

SWOT analysis on partners' regions with regard to the realization of the Four Freedom of the European Union

Free movement of capital and services

<i>Strengths</i>	<i>Weaknesses</i>
<p>Hévíz:</p> <ul style="list-style-type: none"> - quality development programme for private accommodation providers - cheaper, quality medical services (dentist) - unique spa therapy and unified label - inflow of foreign capital <p>Harghita:</p> <ul style="list-style-type: none"> - money for smaller settlements, villages - job creation <p>Lendava:</p> <ul style="list-style-type: none"> - preserved nature <p>Foster Europe:</p> <ul style="list-style-type: none"> - competition → improvement of skills <p>BOS:</p> <ul style="list-style-type: none"> - new investments 	<p>Hévíz:</p> <ul style="list-style-type: none"> - red tape of bureaucracy, administrative burdens <p>Harghita:</p> <ul style="list-style-type: none"> - foreign companies pull out their profit and don't reinvest it in place <p>Lendava:</p> <ul style="list-style-type: none"> - high investment standards <p>Foster Europe:</p> <ul style="list-style-type: none"> - high standards in many fields, e.g. environment <p>BOS:</p> <ul style="list-style-type: none"> - limited realization of this freedom in Serbia

Opportunities

Hévíz:

- use of foreign good practices

Harghita:

- foreign capital and investments

Lendava:

- mind transition

Foster Europe:

- better permeability of national borders
- exchange of expertise
- more flexible labour market

BOS:

- development of IT sector

Threats

Hévíz:

- competitors

Harghita:

- less unique services – same services everywhere

Lendava:

- grey economy
- „dirty industry” – referring to those Hungarian and Austrian companies who come to the country and Slovenian rules cannot oblige them various issues regarding taxation, employment, etc.

Foster Europe:

- imbalance on service provision at border sites

BOS:

- legal security and corruption



Free movement of persons

Strengths	Weaknesses
<p>Hévíz:</p> <ul style="list-style-type: none"> - tourism, foreign visitors <p>Harghita:</p> <ul style="list-style-type: none"> - opportunities for colleagues to gather experiences from abroad - internship programmes for students from abroad - participating in international projects (EU3doms) <p>Lendava:</p> <ul style="list-style-type: none"> - tourism <p>Foster Europe:</p> <ul style="list-style-type: none"> - inflow of Hungarian and Slovak workflow <p>BOS:</p> <ul style="list-style-type: none"> - possibilities for: <ul style="list-style-type: none"> o travelling o education o jobs o meeting new cultures, people o networking 	<p>Hévíz:</p> <ul style="list-style-type: none"> - employment opportunities limited to tourism <p>Harghita:</p> <ul style="list-style-type: none"> - migration of education workforce - brain drain <p>Lendava:</p> <ul style="list-style-type: none"> - 'stronger' countries around <p>Foster Europe:</p> <ul style="list-style-type: none"> - imbalance of movement - imbalance of quality of jobs <p>BOS:</p> <ul style="list-style-type: none"> - gravitation towards big city centres - unequal use of this freedom by different target groups
Opportunities	Threats
<p>Hévíz:</p> <ul style="list-style-type: none"> - international network - learning more languages to increase competitiveness <p>Harghita:</p>	<p>Hévíz:</p> <ul style="list-style-type: none"> - young people leave their homeland - the number of competitors is growing <p>Harghita:</p>

- learning abroad – Erasmus +
- tourism – Pentecostal pilgrimage, Marie road

Lendava:

- great strategic location

Foster Europe:

- rebuilding mixed communities

BOS:

- youth cooperation
- exchange of knowledge and expertise

- people leave their homeland
- the number of historic minorities is decreasing

Lendava:

- refugee crisis

Foster Europe:

- border control and closure at Visegrad borders
- challenge/pressure on house market

BOS:

- migrant and refugee crisis leading to restrictions of this freedom



Free movement of goods

<i>Strengths</i>	<i>Weaknesses</i>
<p>Hévíz:</p> <ul style="list-style-type: none"> - you can buy everything <p>Harghita:</p> <ul style="list-style-type: none"> - Sekler brand: bigger markets abroad for our products <p>Lendava:</p> <ul style="list-style-type: none"> - better quality of goods <p>Foster Europe:</p> <ul style="list-style-type: none"> - bigger selection of goods - better quality - bigger market <p>BOS:</p> <ul style="list-style-type: none"> - strong potentials for agriculture 	<p>Hévíz:</p> <ul style="list-style-type: none"> - you can buy everything but with lower quality (compared to Western countries) <p>Harghita:</p> <ul style="list-style-type: none"> - low awareness of local products <p>Lendava:</p> <ul style="list-style-type: none"> - concurrence: higher prices of local products vs. lower prices of mass products <p>Foster Europe:</p> <ul style="list-style-type: none"> - low awareness of local products - lack of transborder market for regional agro products <p>BOS:</p> <ul style="list-style-type: none"> - limited access to the single market - lower quality of products than in Western countries - lack of capacities for implementation of standards
<i>Opportunities</i>	<i>Threats</i>
<p>Hévíz:</p> <ul style="list-style-type: none"> - bigger market opportunities for local, regional products <p>Harghita:</p> <ul style="list-style-type: none"> - bigger markets - raising opportunities for selling our products abroad - no duty taxes 	<p>Hévíz:</p> <ul style="list-style-type: none"> - cheap foreign goods displace local, national goods <p>Harghita:</p> <ul style="list-style-type: none"> - decreased quality of mass products <p>Lendava:</p> <ul style="list-style-type: none"> - decreasing value of local food

Lendava:

- over border cooperation

Foster Europe:

- expansion towards new markets

BOS:

- transit country

Foster Europe:

- overproduction
- increase of freight traffic and pollution

BOS:

- small producers can't meet the standards

