

## Investment potentials

### The industrial park

The aim behind the idea to establish an Industrial Park in the Subotica Municipality is to redress imbalance in the local economy and to offset the negative impact of unemployment in the microregion.

Intensified economic activities and increasing the competitiveness of the domestic economy (through building the Industrial Park in Subotica) may ensure that the emergence of new poverty as an effect of the economy's restructuring is withheld, while reducing existing poverty, since this project will result in the growth of domestic product, create new jobs, increase salaries and real sources for financing social and other public needs.



The general economic impacts of the project on establishing the Industrial Park on an area of about 21 hectares would be reflected in the higher number of domestic and foreign companies established in Subotica, increase in the number of R&D institutions, new products and services, which will provide conditions for creating a significant number of new jobs and reduce unemployment for about 5%, while strengthening the citizens' purchasing power, growth in export and in foreign and domestic direct investments.

The project's expected impacts may be viewed from micro-perspective, i.e. of the Industrial Park and the City of Subotica, and from macro-perspective, i.e. Vojvodina and Serbia as the whole of the commercial population.