and Hospitality - Ohrid	Strategic management and strategic positioning in the situation of changing environment - research on Struga tourist region
6.	Suzana Marković, PhD Faculty of Tourism and Hospitality Management - Opatija Sanja Raspor, MSc, PhD Student Faculty of Tourism and Hospitality Management - Opatija	Guests expectations in croatian hotel industry: factor and reliability analyses
7.	Irina Petrovska, PhD Faculty of Tourism and Hospitality - Ohrid	Teaching lexical patterns in english and macedonian tourism discourse
8.	Marija Milenkovic, MSc University of Nis, Republic of Serbia	Ecoregionalism - factor cross-border cooperation and tourism development
9.	Tatjana Petkovska – Mirchevska, PhD Institute of Economics, Skopje Diana Boshkovska, PhD Institute of Economics, Skopje	Importance of corporate and marketing communications for improving tourist offer
10.	Desa Kosarkoska, PhD Faculty of Tourism and Hospitality - Ohrid Irina Mircheska, MSc Faculty of Tourism and Hospitality - Ohrid	The main processes in the international financial reporting at the begining of 21st century
11.	Vjekoslav Bratić Institute of Public Finance, Zagreb, Croatia Predrag Bejaković Institute of Public Finance, Zagreb, Croatia Anton Devčić Regional Development agency of Pozega-Slavonia County, Croatia	Tax system as a factor of tourism competitiveness: the case of Croatia
12.	Elena Cickovska, MSc Faculty of Tourism and	Research of service sector needs for and in academic language learning





	Hospitality - Ohrid	
13.	Ana Vizjak, PhD Faculty of Tourism and Hospitality Management - Opatija Daniela Gračan, PhD Faculty of Tourism and Hospitality Management - Opatija Andreja Rudančić - Lugarić Faculty of Tourism and Hospitality Management - Opatija	Economic development of the Republic of Croatia encouraged by implementation of marketing system
14.	Elizabeta Mitreva, PhD Faculty of Technology - Probishitp Vesna Prodanovska, MA Faculty of Philology - Stip	Evaluation the customers/consumer's contentment - the competitive advantage of macedonian travel companies
15.	Iris Kazazi, PhD student Faculty of Economics, University of Tirana, Albania Bledi Hoxha, PhD student Faculty of Economics, University of Tirana, Albania	The role of human values of consumer' preferences for travel destinations and positioning of rural tourism offer of Albania
16.	Jagotka Strezovska, PhD Faculty of Tourism and Hospitality - Ohrid	German language tourist information in Macedonia and the translational activity
17.	Ines Milohnić Faculty of tourism and hospitality management, Department of management, Opatija, Croatia Marta Cerović Faculty of tourism and hospitality management, Department of work organization in hospitality industry, Opatija, Croatia	Management of culture contents offer in a tourist destination
18.	Anastas Dzurovski, PhD Faculty of Law - Kichevo Goran Tasevski Independent Free Lance Consultant	The establishment of synergy among the competitiveness factors as a prerequisite for rural tourism development in Prespa region
19.	Ksenija Vodeb, PhD University of Primorska, Faculty of tourism studies - TURISTICA, Portorose, Slovenia	Coastal tourist's attitudes on sustainable tourist offers in Istrian countryside
20.	Blagoj Gjorgjievski, PhD Faculty of Law - Kichevo	Strategic approach of sustainable management of development of rural tourism - a case study of Macedonia
21.	Tatjana Dimoska, PhD Faculty of Tourism and Hospitality - Ohrid Boris Trimchev	Competitiveness strategies for supporting economic development of the touristic destination



Session 2B

<p><b>Time:</b> 27.10.2011, 16.00-19.00h  <b>Session title:</b> - <i>Current trends in customs and freight forwarding</i>  - <i>Financial services in terms of changing environment</i>  <b>Hall:</b> Kaneo  <b>Chair:</b> Gordana Rechkoska, PhD; Jovanka Biljan, PhD; Zlate Dimovski, PhD</p>		
No	Speaker	Title
1.	Gordana Rechkoska, PhD Faculty of Tourism and Hospitality - Ohrid Risto Rechkoski, PhD Faculty of Tourism and Hospitality - Ohrid Maja Georgioska, MSc candidate Faculty of Tourism and Hospitality - Ohrid	Transport of dangerous substances in the Republic of Macedonia
2.	Jovanka Biljan, PhD Faculty of Tourism and Hospitality - Ohrid Aleksandar Trajkov, MSc Faculty of Tourism and Hospitality - Ohrid	Risk management and customs performance improvements: the case of the Republic of Macedonia
3.	Aleksandar Trajkov, MSc Faculty of Tourism and Hospitality - Ohrid Jovanka Biljan, PhD Faculty of Tourism and Hospitality - Ohrid	Logistic services trade balance as indicator of macedonian logistic industry potential
4.	Miladin Krstanoski, PhD Faculty of Tourism and Hospitality - Ohrid Larisa Vasileska, MSc Faculty of Tourism and Hospitality - Ohrid	The new role of macedonian customs administration
5.	Robert Vodopivec, PhD University of Maribor, MEDIFAS: Mediterranean institute for advanced studies	Influence of political globalisation and global crisis on traditional marketing management theory and practice
6.	Tatjana Dzaleva, MSc Faculty of Tourism and Business Logistics - Gevgelija Nako Taskov, PhD Faculty of Tourism and Business Logistics - Gevgelija Dejan Metodijeski Faculty of Tourism and Business Logistics - Gevgelija Aleksandar Ilievski Faculty of Tourism and Business Logistics - Gevgelija	Influence of trade facilitation in Republic of Macedonia
7.	Danijela Miloshoska, PhD Faculty of Tourism and Hospitality - Ohrid	Measures of the customs administration of the Republic of Macedonia for the protection of the intellectual property rights as part of the contemporary trends in customs
8.	Zlate Dimovski, PhD Faculty of Security-Skopje	The meaning of the customs service in the collaboration and the exchange of



	Ice Ilijevski, MSc Faculty of Security-Skopje	data in the fight against the organized crime
9.	Tome Nenovski, PhD University American College - Skopje Evica Delova Jolevska, PhD University American College - Skopje Ilija Andovski, MSc National Bank of the Republic of Macedonia	Banking services in terms of changing environment
10.	Shkelqim Sinanaj University of Vlora "Ismail Qemali", Faculty of Economy, Albania Evelina Bazini, PhD University of Vlora "Ismail Qemali", Faculty of Economy, Albania Liljana Elmazi University of Tirana, Faculty of Economy, Albania	The relationship between marketing culture and marketing effectiveness & profitability in financial service organisations in Albania
11.	Elsa Gega Faculty of Economy, University "Aleksander Moisiu", Elbasan, Albania Ilir Elmaz Faculty of Economy, University of Vlora "Ismail Qemali", Albania	The impact of service quality on customer loyalty: A study of financial organizations in Tirana, Albania
12.	Zoran Mihanovic University of Split, Faculty of Economics, Split, Croatia	Service marketing management and reputation of service organizations: the case of adult education in Croatia

### Session 3A

<b>Time:</b> 28.10.2011, 10.00-12.00h		
<b>Session title:</b> - <i>Competitiveness in tourism in terms of changing environment</i> - <i>Current tendencies in gastronomy and nutrition</i>		
<b>Hall:</b> Ohrid		
<b>Chair:</b> Pere Aslimoski, PhD; Angela Vasileska, PhD; Bayram Şahin, PhD		
No	Speaker	Title
1.	Pere Aslimoski, PhD Faculty of Tourism and Hospitality - Ohrid Sase Gerasimoski, PhD Faculty of Security-Skopje	Food and nutrition as tourist phenomenon
2.	Angela Vasileska, PhD Faculty of Tourism and Hospitality - Ohrid Gordana Rechkoska, PhD Faculty of Tourism and Hospitality - Ohrid	Global and regional food consumption patterns and trends
3.	Bayram Şahin, PhD Balıkesir University The School of Hotel and Tourism Management, Balıkesir, Turkey Seda Şahin, Research Assistant	Changing consumer tendency and effects of local kitchens on tourism movements



	<p>Balikesir University The School of Hotel and Tourism Management, Balikesir , Turkey Nuray Tetik, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Göksel Kemal Girgin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey</p>	
4.	<p>Nako Taskov, PhD Faculty of Tourism and Business Logistics - Gevgelija Dejan Metodijeski Faculty of Tourism and Business Logistics - Gevgelija Nikola V. Dimitrov, PhD Faculty of Tourism and Business Logistics - Gevgelija</p>	<p>Collecting - from hobby to profession, from private ownership to tourism offer, from balck market to legal activity</p>
5.	<p>Muhammad Irbaz Khan, Senior Research Associate Department of English Language and Literature, University of Management and Technology Lahore, Pakistan</p>	<p>Humor as an essential component in tourism education</p>
6.	<p>Vera P. Simovska, PhD Faculty of Technology and Technical Sciences-Veles Dragan Damjanovski, PhD Faculty of Technology and Technical Sciences-Veles MilaP. Vidin, MSc HEPA Macedonia National organization for the promotion of Health-Enhancing Physical Activity Valentina Pavloska, PhD Faculty of Technology and Technical Sciences-Veles Sasko Martinovski, MSc Faculty of Technology and Technical Sciences-Veles</p>	<p>Evaluation of dietary habits and physical activity levelas basis for a new health promotion strategy of the Republic of Macedonia</p>
7.	<p>Seda Şahin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Nuray Tetik, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Göksel Kemal Girgin, Research Assistant Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey Bayram Şahin, PhD Balikesir University The School of Hotel and Tourism Management, Balikesir, Turkey</p>	<p>Culinary tourism and the role of tourist guides in presenting kitchen and food culture</p>
8.	<p>Michael Risteski, BA in tourism</p>	<p>Spatial planning and sustainable</p>



	Faculty of Tourism and Hospitality - Ohrid Jordan Kocevski, MSc Faculty of Tourism and Hospitality - Ohrid	tourism as a basis for developing competitive tourism destinations
9.	Raman Ismaili, PhD State University - Tetovo Mitre Avramoski, PhD Faculty of Tourism and Hospitality - Ohrid	Macedonian hotels in conditions of changing environment
10.	Vera Naumovska, PhD Faculty of Economics - Skopje	The meaning of web sites and web design in hotel's industry in R. Macedonia
11.	Kliment Arnaudov, BA in tourism Faculty of Tourism and Hospitality - Ohrid Elena Koseska, BA in Insurance Faculty of Tourism and Hospitality- Ohrid	Business ethics and social responsibility in tourism organizations in terms of changing environment
12.	Jordan Kocevski, MSc Faculty of Tourism and Hospitality - Ohrid Michael Risteski, BA in tourism Faculty of Tourism and Hospitality - Ohrid	Eating out on vacations
13.	Elena Rudan, MSc Faculty of Tourism and Hospitality Management - Opatija	The role of carnival in the tourist offer of the county Primorsko-goranska
14.	Nikolina Srbakoska Trposka, postgraduate student Faculty of Biotechnological sciences - Bitola Igor Andreeski, PhD candidate Economic institute - Skopje	Nutrition in the hospitality industry

### Session 3B

<b>Time:</b> 28.10.2011, 10.00-12.00h		
<b>Session title:</b> <i>Financial services in terms of changing environment</i>		
<b>Hall:</b> Kaneo		
<b>Chair:</b> Klime Poposki, PhD; Snežana Dičevska, PhD; Marijana Čurak, PhD		
No	Speaker	Title
1.	Marijana Čurak, PhD University of Split, Faculty of Economics - Split, Croatia Klime Poposki, PhD Insurance Supervision Agency - Skopje Sandra Pepur, MSc University of Split, Faculty of Economics - Split, Croatia	Profitability of macedonian banking sector in changing environment
2.	Tome Nenovski, PhD University American College - Skopje Ivica Smilkovski, PhD Faculty of Tourism and Hospitality - Ohrid	Macedonian economy before and after the global economic crises
3.	Tamara Milenković - Kerković, PhD	Factoring in the changing



	University of Nis, Faculty of Economics, Serbia Ksenija Dencić - Mihajlov, PhD University of Nis, Faculty of Economics, Serbia	environment: legal and financial aspects
4.	Risto Gogoski, PhD Faculty of Tourism and Hospitality - Ohrid	Payment systems in economy - present end future
5.	Snezana Mojsoska, PhD Faculty of Security-Skopje Sase Gerasimoski, PhD Faculty of Security-Skopje	Functioning of investment funds in R.Macedonia in terms of changing environment
6.	Svetlana Nikoloska, PhD Faculty of Security - Skopje Ivica Simonovski, PhD Administration for preventing money laundering and financial terrorism-Skopje	Role of banks as entity in the system for prevention of money laundering in the Republic of Macedonia
7.	Snežana Dičevska, PhD Faculty of Tourism and Hospitality - Ohrid	Credit risk - creating system of credit risk management in changing economic conditions
8.	Vera Karadzova, PhD Faculty of Tourism and Hospitality-Ohrid	Country risk - conditions and trends in Macedonia, proposals for reduction in conditions of unstable environment
9.	Zorka Grandov, PhD Faculty of Economics and Engineering Management, University Business Academy, Novi Sad Radica Jovanović, PhD Faculty of entrepreneurial business, Union University, Belgrade Maja Djokic, MSc University Autonoma in Barcelona, Postgraduate course-Doctoral student in the field of Audiovisual communications and advertising Asturias, Barcelona	Banking services and consumer protection

#### Round table

**Time:** 28.10.2011, 12.30-13.30h  
**Title:** *Scientific research experiences and opportunities for cooperation*  
**Hall:** Labino  
**Chair:** Jagotka Strezovska, PhD

# INFLUENCE OF TRADE FACILITATION IN REPUBLIC OF MACEDONIA

Tatjana Dzaleva<sup>1</sup>, Nako Taskov<sup>1</sup>, Dejan Metodijeski,<sup>1</sup> Aleksandar Ilievski<sup>1</sup>

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## *Abstract:*

All provisions are reviewed in order to advance the objectives of GATT 1994 and provide additional advantages for international trade. The implementation of this law on customs valuation rules for achieving improved application to provide greater uniformity and reliability in this application. Our focus is on Macedonia, in mean that needs to implement a fair, uniform and impartial system for determining the value of goods for the customs clearance, so that will prevent the application of arbitrary or fictitious customs values.

In this context, considering the provisions are implemented in the Republic of Macedonia, and analyzing its relationships beyond the field of trade and economy, they should be aimed at raising the general standard of living, ensuring full employment and high and steadily growing volume of real income and effective demand. The purpose and essence is that if all these things are applied correctly, and what is delivered at all so far, the Republic of Macedonia managed to close to more global processes. Trade facilitation is a challenge for the Republic in terms of development and full use of world resources and increasing production and exchange of goods. If the Republic of Macedonia has a tendency to enter into mutually advantageous agreements, it will be vital to substantially reduce tariffs and other barriers to trade.

**Key words:** trade facilitation, customs valuation rules, customs clearance, EXIM

## 1.INTRODUCTION

Liberalization of trade implies a gradual reduction or elimination of barriers associated with the movement of goods, including tariff and non-tariff measures to promote trade flows of capital, goods and services, technologies and human resources. Today a world in which national economies were relatively autonomous entities, isolated from each other by border barriers to trade and investment, with distance in time zones, different languages, national differences in government regulations, cultural and business environment-is a past.

The trend of globalization means globalizing markets and products. The globalization of markets relates to overcoming the historical distinctiveness and separate national markets and creating a huge global market. Differences remain between national markets in parallel with some relevant dimensions, including preferences and tastes of consumers, distribution channels built cultural value systems, business systems and legislation. The globalization of production concerns the creation of products and services from locations around the globe, utilizing the advantages of national differences, especially in price and quality and utilization of factors of production (human resources, energy, land and capital).

Markets are becoming more open and internally linked. Competition is increasingly transcending national boundaries and penetrates deeply into national markets. The process of trade and investment liberalization to a certain extent, the emphasis shifts from trade restrictions by national governments to competitive constraints by private firms as barriers to international trade or investment flows.

Trade liberalization involves establishing a link between business, governments and international organizations. In this respect, important is the development of business incubation process. Business incubation means an interactive process between the functional utility and benefits of research and design, production and marketing.

Today, governments towards liberalization process usually approach in accordance with some major criteria, namely: 1) developmental level, 2) strategic direction, 3) international status, 4) priority rating, 5) acceptance of the rules, 6) diversity tolerance, 7) industrial competitiveness 8) ideological separate mission and so on.

In addition to government agencies and international organizations have their own business agenda. Agenda of international economic organizations include:

1. transparency in the performance of investment markets
2. harmonization of standards,
3. links between market goods, services, information and human resources
4. resolve transboundary disputes
5. standardized procedures,
6. input sense of security in the community.

Yet, in turn, will create a stable business environment that will contribute to successful business ventures. Therefore, all the interests of businesses, governments and international organizations need to comply. The challenge is to maximize the interests that coincide with negotiations for trade liberalization.

Macedonia has successfully implemented the modernization of trade procedures, through the implementation of telecommunications and information technology.

Experiences from other advanced countries in the area of trade facilitation may serve as examples to modernize the operations of commercial firms and meet the dynamic needs of the 21st century. In Macedonia, has already taken the first steps in adopting the processing of data in electronic form and electronic signature. 21.10.2008 The Decree was adopted to establish a way to use the information system for processing data in electronic form and electronic signature for imports, exports and transit of goods. This Decree regulates the establishment, method of use, registration and operation of information system for processing data in electronic form, and the use of electronic signature for import, export and transit of goods.

Especially important is creating a trade network that provides electronic data exchange between

stakeholders and accelerate the processing of the large number of trade documents. The network of stakeholders include: government agencies, state authority, private organizations, banks and Internet agency. The system works with all stakeholders that are involved in international trade, including customs administration, ministries, agencies, technical control, the central bank, private traders, brokers, forwarding, customs brokers and banks. In R. Macedonia adjustments to the customs computer system provides support for internal and standard documents, which are automatically processed (this includes declarations). These changes reduce personal contact between customs staff and declarants, the accelerated allowances, help for transparent and consistent processing of trade declarations and eliminate routine checks, and make possible the "risk" management by managing the available data declarations.

R. Macedonia must improve its trade logistics to fit into the global trade and, of course, to feel the uses of globalization. When the integration of global supply chains will achieve a satisfactory level, then it will confirm the ability of firms to intensify the processes of trade across borders. So far, some progress has been made in telecommunications and information technology, but logistics needs to match the requirements for quality physical infrastructure in Macedonia. Modernizing the customs service, with the coordination of border procedures between it and other agencies remains inadequate logistical needs which are increasingly determined by the availability, quality and competitiveness of private services (transportation, customs brokerage and warehousing). R. Macedonia, in this context should focus on improving road infrastructure and information technology in customs, and reforms the logistical services market to reduce errors in public agencies, as active stakeholders in border control. It requires an integrated and comprehensive approach to reform in the supply chain[12].

Trade facilitation in the context of the World Customs Organisation means avoiding unnecessary trade restrictions. This can be achieved by applying modern techniques and technology, by improving quality control and acceptance of internationally harmonized way of clearance. The mission of the WCO is to improve efficiency and effectiveness of customs administration, through simplification and harmonization of customs procedures. R. Macedonia needs to be admirers of the conventions, standards and programs. Here are thinking of providing technical assistance and capacity building support[13]. Through these instruments and



activities, the Customs Administration of Macedonia will be able to offer appropriate stakeholders trade incentives, combined with effective controls.

Linking R. Macedonia and other countries must be realized due to competitive match, which should be a challenge. If R. Macedonia manage to increase the participation in global production, there will be a powerful strategic resource for achieving competitive advantage. To intensify the relief and to ensure security in these regulatory trends and impacts, should be considered permanent use of intensive technological change. So necessary information for managing international transactions from product origin to destination should be generated, shared, recorded and processed. The business involves group and quickly go. Therefore macedonian customs has no choice but to intensify its trade and make permanent improvements in customs techniques to exploit the benefits of modernization.

All these observations imply a need to create the basis for a radical and complete international harmonization and simplification of border control systems.

In R. Macedonia began the process to improve the services of Customs and reducing barriers to trade and transport, through reconstruction of Customs Service. Thus, there is a modernization of customs law and procedures. In close cooperation with the EU, the IMF and World Bank have already undertaken a series of steps to improve customs legislation, procedures and documentation. Customs Administration in Republic of Macedonia has introduced the application of the Single Administrative Document (Single Administrative Document (SAD)) through the system ASYCUDA. It was introduced and linked with international standards, and also consolidated various categories of activities.

Customs Administration in Republic of Macedonia has undertaken various activities to strengthen the administrative capacity and the further harmonization of legislation. As the most significant change separates the electronic one-stop shop for issuing licenses for import, export quotas - (Single Window / One Stop Shop) - EXIM[14].

Single window system for import, export and transit of goods and tariff quotas - EXIM, in fact, is an electronic system used by 16 institutions that have responsibilities in the field of trade operations abroad. EXIM provides search by the heading of the goods and getting information on what permits are required for import, export or transit. Through the "quotas" under the "prescribed amount of tariff

quotas," the business community can be informed which tariff quotas and which countries are available for distribution. EXIM enables electronic submission of applications for permission to import, export and transit of goods from the business community, as well as electronic licensing by the competent institutions. Through this system, in fact, applicants can monitor the status of processing their requests, and their final release. Through EXIM, importers have the opportunity for electronic submission of applications for allocation of tariff quotas available under the trade agreements concluded by the Republic of Macedonia. The tariff quotas on a daily basis, are allocated according to the principle "first come, first served".

With the implementation of EXIM, the benefits are greater as availability of service is 24 hours, 7 days a week, savings of time and costs for companies that use electronic filing requirements, increasing efficiency of the process for issuing permits; standardized and harmonized future data requirements to allow more extensive exchange of data, electronic monitoring for using permits and filing requirements, that is transparent electronic distribution of tariff quotas. Further harmonization of national legislation with European Union legislation requires the adoption of the amendments of the Stabilisation and Association Agreement between the Republic and the European Union and its Member States. These changes impose special requirements for creating conditions for introducing accumulation of the Stabilization and Association Process (SAP + - Stabilization and association process). This allows for cumulation of origin between Member States, signatory countries of the Stabilisation and Association Process and Turkey after the fulfillment of certain conditions.

Integrated Information System (Integrated Information System - IIS) is installed at the Customs Administration in 2008. In early January 2009 the Customs Administration has initiated the implementation of the developed system for archiving and managing / monitoring the workflow. The aim of this project is to establish an electronic system for document management (Electronic Document Management System - eDMS) and material and financial management of the Customs Administration. The Customs Laboratory is equipped with cutting edge technology and equipment was donated by the European Commission within the Programme CARDS. Already been carried out staff training for using new equipment. The modernization of customs

procedures involves the application of new technological equipment .

## CONCLUSION

Besides the modernization, implementation of procedures in the Customs Administration of Macedonia requires further monitoring and new efforts to facilitate trade and transport activities. In that sense, we should constantly strengthen contacts with stakeholders. Namely, to allow timely reporting of changes in the legal system and regulation, the customs regulations specifically for law enforcement at border crossings, and coordination among border agencies. Meanwhile, the management of the Customs Administration takes action on improving the relationship and responsibilities of customs and border police. In this context, here are efforts to provide necessary training to accept the changes and legal procedures by commercial operators and customs officers.

Customs facilitation involves improving physical infrastructure and equipment at border crossings, mainly to prevent delays. So the necessary activities are upgrading with appropriate equipment for improving the quality of inspection and data processing at the main border stations, and in that sense communication equipment to be complement with national customs network. Here should be mentioned that enhancement of customs ethics is a major goal in the Customs Administration of Macedonia. Customs Administration with the help of World Bank, IMF and the EU Code of Conduct develops the basic principles of ethical behavior (as specified in the Arusha Declaration on Integrity in Customs), then communication with customers and the introduction of disciplinary procedures. Customs Administration in Republic of Macedonia is the first in the region that implement a training program on ethical application of this module. This act reduces the opportunities for smuggling and corruption by customs staff.

It must be emphasized that it is especially important to improve private-public interactions. Limited or late consultation with the trade community contribute for congestion in contacts and interaction.

It is expected that customs reform and reduction of trade costs contribute for increasing the quality of customs procedures, providing safer business environment and economic development, on the basis of lower prices of imports and competitive prices / services for export.

Reduction of trade costs and increased reliability in the delivery is expected in the medium term, to

lead, to a significant increase in trade volume, which would have used of existing excess production capacity. So the benefits would be:

- cheaper import goods / inputs for Macedonian consumers and industries
- better and safer business environment for private sector activities, mainly for trade activities of small and medium business entities,
- predictable and reliable economic setting for foreign companies
- facilitation of transit traffic
- protection against corruption and opportunities for smuggling,
- efforts to improve revenue collection by the Customs Administration of Macedonia and increased reduction of tariffs,
- permanent service of ICIS and better integrity of data,
- comply with EU standards and procedures.

Trade has economic importance, as reflected by: 1) reducing the waiting time at border crossings, and 2) increased reliability in the delivery of goods. In competitive markets, these two elements affect the price of traded goods, thus stimulating trade. Increased reliability in the delivery facilitates integration between local companies into international production, and supply chains. These two elements should enable a significant increase in trade volume and profits will be realized by combining the use of policies and effects of substitution. With increased volume of imports domestic consumers benefit (including local companies relying on foreign inputs for their production), primarily through consumer surplus and create losses for some local producers whose products are replaced with those from the new import. Large volume of exports means usefulness for domestic manufacturers, which can be achieved by opening markets and reducing local consumer surplus by reducing the quantity of goods in the local market through an initial price.

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# MEASURES OF THE CUSTOMS ADMINISTRATION OF THE REPUBLIC OF MACEDONIA FOR THE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS AS PART OF CONTEMPORARY TRENDS IN CUSTOMS

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## *Abstract*

Violation of intellectual property rights as a social phenomenon poses a serious threat to the survival and development of each county. The experiences speak of the fact that no country or region remains beyond the reach of this phenomenon, nor it is immune to this danger, which indicates that this is a problem of global proportions. As a result, each country builds national strategies and develops different forms and mechanisms to effectively combat this problem. Unlike countries with a traditional system of Parliamentary democracy faced with the need to build and upgrade the already established strategy, developing countries such as Macedonia, have to start building such a strategy simultaneously with the implementation of the overall development processes and the establishment of the overall laws of the state.

Thanks to the organizational structure of the Customs Administration of the Republic of Macedonia on the country's borders and the knowledge of international trade flows, it provides a substantial role in the protection of the Macedonian economy from goods that infringe on the intellectual property rights. The Customs measures for protection of the intellectual property rights represent one of the non tariff (non fiscal) measures applied during the regular customs procedures, pursuant to the Law on Customs Administration and the Customs Law. However, it should be pointed out that although the trade with falsified and pirated goods, as a derivative form of the international trade, exists as long as the trade itself exists, nonetheless, in the Customs system of the Republic of Macedonia the Customs measures to combat this sort of trade have been put into effect only recently. The customs measures to protect intellectual property rights were defined in 2005 for the first time

by passing the Law on Customs Measures for Protection of Intellectual Property Rights.

**Key words:** Customs, intellectual property rights, customs measures

## 1. INTRODUCTION

Since the early 1980s, the production of counterfeit and pirated goods is strongly influenced by economic and political developments in the world, such as continuous growth of international trade, the process of globalization and the worldwide collapse of political systems in Central and Eastern Europe and the Soviet Union. Today, everything that can be bought or sold can be counterfeited. Trafficking in counterfeit and pirated goods is the dominant form of illegal trade. Although it is difficult to determine the precise extent of this phenomenon, it is estimated that trade in counterfeit goods ranges from 3% to 9% of world trade.

The fight against counterfeited and pirated goods encompasses many different activities. Customs administrations of all countries have an important role in protecting the markets from this evil. However, the customs administrations cannot achieve the desired results without the necessary cooperation and contribution of the owners of intellectual property rights. Mutual cooperation between these two subjects may be the best weapon to combat infringement of intellectual property. This cooperation is expressed through the possibility and necessity for submission of requests by holders of intellectual property rights to the customs administrations by taking appropriate measures.

## 2. MEASURES OF THE CUSTOMS ADMINISTRATION OF THE REPUBLIC OF

## MACEDONIA FOR PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

Customs measures for protection of intellectual property rights represent one of the non-tariff (non-fiscal) measures applied during the regular customs procedures, pursuant to the Law on Customs Administration and the Customs Law. Customs measures apply only to goods placed under customs procedure. Other institutions are responsible for goods released into free circulation on the domestic market, such as: State Market Inspectorate, Ministry of Internal affairs, Ministry of Culture and others. The regulations on the protection of industrial property and copyrights are provided by the Law on Industrial Property [1] and the Law on Copyright and Related Rights [2].

Customs Administration on the basis of Article 10 paragraph 1 item 9 of the Law on Customs Administration [3] is responsible for export control, import and transit of goods for which special measures are prescribed for the protection of copyright and related rights and industrial property. Customs control is defined in Article 2 point 8 and it consists of carrying out specific actions such as examining goods, verifying the existence, accuracy and authenticity of documents, examination of accounting books and records, review and search of vehicles, examination and search of personal luggage and other goods found in possession of passengers, carrying out official inquiries and other similar actions with regard to preserving the customs regulations and where necessary, other regulations that apply to goods subject to customs supervision. In the process of implementation of customs control, customs officers have the authority to take measures as prescribed in Article 37 of the same law. Consequently, they can hold and temporarily confiscate specific goods and documents relating to the goods, until it is determined that they comply with the Customs Law and other legislation for which the Customs administration is authorized.

The Law on Copyright and Related Rights [4] in Article 3 clearly states what sort of works are protected by copyright law as follows: written works such as a literary work, article, manual, brochure paper, discussion, etc., computer program, literary work, verbal work such as a speech, sermon, teaching, etc., a musical work (with or without text), dramatic, dramatic-musical work and puppetry work, choreographic work, fixed on a material surface, photographic work and work produced in a manner similar to a photographic work, cinematographic and other audiovisual work, art work, as well as images, graphics, sculptures, etc., architectural work, a work of applied art and design and paper work, plan, sketch, technical drawing, project, table, plastic work and another work with the same or similar nature relating to

the geography, topography, architecture or related scientific and educational, technical or artistic nature. The law prescribes that the customs control system encompasses goods that are being imported and infringe on copyrights, such as matrices, negatives, various types of sound or data carriers, moulds or other means and the equipment that is solely or mostly intended to violate copyrights.

The Law of industrial property [5] provides that the system of customs control of counterfeit goods includes imported goods that infringe intellectual property rights and patent, industrial design, trademark and appellation of origin and geographical indication. The patent protects an invention, industrial design, new form of body image, contour, and composition of colors or combination of design. The trademark protects a specific trademark, appellation of origin and geographical indication protect a geographical name.

With Macedonia's entrance into the World Trade Organization all TRIPS Agreement obligations were also taken over.

The provisions of the Industrial Property Law and the Law on copyright and related rights provide that if the right holder has reported to the customs authority that the importation of certain goods violate his right, the customs authority can on request withhold free circulation of the goods, or order the goods to be stored in a safe place. The right holder must submit a detailed description of the goods, necessary evidence of their exclusive rights and their probable violation. The right holder can examine the goods subject to import. The Customs authorities are obligated to notify the importer and consignee of the goods immediately. At the request of the customs authorities, the right holder is obligated to give bail for the damage that could occur with the undertaken measures.

Stopping the release for free circulation of the goods on the basis of industrial property rights (patent, industrial design, trademark and appellation of origin and geographical indication) may last up to eight days. Stopping the release for free circulation of the goods in the case of a copyright basis can last up to ten days. In all concrete cases of taking these customs measures, the customs authorities shall make temporary conclusion in administrative proceedings, under Article 292 of the Law on the General Administrative Procedure [6].

After the aforementioned deadline the customs authority shall lift the suspension measure if the right holder does not file suit or commence other proceedings for enforcement of the adopted measures.

The customs authority shall take appropriate action when goods are suspected of infringing an intellectual property right in the situations when the goods are:

- 1) declared for release for free circulation, export or re-export in accordance with customs rules;

2) they are found during controls on goods being entered in or exited from the customs area of the Republic of Macedonia, placed under a transit procedure, customs warehousing procedure, inward-processing procedure, processing under customs supervision or temporary import, or placed in a free zone or free warehouse in accordance with customs rules.

A Right-holder can be:

1. any domestic or foreign legal entity or individual who is, in accordance with law, a holder of a patent right, industrial design right, trademark, designation of origin, geographical indication, copyright or related right

2. any other domestic or foreign, legal entity or individual authorized to use any of the intellectual property rights

3. a representative of the right-holder or of the person authorized to use any of the intellectual property rights.

The term legal entity includes associations whose main objective is the collective exercise of copyright or related rights and forms of associations and chambers that have submitted an application for protection of geographical name or an application for recognition of the right to use protected geographical name, protected designation product of origin or protected geographical indication.

Action by the customs authority may be based on a request (application) for action by the customs and actions ex officio.

A right-holder may apply in writing to the Customs Administration central office – legal department for protection of their intellectual property rights and request a certain action by the customs authorities. The application for action shall be made out on a form, the form and contents of which shall be provided by the Minister of Finance. The application must contain all the information needed to enable the goods in question to be readily recognised by the customs authorities as follows:

1) an accurate and detailed technical description of the goods

2) any specific information the right-holder may have concerning the type of fraud

3) the name, surname and address and phone number of the contact person appointed by the right-holder.

Requests for taking action can be used by the right holder, as a precautionary measure, when he has reason to believe that his rights have been violated or are suspected to be injured.

The customs office when implementing measures of customs supervision or control of goods under customs procedure and before an application has been lodged by a right-holder or granted, has sufficient grounds for suspecting that goods may violate an intellectual property right, they may suspend the release of the

goods or detain them. For the actions taken, the customs office must immediately notify the Department of Customs Legal Affairs by fax and shall submit photo copy of the SAD (Single administrative document) and the invoice or other document (picture, brochure etc.). The Department of Customs Legal Affairs will notify the Department of Control and Investigation. The Department of Customs Legal Affairs informs the right holder in writing that they must file a request for action in 3 working days. If the right holder does not file a request for action the goods will be released and their detention ends, provided they have completed all customs formalities or they do not violate other regulations.

The customs authorities may, without divulging any data other than the actual or supposed number of items and their nature and before informing the right-holder of the possible infringement, ask the right-holder to provide any data that they may need to confirm their suspicions.

If the right holder does not submit an application for action within three working days after notification, the release of the goods shall be allowed or the period of detention stopped, provided all customs formalities are completed.

In addition to the previously mentioned measures of protection in administrative proceedings, the customs authority may also take action in criminal proceedings.

The Customs Administration of Republic of Macedonia during 2009 undertook a series of activities to develop awareness of the negative consequences of trade in counterfeit goods (tax evasion, money laundering, financial fraud, forging documents). In this context, actions were undertaken to combat this phenomenon by focusing on examination of the financial transactions of persons transporting and importing counterfeit goods. As a result of the achieved results in the field of protection of intellectual property rights, the Customs Administration of Macedonia won the WCO "Yolanda Benitez WCO Trophy 2009 Combating Counterfeiting and Piracy" for achievements in the fight against counterfeiting and piracy, in competition with 174 member administrations of WCO.

At the end of 2009 [7] the Customs Administration registered 250 trademarks to protect intellectual property, compared with 199 at the end of 2008 [8]. Because of reasonable suspicion of import and transit of goods infringing on intellectual property rights, in 2009 it seized more than a million pieces and 196 pounds of various types of goods (in 2008 it seized 983 thousand pieces, 20 thousand pounds, 11 thousand liters and 550 meters of goods).

In 2009 the Customs Administration intervened in 130 cases of suspected violation of intellectual property rights in the process of import, export, transit of goods and the customs warehousing procedure

(compared with 173 in 2008). The reduced number of interventions is primarily due to reduced imports, especially transit, due to strict controls, as well as increased measures of neighboring countries, especially by the Republic of Bulgaria.

At the end of 2010 the Customs Administration prepared a Strategy for Protection of Intellectual Property 2011-2013. The strategy aims at improving of the organizational structure and technical equipment of the customs administration, continuous training of customs officers, raising awareness about the harmful effects of counterfeit goods and protecting the competitiveness of domestic and foreign producers of goods with trademarks. At the end of 2010 the Customs Administration registered 223 applications for trademarks to protect intellectual property.

In 2010 [9] the Customs Administration intervened in 131 cases because of suspected violation of intellectual property rights in the process of import, export, transit of goods and the customs warehousing procedure (compared with 130 in 2009). Based on the implemented actions 372,225 pieces, and 400 meters of goods were seized on the grounds of suspected violation of intellectual property right.

According to the Law on Customs Measures for Protection of Intellectual Property Rights, after completion of the procedure for detecting counterfeiting and infringement of intellectual property rights, the Customs Administration in 2010 assisted right holders of trademarks in destruction of 56 thousand pieces counterfeit goods.

### 3. CONCLUSION

The violation of intellectual property rights is a problem that is increasing steadily. Counterfeit and pirated goods are an imminent threat to health and safety of people, their jobs, competitiveness of goods and investments in market economies.

Regulation of international flows and detecting banned international economic activities, such as counterfeit goods represent the interests of any modern state. The violation of intellectual property rights is a global problem that gets international dimensions, with action on economic, social and cultural development of people, hindering national targets and sets an obstacle to their realization. Therefore, today, the issue of infringement of rights is resolved at the national and multinational level by adopting a number of conventions to combat such an occurrence.

Until recently the role of customs was the collection of customs duties, but together with the global changes the role of customs changed. The importance of the Customs Administration in the fight against such activities has been underestimated for a long time. The effective fight against such activities requires a process of simplification and rationalization of customs

legislation, applying advances in science, and intensive cooperation between customs administrations of all countries, improvement of services through cooperation between customs and companies, organizing training seminars for customs authorities, promoting international customs cooperation, in order to promote and simplify customs procedures worldwide.

As a part of the Customs Administration of Macedonia a separate unit for non tariff measures was established within the Department of Customs system, with persons employed as specialists in this field. Future activities of the Customs Administration of Republic of Macedonia on customs measures for protection of intellectual property should be the following: participation in training officers to recognize originals from fakes and pirated goods; cooperation of competent authorities and exchange of information on registered rights and holders of copyrights and exchange information with international institutions.

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