City of Kragujevac

Join the Future

Service For Project Management And Local Economic Development
Why should you invest in Serbia?

- Geostrategic location, intersection of corridor 7 and corridor 10

- Country with the fastest democratic reforms in the world

- Place with the largest greenfield investment in South Eastern Europe (by the OECD)

- The total inflow of foreign investment is $13.5 billion since year 2001
Why should you invest in Serbia?

- Strong economic progress
  7.5% growth rate of GDP
- Taxes (VAT) from 8 to 18%
- Tax on profit is 10%,
  the lowest in Europe
- 5 million inhabitants capable for work,
  700,000 with high education
- Low cost per employer,
  constant growth in productivity
**Location**

**Desired location**

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgrade</td>
<td>170 km</td>
</tr>
<tr>
<td>Montenegro</td>
<td>140 km</td>
</tr>
<tr>
<td>Bosnia and Herzegovina</td>
<td>137 km</td>
</tr>
</tbody>
</table>

- Central Serbia

- The area of territory is 1,530 km², biggest municipality in Serbia by territory

- The proximity of the border with Montenegro, Bosnia and Herzegovina

- Good traffic network, very important intersection of frequent regional roads in Serbia
Benefits of investment in Kraljevo

• Market of three countries with 14,5 million customers

• Good capacity of human resources and a lot of experience in industrial production

• Infrastructure exists in all attractive locations for investment

• Possibility for investments in agriculture development and tourism

• Efficient and modern administration in the Municipal Administration

• Many banks and other trade institutions

• Rich with natural resources

• Credibility study in progress
• 121,707 inhabitants

• 23,397 refuges and internal displaced person

• 81,109 work capable inhabitants

• 10,400 inhabitants with higher and high education

• the unemployment rate is 28.50%

• the amount of monthly gross salary was 436.02 € (Serbia - 531.90 €) in December 2009
Human resources - education

23 primary schools,
grammar School and 12 professional high schools,
Faculty of mechanical engineering,
Higher Business School

Educational sections:
• mechanical engineer,
• engineers,
• economists,
• laboratory,
• craftsmen
Road infrastructure

Travel Network:

State roads:

highway is 70 km away from Kraljevo
Kragujevac- Kraljevo – Cacak
Beograd – Kraljevo – Montenegro (main road)

Bypass built that makes it easier to transport goods

Railway:
Railway network:
Beograd – Bar
Lapovo - Kosovo

Air traffic:
Sports airport “Magnohrom” in the industry zone
Military airport “Morava” in Ladjevci
Business

Local economy consists of 1102 enterprises and 3892 stores

The most important branches of industry are:
• mechanical,
• metal,
• food,
• wood

Financial institutions: 23 banks and 3 insurance companies

The most important foreign investors are: Railway Wagon Factory “Concern”, Styria, Sicoberry, Engro “Tuš”, Tempo
Target industry - mechanical

Benefits for development of mechanical industry:

• Built production capacities – in process of privatization
• Built infrastructure
• Good raw material base
• Traffic network - very important intersection of frequent regional roads
• Qualified working labor
• Tradition in industrial production
Target industry – “Amiga”

“Amiga” today represents one of the leaders in the field of electro-mechanic industry in the region, especially in the production of all types of public lighting poles, then in construction of base stations for mobile telephony operators and chair lifts, networks masts and long distance power transmission towers along with the production programme encompassing steel-grid structures for sport halls and production facilities.
Target industry – “Amiga”

During the previous years, they have been longing for the improvement of the production process, modernizing the way of functioning and achieving the quality and competence, owing to which, they can proudly emphasize that today they are the Company, located on more than 15 000 square meters of business and production space which employees over 500 employees.
Target industry – “Amiga”

They understood that the standard ISO 9001:2000 was exactly what they needed. They made adequate preparations for three years, before all regarding the organization within the company itself and expansion of the production space, adapting to the requirements of the ISO standard, and, in January 2005, the quality system ISO 9001:2000 was certified by TÜV. In April, the same year, we had ISO 14001:2005, the environmental management system certified.
Target industry – “Radijator”

Agency for Foreign Investment and Export Promotion SIEPA, awarded the prize for best exporter in 2008. year in small and medium enterprises, company “Radiator Engineering” Ltd in Kraljevo.

Radiator Engineering” Ltd in the business sense is the legal successor of craft shops “Radiator”, which was founded in 1991. year, whose main activity was the installation and maintenance of central heating which today we still do.

Today "Radiator - Engineering" employs over 240 workers of which 12 of them are graduate mechanical engineer’s that work every day on improving product quality.

Sure stability of quality, both product and operations firm, was confirmed by obtaining a certificate of quality system ISO 9001:2008.
Target industry – “Radiator”

In addition to primary production activities "Radiator-Engineering" Ltd Kraljevo, performs works of heating installations (heating, ventilation-air conditioning, installation of technical gases), makes and mounts steel constructions.

In the past 18 years, "radiator-Engineering" is presented papers on number of commercial and residential buildings, private residential buildings, business and shopping centers, sports and production halls, hotels, educational facilities and health institutions.
Strategic planning

Adopted documents:
• Sector strategic documents

Draft:
• Capital investment plan

Planned in 2010:
• Strategy of Sustainable Development
Investment support

Service for Project Management and Local Economic Development

Municipal Service Center

SMS Entrepreneurship Development Agency

Directorate for planning and construction "of Kraljevo" Directorate of Planning and Construction “Kraljevo “– provides all information regarding communal infrastructure and construction conditions

Regional Chamber of Commerce

National Employment Agency

Regional Development Agency for Raska and Moravicki District

Territorial information system
Industrial Zone

Area:
2.83.57 ha, state property, user is city of Kraljevo

Purpose:
• Industrial-service

Location:
• Distance from city center is 4 km
• Near the main road Beograd - Novi Pazar ("Ibarska magistrala")

Infrastructure:
• Road infrastructure: built
• Gasification: under construction
• Water Network: built from TPE materials, profiles, Ø 150 mm
• Fecal sewage network: KC PVC materials, profiles Ø 250 mm connected to urban waste treatment plant water

Rent possibility:
• public sale procedure
• minimum price established by Regulation - Zone III
Industrial zone “Old Airport”

Area:
• 3 plots - total area is 9.58 ha, state property,
• user city of Kraljevo

Purpose:
• industrial production

Location:
• Distance from city center is 3 km
• Near to the main road
• Kragujevac-Kraljevo-Cacak

Infrastructure:
• Water and sewage network
• Industrial water
• Electricity
• Gas
• Industrial rail track

• Near this location there is sport airport that can be
• used for light air traffic

Rent possibility:
• public sale procedure
• minimum price established by Regulation - Zone II
Brownfield investment opportunity on location “Medijapan”

- Zone for production industry, located 9 km from city center
- Near main road Kraljevo-Raska (“Ibarska magistrala”)
- Disposes with industrial railway track which is connected with railway Kraljevo - Kosovska Mitrovica

Existing objects on this location:
1. Production hall "1", the surface P = 3400 m²;
2. Production hall "2", the surface P = 3600 m²

Available plots:
1. P = 1 ha 5 m²;
2. P = 61 ar 88 m²;
3. P = 83 ar 20 m²;
4. P = 52 ar 11 m²;
5. P = 67 ar 07 m²
Join the future!

Contacts

Service for Projects Management and Local Economic Development

Tel: +381 36 306 200

e-mail: projektni.centar@gmail.com

www.kraljevo.org

Trg Jovana Sarića 1, 36000 Kraljevo