



KRAGUJEVAC
Ready



OFFICE FOR LOCAL ECONOMIC DEVELOPMENT

SUCCESS IS HERE – WELCOME!



Mayor
Veroljub Stevanović

Kragujevac, being most wanted investment destination in central Serbia, in the last three and a half years has investments worth 400 million € in manufacture and trade, residential areas... "Plaza", "Merkator", "Tuš", "Supernova", "Metro", "Forma ideale" already decided to invest in Kragujevac.

According to the significance not only for the economy of the city, but also for the Serbian state economy as well, for sure it is the most important "FIAT" with whose coming in it will be completely revitalized car industry, and that step is at the same time strong signal for other investors.

City of Kragujevac has provided 70 locations for production and services, for small and medium companies, in business zones "Petrovac", "Skladište" and "Denino brdo".

Kragujevac possesses the highest quality of land equipped with infrastructure and traffic corridor that enables fast and safe connection with the surrounding, and until 2010th Kragujevac will be in the modern manner connected to European corridor 10 thanks to highway Kragujevac-Lapovo.

Potentially the most profitable investment locations in Kragujevac, are: reconstructed settlement Stara radnička kolonija with business and shopping centre "Plaza", then business and recreation complex with Novak Đoković' tennis academy, closed and opened pools and reconstructed city ground in Veliki park, in the very centre of the city, trade-residential complex "Zelenilo", Student campus, Servis 2 near highway, when coming from of Batočina.

It is rented land for construction few residential complexes of 100.000 square meters in Kragujevac currently. Property prices, which in last tree and a half years, considering land rent, has been going up almost 20 times and prices of square meters 150%, are proving that Kragujevac became leading industrial, trade and financial city where is situated University and Clinical centre seat and because of that whole central Serbia inclines to it.

Because of job and business, more and more inhabitants come to Kragujevac lately, and they decide to stay in our city, and because of that number of inhabitants is going up.

Conclusion is that your investments in Kragujevac will be for sure profitable. It is time for you to invest in Kragujevac which was pronounced in 2007. «City of future» and the best city host in Serbia, and in 2008. was among first 3 cities in Serbia awarded with the Certificate for business friendly administration.

Wellcome!!!

CERTIFIED MUNICIPALITY WITH BUSINESS FRIENDLY ENVIRONMENT

On September 30, 2008. municipality of Kragujevac was one of the first 3 municipalities in Serbia that was awarded with the certificate on completion of the criteria of certification program for business friendly municipality. This significant recognition is awarded by Ministry of economy and regional development NALED to those cities and municipalities that have clearly established procedures and offer the best services and information to business sector.

In the explanation of certification committee it was said that:

In the explanation of certification committee it was said that "The city of Kragujevac has made significant effort conducting the series of systems changes in order to create favorable business environment and through direct investments overcomes unemployment problem as one of the biggest challenges for local administration. Accomplished results are visible through the increase of investments, growth of entrepreneurship and creation of favorable business climate..."

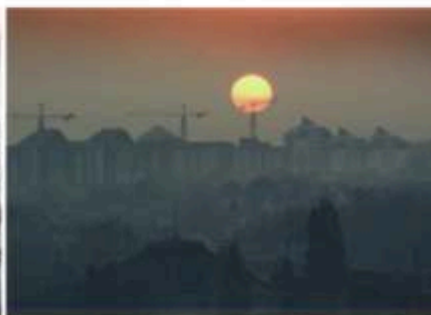
During the work on the evaluation of the city of Kragujevac, we have gathered arguments and examples that testify how with systematic, planned coordinated approach of local government, the city became (with valid arguments) attractive investment destination in the heart of Serbia that offers firm incentives for the investors...

The impression that is prevalent in the city is enthusiasm and desire for progress that entrepreneurs and citizens are turned into unique vision of economic development of the city through establishment and foundation of industrial zones for new investments and improvement of municipal infrastructure, as a part of the effort towards the development of local economy, as well as the gesture of welcome for every new investor"



READY...

Kragujevac



**READY...
STEADY...
INVEST...**



Kragujevac

Ready

WHY INVEST IN...

KRAGUJEVAC

Ready

... Serbia?

- Lowest corporate profit tax rate 10%.
- 10-years tax holiday for large investments
- Tax relief for hiring new workers
- Tax credit up to 40% of investments in fixed assets
- CEFTA and Russia free trade agreements, market of 200.000.000 customers

... Kragujevac?

- Favorable geographic position Pan European corridor 10
- Tax credit for investing in fixed assets of up to 80% of the invested amount
- Macro regional center 4th largest city in Serbia
- Long industrial tradition
- Set of local incentives for the investors
- Network of business support institutions (Regional Agency for economic development of Sumadija and Pomoravlje region, Regional chamber of commerce, 2 Associations of private entrepreneurs, LED office)
- Industrial and commercial zones
- Business innovation center
- Affordable, educated and trained labor force as competitive advantage
- Local government friendly business oriented
- Experience in cooperation with foreign investors



Ready...

LOCAL INCENTIVES

Incentive measures

Land rentals for construction of dwelling houses, business and multi purpose premises.

Right to depreciation of the auctioned amount of the land rental depends on the number of the people to be employed workers, according to the following price list for job positions:

1. 20 to 50 employed - 2500 EUR per employee
2. 51 do 200 employed - 5000 EUR per employee i.e. job position
3. Over 200 employed - 7000 EUR per employee i.e. job position

In accordance with the calculated depreciation, the base rate per 1 Are is 100 EUR (1m²=1€), regardless the City zone of the plot location.

Except for manufacturing activities the right to depreciation of the auctioned amount is valid also for «IT solutions and products of software engineering» (722)»

Use of City lands for construction levies

Use of City lands for construction levies-applied on construction of dwelling and/or business premises (the notion of construction assumes construction works-constructing, adding-on and extension), are defined in accordance with the Levies rate for manufacturing premises construction is defined as a summary of primary and secondary investments per City zones in EUR .

ZONE	Primary investments per m ² of building	Secondary investments		
		Residential houses per m ²	Residential multifamily per m ²	Business premises per m ²
Extra	10	27	40	60
I	10	16	30	50
II	10	14	27	40
III	10	13	24	35
IV	6	0	0	0
V	6	0	0	0

Table 1 - The level of tax for construction land in construction of residential and business premises

Ready...

Because of...

- Strategic plan for local economic development
- CAC (Citizens Assistance Center)
- GIS (Geographic Information System)
- City information system
- Certified professional public managers in local government
- First Center for public administration in Serbia
- First Invest Expo fair in Serbia
- First investment conference of Central Serbia

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Institutions and organisations for business support

- REDA Regional Agency for economic development of Sumadija and Pomoravlje founded by the city of Kragujevac and 12 municipalities in the region.
 - REGIONAL CHAMBER OF COMMERCE that covers the territory of Central Serbia. Within chamber is established the first regional Agency for investment promotion and business support in Central Serbia.
 - SLOGA, general association of entrepreneurs with more than 4.000 members in the city of Kragujevac.
 - SUMADIJA, association of the financially strongest and most influential companies in Sumadija region.
 - Business innovation centre
-

ID

Name: Kragujevac, Srbija
Address: Trg slobode 3
34000 Kragujevac, Srbija
Position: macroregional center,
capital of Central Srbije
READY... STEADY... INVEST!



Ready...

KRAGUJEVAC ID

The City of Kragujevac is situated well geographically, in the heart of Serbia (center of Sumadija and Pomoravlje region), 140km to the south of the capital city of Belgrade by the highway E 10, on the banks of Lepenica river. The City coordinates are North Geographical Latitude 44° 22' and East Geographical Longitude 20° 56'. Kragujevac covers an area of 835 square kilometres. Average height above sea level is 180 m. The climate of the whole Central Serbia region is continental. The average annual temperature is the highest in July 27 C and the lowest in January 0.5 C, while the average annual temperature is 11.5 C.

The City of Kragujevac is economic, cultural, educational, health and political hub of Sumadija and Pomoravlje.

Kragujevac is the largest city of the District of Sumadija with the total population of 180.252 and fourth largest in Serbia. The urban population accounts for 147.473 and rural 32.779 inhabitants. Kragujevac is a University Centre. University of Kragujevac is established in 1976. and is comprised of 11 faculties that have vibrant scientific and research activities.





Ready...

HISTORY

Kragujevac as a settlement was mentioned for the first time in the beginning of XV century during the governance of Djurdj Brankovic. First written document about Kragujevac was Turkish tapu defter from 1476. The city of Kragujevac began to prosper in 1818.

When prince Milos Obrenovic proclaimed it the capital of the new Serbian State, what will last till 1841. Kragujevac was "the first" in many areas in Serbia:

- First capital (1818.)
- First court "Serbian office" (1820.)
- First grammar school (1833.)
- First theatre "Knjazevsko-serbski teatar" (1835.)
- First university-"Licej" (1838.)
- First electric power plant (1884.).

In 1874. a Czech historian Konstantin Jirecek, wrote about Kragujevac: "If you want to see authentic Serbian settlement, visit Kragujevac."

Today Kragujevac is a modern town with preserved authentic districts that testify it's glorious past.

CULTURE

The City has a rich cultural and historical heritage. There are some cultural and art institutions of regional and national importance. These institutions continue to promote cultural activities in modern Serbia. Theater "Knjazevsko-serbski" (founded in 1835), National Library "Vuk Karadzic" (1866), Cultural and Artistic Group "Abrasevic" (1904).

The National Museum has various displays including those pertaining to archeology, ethnic diversity, history of Kragujevac and Sumadija and many paintings. The archeology department has a rich collection of 10.000 exponents and over 100.000 study items. The painting department has over 1.000 pieces of prominent Serbian art of extraordinary value.

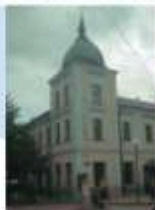
The "Zastava Museum" is located within the old gun foundry and exhibits the history of industrial development in Kragujevac and Serbia.

The Historical Archives of Sumadia collects and files the archives and issues of the seven municipalities of Sumadija and has at its disposal 700 m3 of archive issues with 780 registries and hundreds of thousands of original historical documents.

KRAGUJEVAC
Ready



KRAGUJEVAC
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Ready...

TOURISM

City of Kragujevac, as a tourist destination, is significant due to cultural and historical heritage, natural surrounding, and good and hospitable people.

In the immediate surrounding of Kragujevac there are 20 monasteries, some of them are dated from 14. and 15. century.

In the city there are four hotels, two motels and three hostels with approximately 300 rooms and 500 beds. Besides, the city has 300 restaurants (over 50 deluxe) that offer dishes from Sumadija and adequate music. Number of tourists that visit Kragujevac each year is between 30.000 and 40.000.

Kragujevac has following sports and recreation facilities Hala "Jezero", city swimming pools, "Spomen park Sumarice" and lakes Bubanj and Sumarice.

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LJUDSKI RESURSI

Kragujevac has 180.252 residents and the birth rate is 0.2%. The share of the population who live in rural areas is 18,8%, whereas in the Republic this figure is 43,64%. Population in the working age covers 65,46% of the total number of inhabitants. The number of unemployed in Kragujevac according to the statistics of the National Employment Agency in September 2008 was 23.993.

As for the educational structure of the population the highest share belongs to (people above 15) people with secondary school degree (51,34%) and people with elementary school degree (21,22%), whereas the population with higher educational degree covers 6,0%, and with university degree 8,0%.

AREA	NUMBER	%
Agriculture, hunting and forestry	6.220	10,1
Fishing	2	0,004
Exploitation of ore and stone	25	0,04
Processing industry	18.832	30,1
Energetics	1.343	2,2
Construction	1.748	2,9
Trade	7.581	12,3
Hotels and restorants	1.234	2,0
Traffic, warehouse and connections	2.368	3,8
Financial intermediation	752	1,2
Property and business activities	2.153	3,5
Public administration and defense	3.362	5,5
Education	7.154	11,6
Health and social work	4.620	7,6
Communal, social and peculiar activities	1.352	2,2
Private households with employees	15	0,02
Exteritorial organisations and bodies	4	0,006
Unknown	3.006	4,9
TOTAL	61.771	100

Table 3 - Active population structure per occupation and area of work.

Kragujevac University and Educational Center

(www.kg.ac.yu)

After gaining independence from Ottoman empire, Kragujevac became the cultural and educational center of the state. Most important institutions built were: The First Grammar School, the first Pharmacy, and the first printing press. Kragujevac gave rise to many international scholars, professors, academics, scientists, artists and statesmen.

On 1838. the first University of independent Serbia was established in Kragujevac, and latter moved to Belgrade.

Modern University of Kragujevac was founded in 1976. It comprises of the 11 faculties:

1. Faculty of economics in Kragujevac (www.ekfak.kg.ac.yu)
2. Faculty of mechanical engineering in Kragujevac (www.mfkg.kg.ac.yu)
3. Faculty of mechanical engineering in Kraljevo (www.maskv.edu.yu)
4. Faculty of medicine in Kragujevac (www.medf.kg.ac.yu)
5. Faculty of law in Kragujevac (www.jura.kg.ac.yu)
6. Faculty of science in Kragujevac (www.pmf.kg.ac.yu)
7. Faculty of techniques in Cacak (www.tfc.kg.ac.yu)
8. Faculty of education in Jagodina (www.ucfja.kg.ac.yu)
9. Faculty of education in Uzice (www.ucfru.kg.ac.yu)
10. Faculty of philology and art in Kragujevac (www.filum.kg.ac.yu)
11. Faculty of agronomy in Cacak (www.afc.kg.ac.yu)



Since its establishment 21.846 students graduated at all the faculties (during 2006. 1273 graduated at the Faculty of Law, 826 received master's degree and PhD 384 candidates. Every Year University has on average approximately 15.000 students. University has over 1.350 employees; out of them 900 are teachers and assistants. University has over 76 study programs for various occupations.

University of Kragujevac also has:

1. University information center (www.kg.ac.yu)
2. Center for scientific research of Serbian academy for art and science and University of Kragujevac
3. Center for inter and multidisciplinary studies and research (<http://cimsi.kg.ac.yu>)
4. Students cultural center (www.skckg.org.yu).
5. Center for public administration.
6. Job carrier center.

Preschool education is organized in 13 kindergartens in Kindergarten institution "Nada Naumovic" and covers over 4.100 children between one and six years old. Kragujevac has 22 primary schools with 40 departments in nearby villages (total 62 units), and 9 secondary schools:

First Grammar School, Second Grammar School, School of Economy, School of Medicine "Sestre Ninkovic" (Boarding School) First Technical School, Second Technical School, School of Mechanical Engineering and Traffic, School of Tourism and Catering "Toza Dragovic" (Boarding School), Secondary conservatoire school.

First Grammar school in Kragujevac was established in 1833. and was the first established grammar school in independent Serbia.

Steady...

ECONOMY

The economy of Kragujevac encompasses 1.218 companies; 21 large, 57 medium and 1.140 small companies. Metal processing industries are traditionally dominant, and the biggest companies from business system of "Zastava" are in the stage of restructuring and finding strategic partners. City of Kragujevac strongly develops other manufacturing and trade activities, especially in the area of processing industry (furniture, garmond, food, cloths...), service sector trade, transportation, banking, and lately modern technologies (software engineering, innovative technologies Business innovation center etc.) Also in the city there are 5.550 private sole trades in Kragujevac, most of them are in the area of trade 37,64% and processing industry 17,11%. Trade has predominant role in the economy structure (1.495 sole trades)and catering (428).

Accessibility and infrastructure

City of Kragujevac's distances from:

- 1.Hungary 321 km
- 2.Bulgaria 155 km,
- 3.Montenegro 250 km,
- 4.Croatia 250 km,
- 5.Bosnia and Herzegovina 150 km,
- 6.Macedonia 316 km.

Distances from major nearby airports in the country:

- Airport "Nikola Tesla" Belgrade - 140 km,
Airport "Konstantin Veliki" Nis 160 km and
Future regional airport Ladjevci Kraljevo 60 km.

Kragujevac is connected with four main railway roads:

- Kragujevac Belgrade Subotica - Budapest
Kragujevac Nis Sofija
Kragujevac Podgorica Bar (sea port)
Kragujevac Skoplje Thessaloniki (sea port)



ENCOMPASSING RESOURCES

Water system covers 98% of the total area and has 46.667 households' consumers. Sewerage system covers 74% of the city with 28793 households' consumers. City is covered with natural gas network in total 72% with 1720 connections, and distance heating network covers 76% of the total area, with 14000 connections. Three approved thermal water sources are located in Kragujevac - Voljavca, Ljubicevac and Korman. Electric power has the total output of 350 MW. There are 29 post offices in the city with 53591 stable phone connections and 92% of the territory is covered with mobile network. City has cable TV and fast internet ADSL and cable.

City of Kragujevac has a local landfill and has recently signed the contract on establishing regional dump together with Kraljevo and Knic that covers over 300.000 users in order to provide better waste management for the citizens.

Health care is organized through two hospitals (Kragujevac is one of four clinical centers in Serbia), primary health care with 33 dispensaries, Institute for public health, Institute for health protection of workers, Dental health centre with 19 service providers, Institute for urgent medicine and Pharmacy institution with 16 service providers and 5 stations.

Steady...

ECONOMY



Chart 1 - Average gross salary 2001-2008.

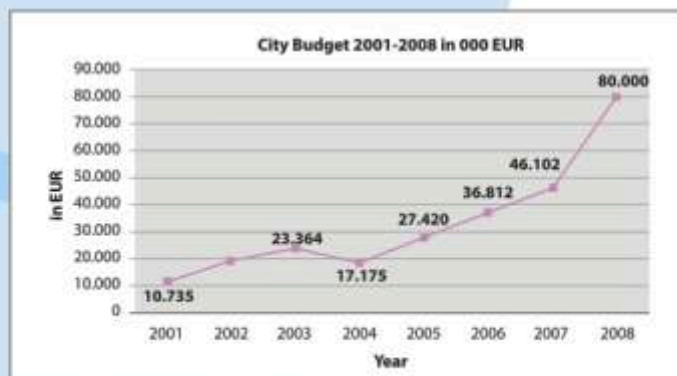


Chart 2 - City budget in 2001-2008.

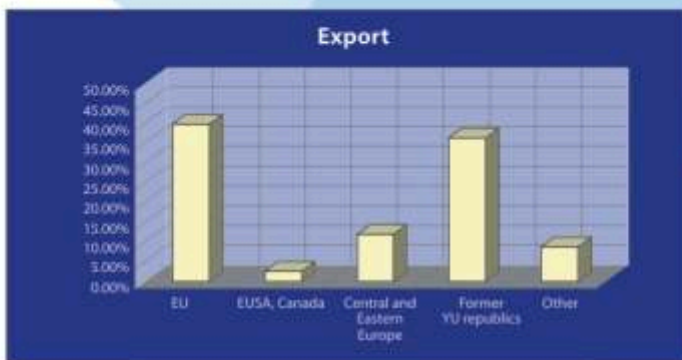


Chart 3 - Export

Countries	Export in %
EU	54.41 %
SAD, Canada	1.93 %
Central and Eastern Europe	1.06 %
Former YU republics	33.80 %
Other	8.80 %

Table 4 - Export (2007.)

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READY...STEADY... INVEST...

PLANNING FOR PROFITABLE INVESTMENT?

www.kragujevac.org.yu

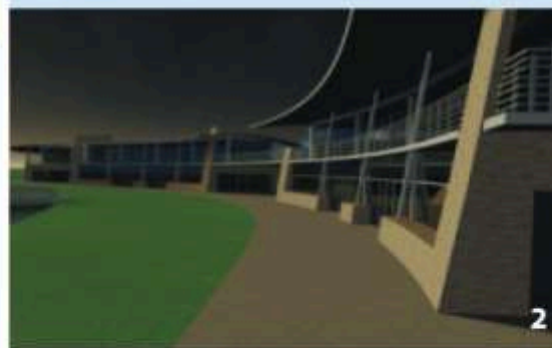
Invest... Free investment destinations

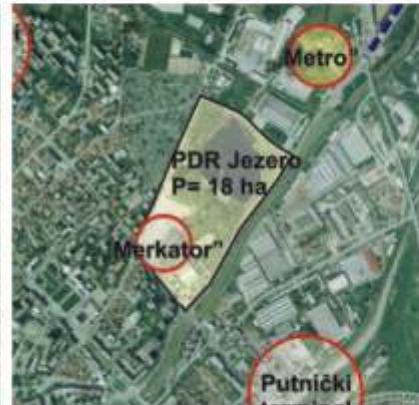


PROJECTS

Ready for investing

1. Bubanj lake
Two parts with following purposes:
services, public buildings, business, park.
Detailed plan of regulation (PDR) prepared
2. Stara radnicka kolonija first phase of 90 flats
done, another 90 planned.
Total investment until now is 750.000 EUR.
3. Residential zone Zelenilo PDR 3 parts, area of 7.000 m2
4. Šumarice lake PDR adopted
5. Voljavča spa Mineral spa with 28°C temperature,
prepared the program for spa complex and in preparation is
construction of the hostel with 50 places for guests
6. Kopaonik hostel 3 buildings
7. Highway Batočina Kragujevac. Performed I phase of
the road construction in total length of 5,5 km.
Total length of the road is 26 km. Until now invested 3.601.254 EUR.





READY...
STEADY...
INVEST!

PLANNING FOR PROFITABLE INVESTMENT?

www.kragujevac.org.yu

Your investment locations

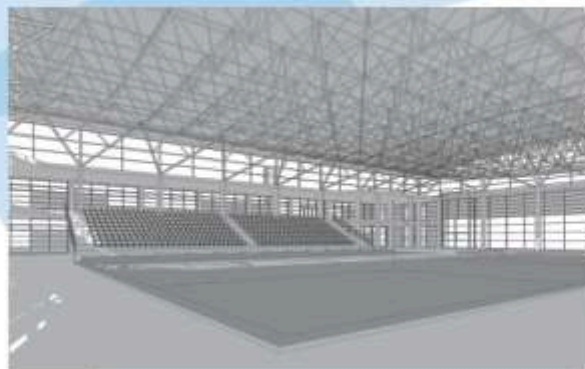
Purposes:

1. Industrial zones,
2. Business zones,
3. Residential zones,
4. Goods and containers terminal,
5. Motor roads, railways and passengers terminal,
6. Tourist, sport and recreational centers and
7. Multi purpose zones.



KRAGUJEVAC
Ready

SWIMMING POOLS



READY... STEADY... INVEST...

CITY FAIR

First building of the fair built total investment of 1,8 million of EUR.
Two twinning halls planned. The fair is of regional importance.

www.sumadijasajam.co.yu



First building of the fair built total investment of 1,8 million of EUR
Two twinning halls planned. The fair is of regional importance.

As in the region of Sumadija and Pomoravlje exists need for improvement of regional competitiveness through certain social-economy business oriented infrastructure, target of this project is support to development and promotion of economy through development of regional fair-ground "Sumadija fair".

Sumadija fair was established by the city of Kragujevac, with financial support of USAID and EAR, and was officially opened on March 1, 2007. with first textile fair.

Fair possess modern building with over 1500m2 for exhibitions, media and business center.

CITY OF KRAGUJEVAC ORGANIZED THE FIRST NATIONAL INVESTMENT FAIR - INVEST EXPO '06.

CITY OF KRAGUJEVAC OFFICE (DEPARTMENT) FOR LOCAL ECONOMIC DEVELOPMENT

The City of Kragujevac is among first ten Serbian municipalities which established the Local Economic Development Office (LEDO) aimed at further fostering of local economic development activities..

OLED was established and officially opened on September 29, 2006. within USAID program MEGA.

In the beginning it was part of City department for economy , actually of Division for economic development of City of Kragujevac and in septembre 2008. it transformed into division.

Main functions:

- Maintenance of the existing, attraction of the new and expansion of the local business activities
- Contacts and direct support to the local business community
- Improvement of the labor force capacities
- Marketing
- Support to the strategic planning process
- Support to the finances
- Preparation and management of the projects important for local economic development
- Relationship with central government institutions responsible for economic development
- Preparation and management of the projects important for local economic development
- Data base creation and evidential
- Counseling

Local Economic Development Office is here to help you with all of your needs.

The City of Kragujevac has also a wide range of service providers that can meet all your needs prior, during or after investment, such as:

- translation services
- tax and legal consultants
- any kind of administrative assistance
- fast Internet
- experienced construction companies
- international and in the country transportation
- more than 20 banks and financial institutions
- marketing and promotion specialists
- possibilities for training and retraining
- assistance in reallocation.

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BUSINESS INNOVATION CENTRE (BIC)

The City of Kragujevac has adopted a Strategic plan for local economic development for the period 2007. - 2011. and one of the project that should contribute to realisation of the strategic plan goals is the establishment of Business innovation centre.

The establishment of BIC will:

1. Develop infrastructure for business support and strengthen the LED tools.
2. Improve the cooperation between the local government (Office for local economic development), entrepreneurs associations, Regional Chamber of Commerce, Regional Agency for Economic Development of Sumadija and Pomoravlje region, University of Kragujevac and the entrepreneurs.
3. Improve the service sector in the city of Kragujevac.
4. Provide better quality and access to information for business sector.
5. Strengthen financially small enterprises in the initial phase by providing assistance.

The city of Kragujevac provided building for Business Innovative Centre in the very centre of the city (old city core "Milos wreath") that covers 1200 m² and has 21 business units for innovative business, as well as very modern presentation room, conference room (for 50 participants) and virtual library that will be linked with University of Kragujevac.

Specific objectives of BIC are:

- Support to establishment of new generation of innovation enterprises.
- Support to existing enterprises in modernisation of business processes.
- Promotion of new methods for the support to SME's and improvement of industrial surrounding.
- Strengthening of SME's in business start up or the improvement of the existing business up to the point when they can act independently on local/international markets.
- Provide marketing support for presentations in media and organisation of promotion of domestic brands.
- Creation of new profitable and market oriented businesses.



COOPERATION

THE MOST IMPORTANT INVESTORS

- FIAT Italia
Vehicle production
- MERKATOR Slovenia
Trade center «Roda»
- “UNIOR ALATI” - Slovenia
Special tools manufacturing
- “PREDUZEĆE ZA PUTEVE” Serbia
Road construction
- “INTERTRUST LLC” Bulgaria
Manufacture of forges and industrial parts
- “NTU” - Slovenia
Manufacture of equipment for vehicle interior
- “HIDRAULIKA KURELJA” Croatia
Manufacture of special vehicles and exhaust systems
- “RAPP MARINE ZASTAVA” Norway
Manufacture of machinery
- “PLAZA” Israel
Trade and recreation facility
- “SUPERNOVA” Germany
Trade
- “DELTA M” Serbia
Trade
- “FORMA IDEALE” Serbia
Furniture manufacturing

SISTER CITIES :

- Suresnes, France (1967)
- Pitești, Romania (1971)
- Ohrid, FYR Macedonia (2001)
- Bydgoszcz, Poland (1971)
- Bielsko-Biała, Poland (2002)
- Springfield, Ohio, USA (2002)
- Reggio Emilia, Italy (2004)
- Mogilev, Belarus (2006)

CITIES INTERNATIONAL PARTNERS

- Trenčín, Slovakia
- Carrara, Italy
- Bat Yam, Israel (1992)
- Drama, Greece
- Hanover, Germany
- Ingolstadt, Germany (2003)
- Mostar, Bosnia and Herzegovina
- Foča, Bosnia and Herzegovina
- Opole, Poland
- Sin Chon, South Korea

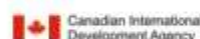
Financial institutions

- AGRO BANKA, www.agrobanka.co.yu
- AIK BANKA A:D: NIŠ, www.aik.banka.co.yu
- ALKO BANKA, www.alcobanka.co.yu
- EUROBANK EFG, www.efgeurobank.co.yu
- ČAČANSKA BANKA, www.cacanskabanka.co.yu
- UNICREDIT BANK, www.hvb.co.yu
- HYPO-ALPE-ADRIA, www.hypo-alpe-adria.co.yu
- KULSKA BANKA, www.kulbank.co.yu
- LHB BANKA BEOGRAD, www.lhb.co.yu
- MERIDIAN BANK A.D. NOVI SAD, www.bankmeridian.com
- METALS BANKA A.D. NOVI SAD, www.metals-banka.co.yu
- NACIONALNA BANKA GRČKE, www.nbgbanka.co.yu
- POŠTANSKA ŠTEDIONICA A.D., www.posted.co.yu
- PRO CREDIT BANK, www.procreditbank.co.yu
- RAIFFEISEN BANK, www.raiffeisenbank.co.yu
- SOCIETE GENERALE YUGOSLAV BANK, www.socgenyu.com
- SRPSKA BANKA A.D., www.srpskabanka.co.yu
- VOJVODANSKA BANKA A.D., www.voban.co.yu
- ZEPTEK BANKA, www.banka.zepetek.co.yu
- BANCA INTESA, www.bancaintesabeograd.com
- CREDY BANKA, www.credybanka.com
- ALPHA BANK SERBIA, www.alphabankserbia.com
- PRIVREDNA BANKA BEOGRAD A.D., www.pbbad.com

INTERNATIONAL ORGANISATIONS



USAID
FROM THE AMERICAN PEOPLE



INVESTORS IN KRAGUJEVAC

FIAT in Kragujevac "di nuovo"



*Signing the contract on September 29, 2008.
between Republic of Serbia and FIAT Group Automobiles S.P.A.*

Initial cooperation between factory "Astana automobile" from Kragujevac and FIAT was initiated on 1954 with the production of small cars according to the licenses given from 4,1 million cars, and exported over 710.000 in 74 countries in the world. With the establishment of joint venture, quality of cooperation is improved to the highest extent which will enable production of approximately 300.000 cars per year.

President of FIAT group, Sergio Marchionne stated during signing the contract that it was followed by difficult selection of strategic partner and that "Astana" from Kragujevac itself was chosen due to readiness of local government to fulfill the requests from FIAT and 55 years "long partnership between FIAT and Zastava". Significance of FIAT, IVECO, MAGNETI MARELLI coming to Kragujevac is to be measured not only through the biggest investment of one foreign company in Serbia (amount of investment is around 1.000.000.000 EUR) and planned employment of 4.750 workers, but also through the transfer of the most modern technology, as well as strong growth of all the encompassing sectors (infrastructure, construction, trade, finance, education...). In this manner Kragujevac and Serbia as well make significant stride and make up for decades of lack of development of car industry.



INVESTORS IN KRAGUJEVAC

Success story - METRO Cash & Carry Serbia

METRO Cash & Carry is present in 28 countries of Europe, Asia and Africa with 500 distributive centers and 82.000 employed. METRO Cash & Carry distributive centers are designed for business customers while special attention is paid to the customers in the catering and small scale trade sectors. Quality is key characteristics the METRO is recognizable for. Quality and fresh products are guaranteed in all distributive centers due to the efficient logistics and modern organization of the quality control system established within the company.

METRO Cash & Carry, in Serbia, started up the business in the year 2004 with 350 employed, today the number of employed increased to over 1.000. First distributive center is opened in Krnjaca - Belgrade, by the end of the year another two centers were open in Kragujevac and Zemun - Belgrade.

Decision to invest in Kragujevac was adopted after in depth analysis of the market that clearly showed that the Region of Sumadija and Pomoravlje has large market potentials, and as such is very attractive for big investors as METRO is. Kragujevac center is built in four months in ideal conditions for any serious investor. Such success could not be possible without trustful cooperation with the local authorities of the City of Kragujevac with the Mayor, Mr. Stevanovic. Placed in the down town Metro covers total sale area of 6.000 m². And currently employs 258 workers from the territory of Kragujevac and vicinity.

We believe that METRO business concept will be successful in Kragujevac and beneficial for economy development taking into account the facts that it supports local production and employs local population.



KRAGUJEVAC
Ready

INVESTORS IN KRAGUJEVAC

Success story - FORMA IDEALE KRAGUJEVAC

Forma ideale, private company from Kragujevac is specialized for mass production of modern and better utilized home furniture produced from refined plywood and focused on average consumer. It was established on 1995. and is organized as a group of companies in the same ownership, structured for production, wholesale, retail, export and import of furniture and today is aligned in the rank of big companies with over 1.100 employees. Production process is organized in two factories, one for production of lamellar furniture with the area of 19.000m² and machinery for creation of cardboard packaging and treatment of glass parts from flat glass and factory for production of upholster on 5.000 m², with more than 400 employees in direct production.

Production of Forma Ideale possesses 4 production lines equipped with modern technology. Production capacities of over 1.000.000 units of furniture per year, range of over 350 different products, Forma Ideale on European market has competitive advantage in favorable price, with the design and quality that are on the level of the most prominent European companies.

Wholesale network consist of over 200 consumers from more than 80 municipalities in Serbia, as well as the countries in the region and European Union where Forma Ideale has registered companies and regional offices.

Retail network has 14 furniture parlors located in 12 bigger cities all over Serbia. In retail buildings Forma Ideale markets commodity from its own production programs, as well as the goods of other domestic and foreign companies. Imported articles are goods from Poland, Croatia, Germany, Romania and Hungary, and since 2006. significant part of supply consists of commodity from China.



In cooperation with city municipality of Kragujevac we have completed the most significant investment until now construction of furniture production factory of 20.000m² in industrial zone, at the end of 2006. We consider the city of Kragujevac favorable environment for dispersion of production and incentives for economy development, due to the fact that there is investment incentives package, we will perform several more investments in expansion of the existing production capacities and construction of distributive center.

Others about us

Kragujevac becomes Serbian investment centre and reason for optimism and local selfmanagement and state, lies in bigger number of foreign investors. SAGIV MEGER , Plaza Centre manager You have big potencial. Serbija recovers from pass and her economy will have big boom. Kragujevac is going in the direction of renaissance, it is city with very fast development in the region and we want to be a part of that process.





Kragujevac
Ready



READY... STEADY... INVEST!

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KRAGUJEVAC

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City of Kragujevac