



Photo by: Vebosja Radic

Law as Infrastructure for Development

Bogdan Gecić discusses American education, the rule of law, investment certainty, artificial intelligence and the role of Serbia and the region in the global economy

The American model, built on the rule of law, meritocracy and strong institutions, has shaped global business standards for decades. Bogdan Gecić explains how these values can translate into sustainable development across Serbia and the region, strengthen the investment climate and create new opportunities in an era of artificial intelligence and rapid regulatory change.

As a Harvard lawyer who built a European-recognized firm, how important are American business culture and professional standards for the region?

— Harvard was never a credential — it was a method: clarity, rigor, integrity. Method rests on something deeper: the rule of law, meritocracy, and institutions that serve people, not the reverse. That is America's most enduring export — not capital, but a model for organizing a free, democratic and accountable society. For our region, partnership with the United States is a cornerstone of modernization. American business culture set the bar for accountability and merit — accelerating local talent, not displacing it. Combine the two and you get Gecić Law — three-time Law Firm of the Year at The Lawyer European Awards. It is also why I serve as Vice Chair for Europe of TerraLex and Vice President of the Harvard Law School Association of Europe —

bridges reconnecting our region to America and the globe. Capital follows confidence, and confidence follows rules that work — what AmCham has built over 25 years in Serbia.

How important are legal certainty and compliance in attracting U.S. and other developed-market investors to the region?

— American investors don't expect a frictionless market — they expect to understand, measure and manage risk. That is where legal certainty and compliance become assets, not formalities. Our advantage is often misread as weakness: Serbia is on the European path but not bound by the full EU acquis — a window others no longer have. We adopt the highest standards by choice, pairing European rigor with a deeper U.S. partnership — not choosing America over Europe, but aligning intelligently with the U.S. while keeping flexibility over our own posture. The evidence is here: the region's largest-ever Eurobond, heavily oversubscribed with strong U.S. demand, and U.S. EXIM Bank financing for 5G. Brussels, for

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us, isn't a prestigious address — it's infrastructure: EU rules shape business far beyond the Union.

Your firm was early to AI, ESG and trade — which trends will most shape Serbia's and the region's ties to global markets?

— Regulation no longer arrives after the fact — it is part of the process from day one. AI is the clearest example, and I'll admit I'm an enthusiast: the question is not whether to adopt it but how — responsibly, with governance and oversight. But the macro picture is sobering. America is racing ahead on AI and market capitalization while Europe lags — the NYSE alone outweighs all of Europe's major exchanges combined. I believe in competitiveness and agree with the Draghi report: Europe needs a serious reset. For our region, the lesson is to compete harder and align with the U.S. growth engine — across AI, competitiveness and trade. That conviction drives my work beyond the firm: through 0to1.global, our strategic platform, we advise on positioning, governance and U.S.-market entry. This included support for the expansion of Newsmax across the Balkans, Poland, Germany, and Italy. A region grounded in the rule of law, freedom, democracy and meritocracy need not invent from scratch — its advantage is velocity, the defining opportunity of this decade. ●