



*City of Krusevac*

# The Key of Success

With our potentials, your investments and ideas,  
together we are on the road to success.

2010

# Why Serbia

Location: Central Balkans  
crossroads of Pan-European corridors 7 and 10  
Surface: 88,361km<sup>2</sup>

Market: 7.2 mil. consumers  
Duty Free access to free trade zone in south-east Europe with 60 mil. consumers  
Free trade agreement with Russia  
Serbia is still to become EU member; more flexibility and investment advantages

Lowest corporate profit tax in Europe  
Educated and inexpensive labor

Highest percent of population who speaks English language in south-east and central Europe

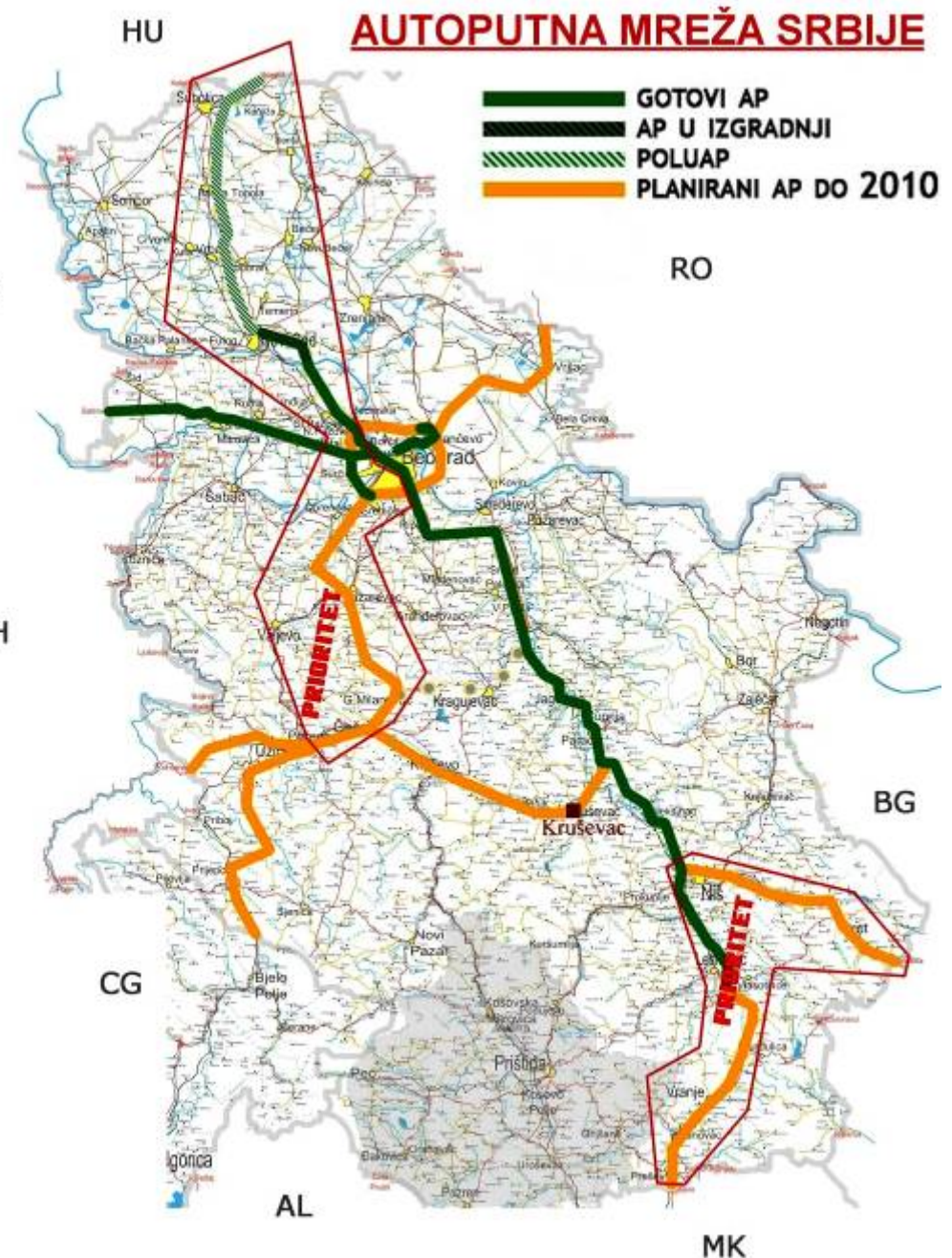
Simplified regulations on external trade and foreign investments

Simplified procedures for production and setting up a business, including foreigner staying regime, registration of business and customs



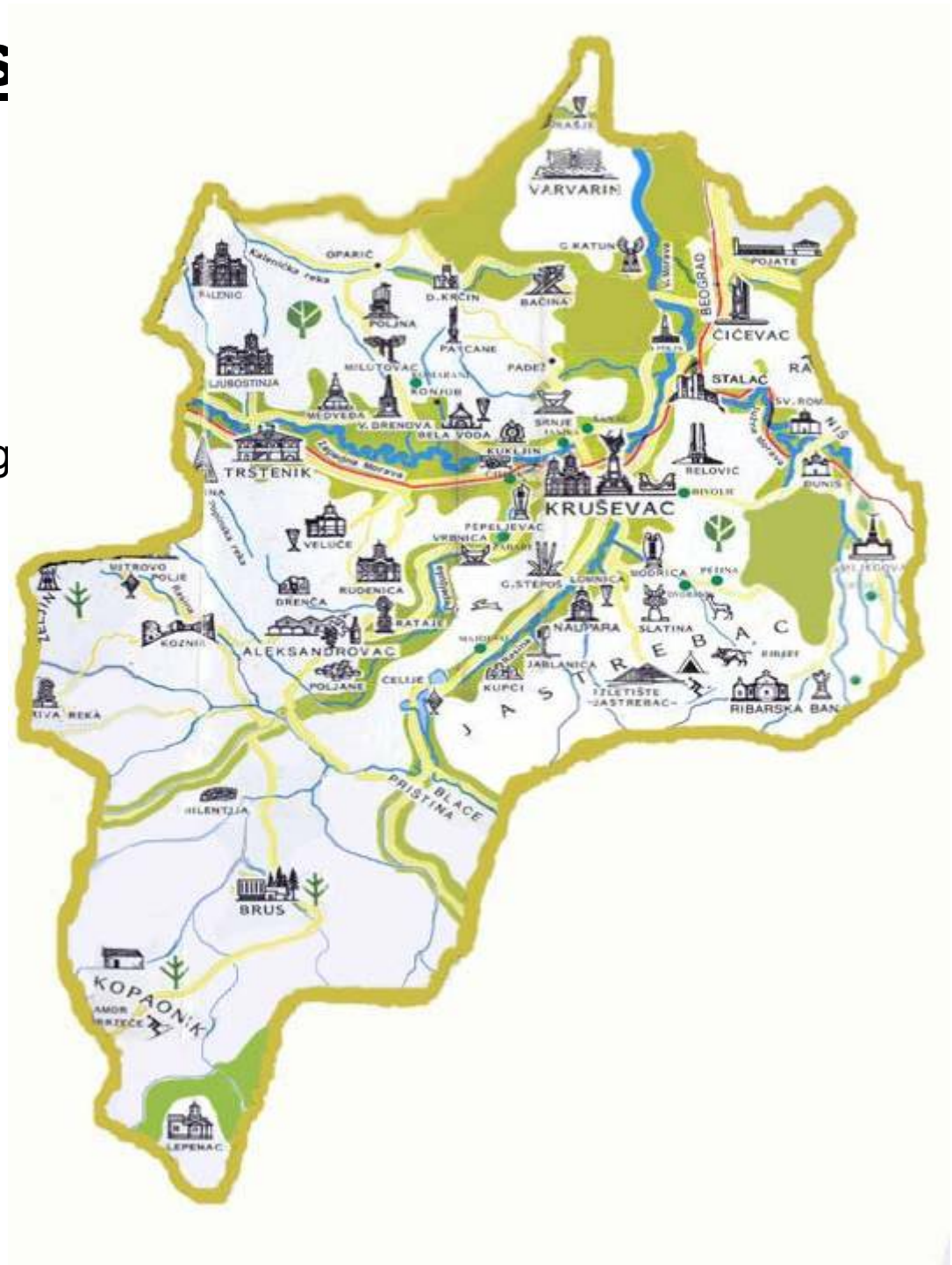
# Why Krusevac...

- Advantageous geographic and traffic position
- Traditional industrial center of Serbia
- Qualified and skilled labor
- Developed agriculture
- Tourism potentials
- Fast and efficient administration
- **High business support from the Municipality:**
  - Flexible approach to investors needs
  - Arranged and prepared industrial zones
  - Guaranteed fast obtaining of building permits
- **Rich raw material sources:**
  - Significant wood potentials
  - Water reserves
  - Thermo-mineral wells



# Main characteristics

- **Krusevac**, central Serbia
- Traditional industrial center of Serbia
  - The most important economy sectors: chemical, metal processing, food processing, wood processing, construction
- Surface 854 km<sup>2</sup>
  - Urban zone 73 km<sup>2</sup> (8%)
  - Rural zone 781 km<sup>2</sup> (92%)
- Population 131.368
  - Urban zone 75 450 (57%)
  - Rural zone 55 918 (43%)
- 101 populated villages



# Gegraphic location

- Distance from highway 23km  
**(Corridor X)**
- Nearest airport (Nis) 80km
- Nearest harbour (Belgrade) 200km

## FROM Krusevac TO

- Belgrade - 180 km
- Hungary - 400 km
- Romania - 180 km
- Bulgaria - 165 km
- Bosnia and Herzegovina - 180 km
- Croatia - 300 km
- FYR Macedonia - 190 km
- Slovenia - 670 km
- Montenegro - 140 km



# Infrastructure

- Water supply network - 85% coverage
- Gas pipeline Pojate-Krusevac - lowest connection rate in Serbia
- Developed road and railroad traffic
- Airport „Rosulje” - in development
- Mobile and fixed telephony – full coverage, digital switchboards
- Internet- Wireless, ADSL, kable



# Population

## Free work potential

Totally	Men	Women
87 293	45 357	41 936

	Population	Number of unemployed	Average income per month
<b>Serbia</b>	7 498 001	744.827 (july 2008)	33.131 din (august 2008)
<b>Krusevac</b>	131 368	16.327 (july 2008.)	27.482 (august 2008.)



# Education

- 19 elementary schools
- 8 secondary schools
  - SCHOOL OF ECONOMICS
  - POLLY-TEHNICAL SCHOOL
  - GYMNASIUM
  - MEDICAL SCHOOL
  - MACHINE AND ELECTRIC ENGINEERING SCHOOL
  - CHEMICAL AND TECHNOLOGICAL SCHOOL
  - MUSIC SCHOOL
- Higher education and Universities
  - Higher school for Business Industrial Management
  - Higher school for Chemistry and Technologic Studies
  - Faculty for Industrial Management – KRUSEVAC
  - MEGATREND – ZAJECAR
  - Faculty of Law, University of Nis – department in Krusevac
  - Faculty of Economics, University of Nis – department in Krusevac
  - Faculty of Physical Education from Leposavic – department in Krusevac
  - Teacher-Training Faculty from Vranje – department in Krusevac
  - " BRAĆA KARIC " University – department in Krusevac



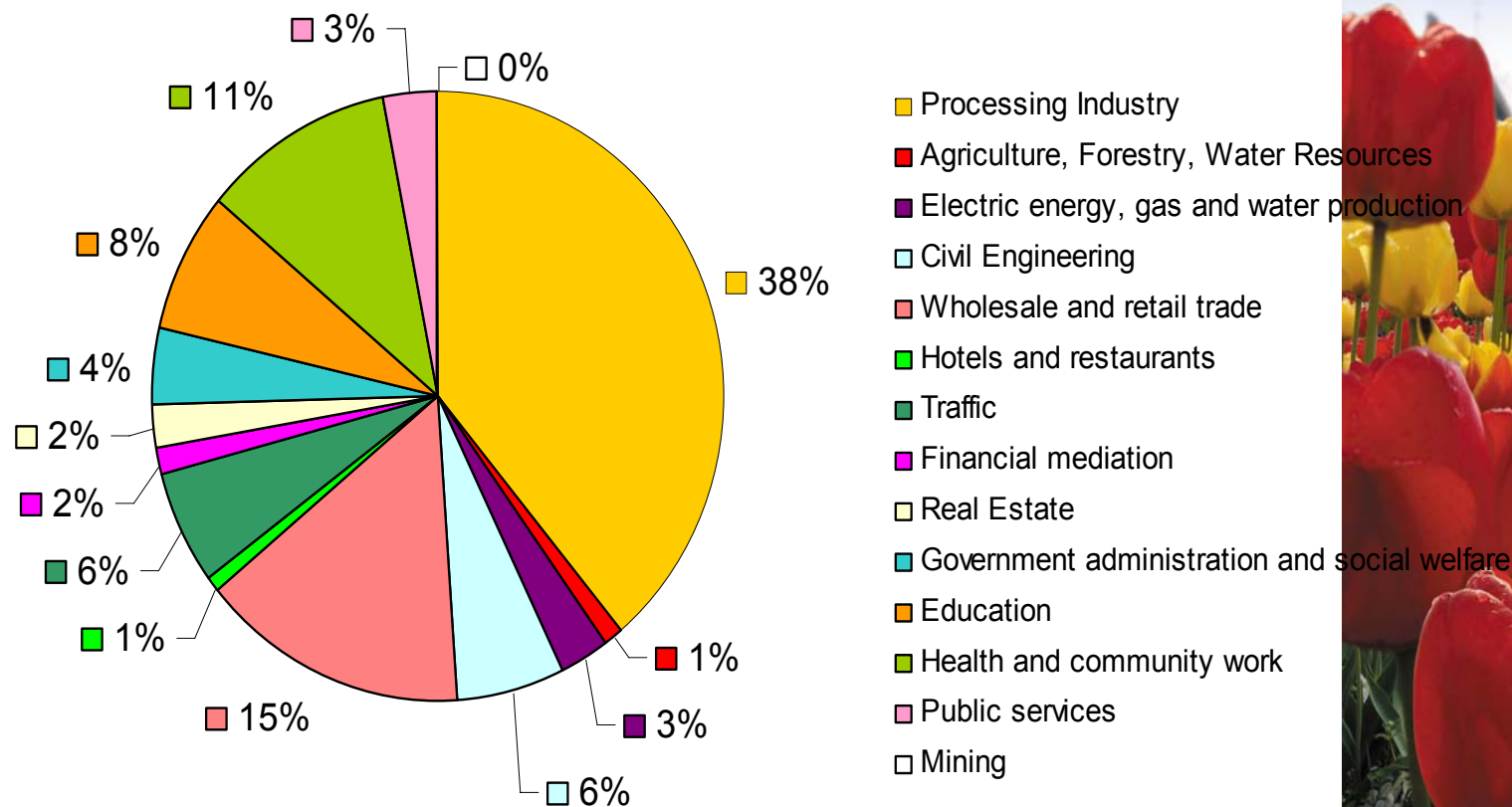


# Employment...

Totally employed - 31.512

Entrepreneurs - 4.743,

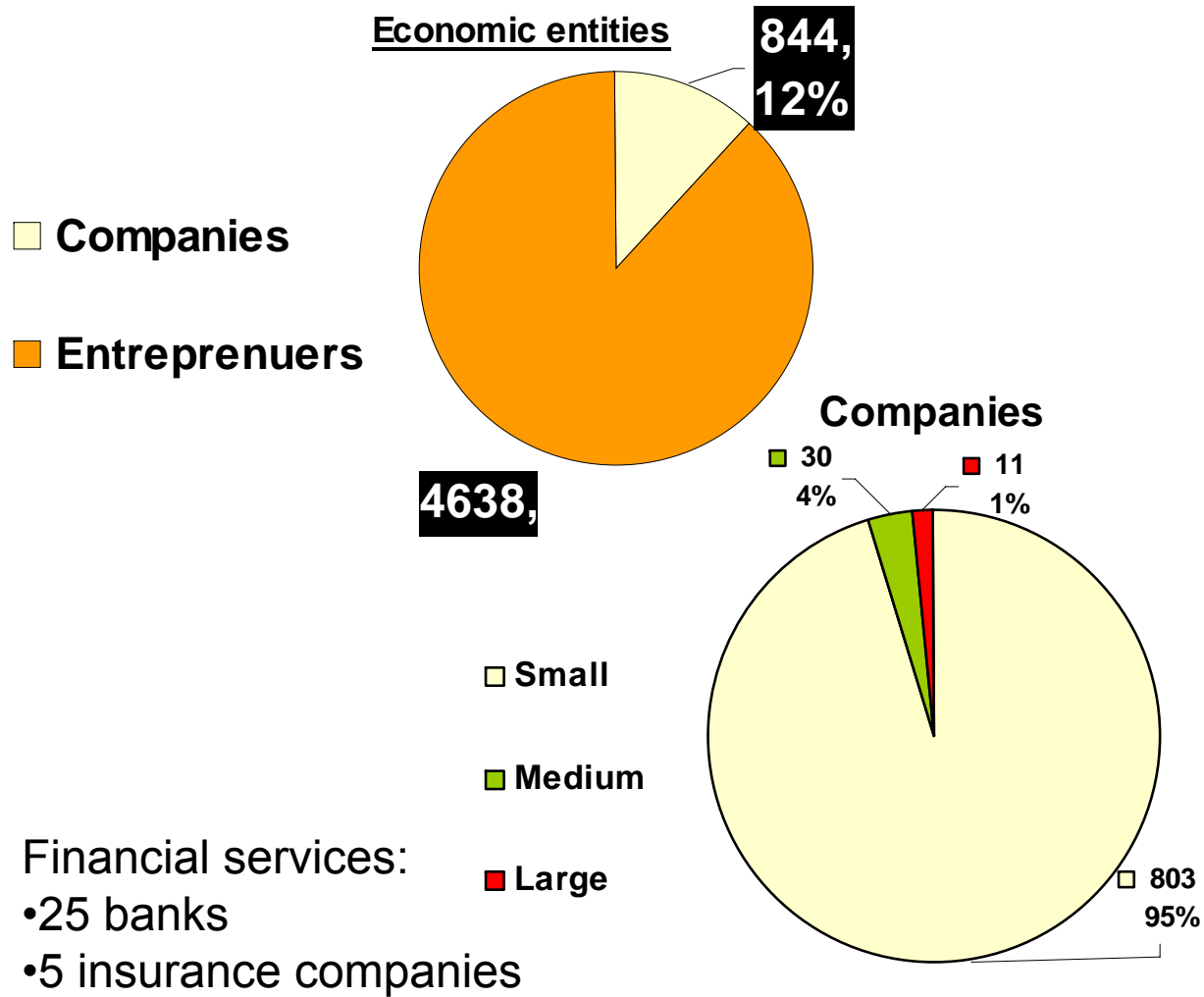
Companies - 26.769



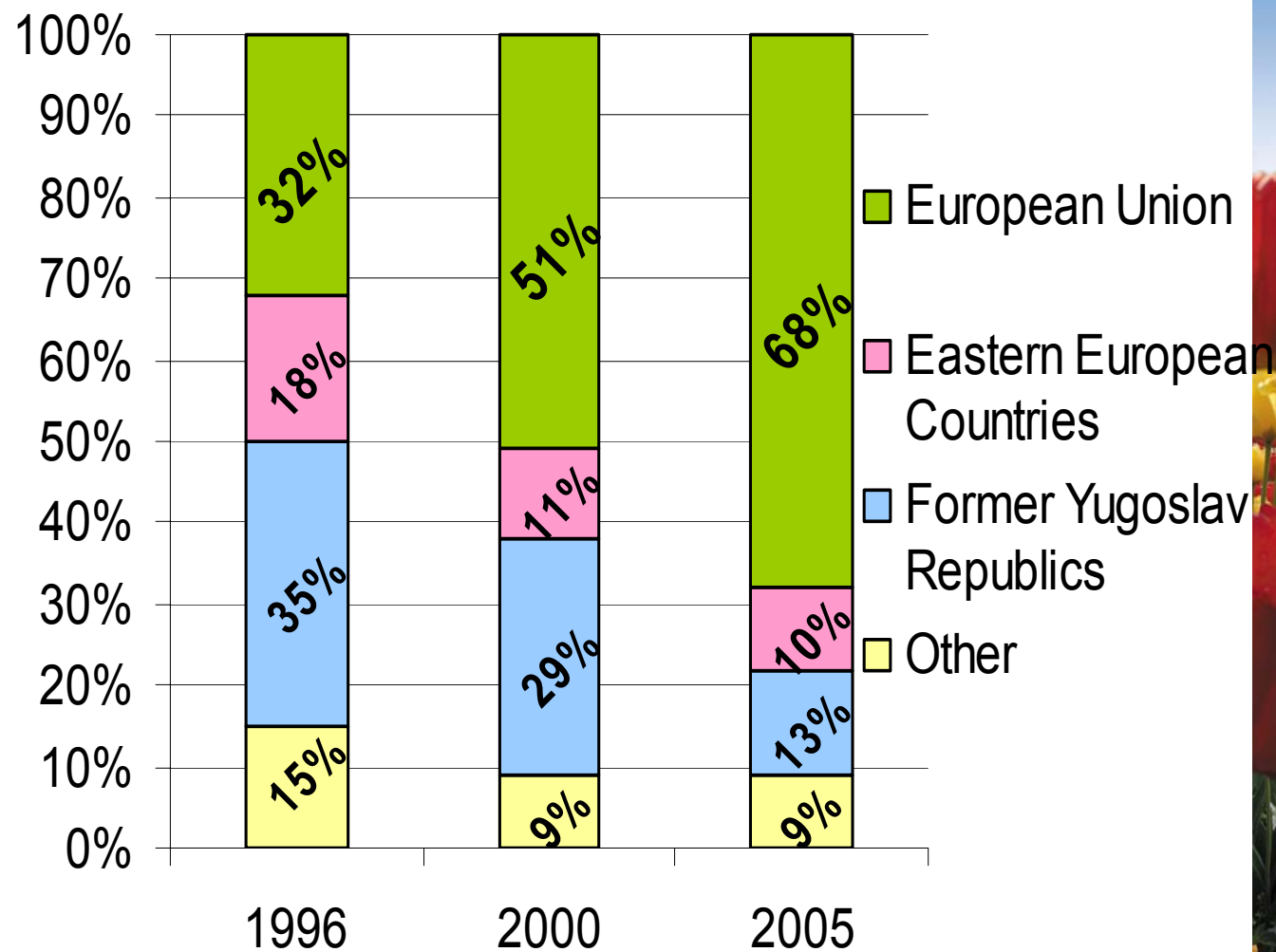
\*Republički zavod za statistiku Srbije, 2005



# Business orientation in Krusevac



## Export structure by destination



# Support for economic development:

- 40% of overall budget planed for investments
- Created Strategic Plan for Local Economic Development:
  - Develop entrepreneurship and provide support to SMEs
  - Development of agriculture and rural areas
  - Attraction of investments
- Established budget funding for the development of agriculture, entrepreneurship and SMEs:
  - Subventions:
    - In 2007:
      - entrepreneurs, SMEs: 125 000 €
      - agriculture: 125 000 €
    - In 2008:
      - entrepreneurs, SMEs: 312 500 €
      - agriculture: 187 500€
- Development of Business Incubator Center
- Business Improved District - BID



# Industrial zones

- 670 ha industrial zone

Anticipated by General Town Plan

**Zone A** - 4 blocks, planned for building of small business objects (non-production activities – trade, warehouses, services, garages, etc.)

**Zone B** - 19 lots (locations) for objects of production craft shops in majority

**Zone C** - 2,5ha, 11 lots for small business with full utilities, all to be rented for 99 years through auction

**Zone D** - locations in this zone are planned for non-production (trade, warehouses, services, garages etc.) and production objects.

**Zone E** - 14,5 ha, location is planned for industry.



# Business Incubator Centre



- First *greenfield* investment of a kind in Serbia
- Partners on project:
  - City of Krusevac
  - National Investment Plan
  - USAID - MEGA programme
- Location – industrial zone C
- Overall surface - 1400m<sup>2</sup>
- Tenants - 20 starting businesses, approximately 100 employees
- Project value approximately 1 000 000 €



# Regional and international cooperation

- USAID (MEGA programme)
- World Bank
- NALED
- EAR
- HELP
- SIEPA
- Standing Conference of Towns and Municipalities
- Regional Centre for Development of Small and Medium-Sized Enterprises and Entrepreneurship
- Regional Chamber of Commerce and Industry Krusevac



# Future projects...

- Realization of Geographic Information System
- Development and infrastructure works within planned industrial zones
- Construction of Customs House
- Construction of Green Market
- Expanding capacities of Water Factory Majdevo





# Rural potentials

Territory of Krusevac Municipality covers an area of 85.397 ha of which:

- 49.207 ha agriculture land
- 29.744 ha woods
- 6.469 ha unfertile soil
- cultivable agriculture land 46.062 ha.

## Farming advantages

- favorable geographic position and climate
- skilled labor
- processing capacities

## Agricultural potentials

- stock farming,
- crop farming, fruit and wine growing
- seedling growing for flowers and decoration plants



# International cooperation

- **Krusevac is the only city in the Balkans having recognition Peace Messenger City and an Award Peace Medal.**
- **Krusevac cherishes long standing international cooperation with towns of:**
  - **Pistoia, Italy**
  - **Corfu, Greece**
  - **Zalec, Slovenia**
  - **Stara Zagora, Bulgaria**
  - **Rmnicu Vlcea, Romania**
  - **Volgograd, Russia**
  - **Kyriat Gat, Israel**
  - **St. Andrea, Hungary**
- **Krusevac also have an outstanding cooperation with neighbour towns and municipalities.**

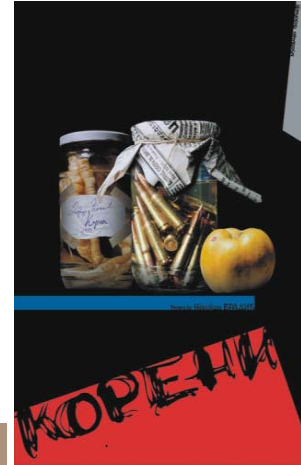
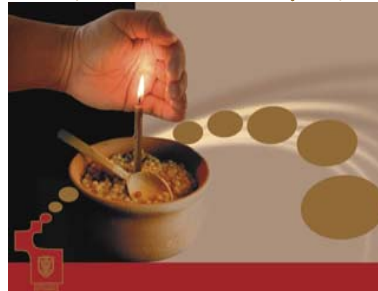


# Entertainment...



- Krusevac Theatre
- Cultural Centre
- Organization for Culture and Education
- Art gallery
- Public Library
- Krusevac Cinema
- Europe Cinema

ВИДОВАТА



## Media...

- Regional TV station Krusevac
- 6 local TV stations
- 17 radio stations
- 2 weekly newspapers



## Culture

- Theatre, peak season October-June,
- FEST – Festival of School Theatre
- Festival of professional theatres of Serbia,
- Vidovdan celebration, June
- International Festival of Humor and Satire – Golden Helmet
- Philosophy and Literary School
- Children Art Colony
- Oratory Festival

## Sports

### Existing capacities:

- Open and closed swimming pools
- Sports Hall (2380 seats)
- Soko Hall (basketball, volleyball, gymnastics...)
- Tennis courts (6 lightened slack terrains)
- Open air courts (tennis,volleyball, basketball)
- Towns football stadium MLADOST (10 660 seats)

## Tourism

**Archeological park – the City of Prince Lazar,**

origins from 1371.

**Church Lazarica,**

origins from 14th century.

**Memorial complex**

**„Slobodište,,**

spreading over 80 ha, built within 1960. to 1965.

**Monastery St.Roman,**

14th century, built on the remains of an older church dating from 9th century.

**The Monument to Kosovo Heroes,**

uncovered on St. Vid`s Day in 1904.

**Mountain Jastrebac,**

altitude 1491 m.

**Ribarska Banja Spa,**

therapeutic and health center



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**THANK YOU  
FOR  
ATENITION !!!**

*City of Krusevac  
Local Economic Development Office*

