

## CHOOSE PRIJEPOLJE!

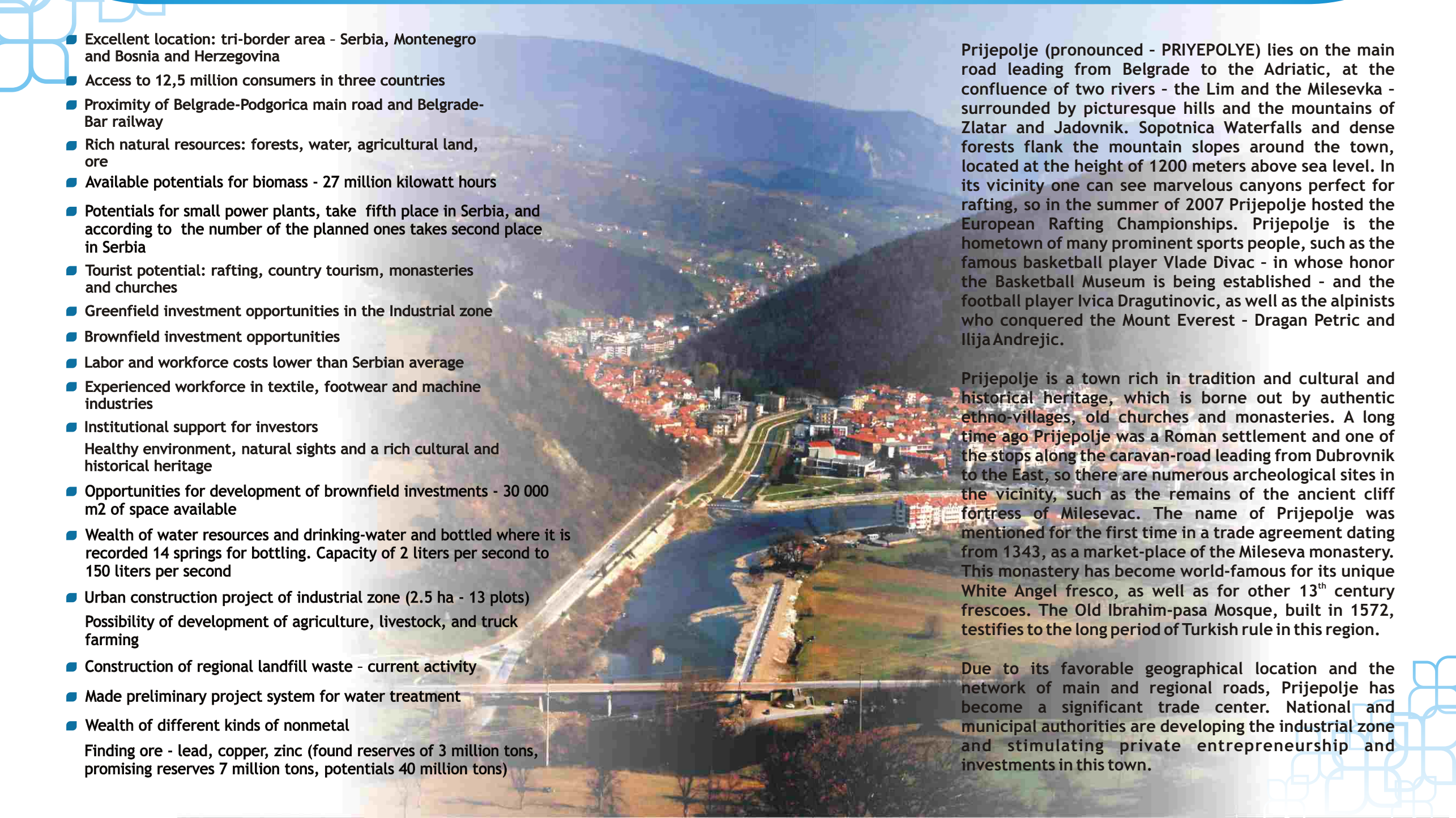
- Excellent location: tri-border area - Serbia, Montenegro and Bosnia and Herzegovina
- Access to 12,5 million consumers in three countries
- Proximity of Belgrade-Podgorica main road and Belgrade-Bar railway
- Rich natural resources: forests, water, agricultural land, ore
- Available potentials for biomass - 27 million kilowatt hours
- Potentials for small power plants, take fifth place in Serbia, and according to the number of the planned ones takes second place in Serbia
- Tourist potential: rafting, country tourism, monasteries and churches
- Greenfield investment opportunities in the Industrial zone
- Brownfield investment opportunities
- Labor and workforce costs lower than Serbian average
- Experienced workforce in textile, footwear and machine industries
- Institutional support for investors  
Healthy environment, natural sights and a rich cultural and historical heritage
- Opportunities for development of brownfield investments - 30 000 m<sup>2</sup> of space available
- Wealth of water resources and drinking-water and bottled where it is recorded 14 springs for bottling. Capacity of 2 liters per second to 150 liters per second
- Urban construction project of industrial zone (2.5 ha - 13 plots)  
Possibility of development of agriculture, livestock, and truck farming
- Construction of regional landfill waste - current activity
- Made preliminary project system for water treatment
- Wealth of different kinds of nonmetal  
Finding ore - lead, copper, zinc (found reserves of 3 million tons, promising reserves 7 million tons, potentials 40 million tons)

## MEET PRIJEPOLJE

Prijepolje (pronounced - PRIYEPOLYE) lies on the main road leading from Belgrade to the Adriatic, at the confluence of two rivers - the Lim and the Milesevka - surrounded by picturesque hills and the mountains of Zlatar and Jadovnik. Sopotnica Waterfalls and dense forests flank the mountain slopes around the town, located at the height of 1200 meters above sea level. In its vicinity one can see marvelous canyons perfect for rafting, so in the summer of 2007 Prijepolje hosted the European Rafting Championships. Prijepolje is the hometown of many prominent sports people, such as the famous basketball player Vlade Divac - in whose honor the Basketball Museum is being established - and the football player Ivica Dragutinovic, as well as the alpinists who conquered the Mount Everest - Dragan Petric and Ilija Andrejic.

Prijepolje is a town rich in tradition and cultural and historical heritage, which is borne out by authentic ethno-villages, old churches and monasteries. A long time ago Prijepolje was a Roman settlement and one of the stops along the caravan-road leading from Dubrovnik to the East, so there are numerous archeological sites in the vicinity, such as the remains of the ancient cliff fortress of Milesevac. The name of Prijepolje was mentioned for the first time in a trade agreement dating from 1343, as a market-place of the Mileseva monastery. This monastery has become world-famous for its unique White Angel fresco, as well as for other 13<sup>th</sup> century frescoes. The Old Ibrahim-pasa Mosque, built in 1572, testifies to the long period of Turkish rule in this region.

Due to its favorable geographical location and the network of main and regional roads, Prijepolje has become a significant trade center. National and municipal authorities are developing the industrial zone and stimulating private entrepreneurship and investments in this town.



## LOCATION AND MARKET

Prijepolje is situated in southwestern Serbia, in the tri-border area of Serbia, Bosnia and Herzegovina and Montenegro. The size of the markets of these three countries combined is over 12,5 million consumers.

There are 7,5 million consumers in Serbia alone.

The market within the radius of 200 km from Prijepolje adds up to 600 thousand consumers.

Prijepolje is connected with Montenegrin market by M8 and M21 main roads, as well as by Belgrade-Bar railway. R114 Regional road connects Prijepolje to Bosnia.

Prijepolje is located 300 km from the Belgrade airport, and 200 km from the airports in Sarajevo and Podgorica. The Ponikve airport near Uzice, which is under construction, is located 100 km from Prijepolje.

Serbian Dinar (RSD) is official currency in Serbia. In the first half of 2010 one Euro was equivalent to 97.2 dinars (on average).

### Distances

Prijepolje is located 30 km from the Montenegrin border, and 35 km from the border with Bosnia and Herzegovina. Distances between Prijepolje and major cities in the region and in Europe are as follows:

Podgorica	143 km	Rome	691 km
Sarajevo	180 km	Ljubljana	709 km
Skopje	312 km	Bucharest	716 km
Tirana	324 km	Athens	913 km
Zagreb	545 km	Madrid	1387 km
Sofia	477 km	Berlin	1394 km
Budapest	575 km	Paris	1895 km



## TERRITORY AND POPULATION

Prijepolje, with a total area of 827 km<sup>2</sup> and a population of 41.188, is the second largest municipality in the Zlatibor District (population of 313.000). Population density is 49,8 per km<sup>2</sup>.

Serbs, with 56,8 %, are the majority in Prijepolje, whereas Bosniaks/Muslims constitute 41,1 % of the population. The average age in Prijepolje is 36,7 years, lower than the Serbian average (40,6 years).

With the average height of over 1.200 m above sea level, Prijepolje is a mountain area. Its highest peak is Katunic (Jadovnik mountain), at 1.734 m, while the lowest point in the Municipality is at 440 m, at the confluence of the Milesevka with the Lim.

