Subotica

Subotica’s Economy

TRADITION AND FUTURE

05.03.2010, Belgrade
Profile

• Position: northern part of Serbia, on the HU-SER boarder
• Climate: humid continental with average air temperature of +10.5ºC
• Number of inhabitants: cca. 150.000
• The city lies on 1.007 ha
• Over 20 nationalities
• Multilingual society, languages in official use: Serbian, Hungarian and Croatian
Profile

- Inhabited for the past 3000 years
- Traditional crossroad in history and at present
- Surrounded by lakes
- Green city
- Rich cultural heritage
- Rich architectural heritage
Infrastructure as a precondition for investments

- Traffic infrastructure (roads, streets, airport)
- Waterworks (water factory, sewerage, collector network)
- Gas distribution network – 90% of urban area covered
- Heating distribution system
- Electro-energy infrastructure
- IT infrastructure
- Corridor X
- Railway E-85
- Rivers nearby: Tisa and Danube
- International border crossings
Additional advantages

- NALED Certificate for business-friendly environment
- Education – Labor
- Business Incubator Subotica
- Free Zone Subotica
- Locations for investments (9.5+121+53 ha)
- Tourist complex Palić
- Regional landfill
Main Capital Investments

- Construction of Detour Y
- Military land in the property of Economic and Technological Parks Subotica, Public Company, infrastructure
- New building for the Subotica National Theatre
- City Swimming Pool
- Master Plan for the development of tourism on Palić
Incentives

• For existing business:
  – Financial support: city funds
  – Development of education and pre-qualification of work force

• For potential investors:
  – On reasonable request 25+10% discount on land development fee
Main economic sectors

- Agriculture and food industry
- Trade and logistics
- Electro-industry
- Civil engineering
- Tourism
- SMEs and services
Target industry

Food Industry
Food Industry

• The strongest industrial sector in Subotica
• Solid base for raw material
• High quality soil and climate for agricultural production
• Agricultural production’s main characters: fruit, vegetables, wineries, stock-raising
• Long tradition in organic food
Food industry

- Significant brands in:
- Bakery
- Confectionary
- Dairy plants
- Factories for beverages
- Production of organic food
Food Industry in Subotica

- Can rely on:
  - 89,000 ha of agricultural land
  - 6000 registered husbandries
  - Long tradition in agriculture and food industry
  - Human resource open for modernization and education
Food industry

Firms present in Subotica:
• Fornetti doo
• AD Fidelinka
• AD Mlekara
• Pionir doo
• ZZ Voćko Tavankut
• Suncokret doo Hajdukoovo
• Association TERRA’S
• Medoprodukt AD
Success Story - Fornetti

European brand made in Subotica
Fornetti

- Present since 2002 – biggest Hungarian investor in Serbia with 10 million EUR investment
- 200 employees (160 in Subotica, 20 in Popinci, 20 in Kruševac)
- Through the franchise network over 1000 workplaces opened in Serbia
- Monthly value of trade 1 million EUR
- Present in: Hungary, Romania, Slovakia, Czech Republic, Bulgaria, Ukraine, Sweden, Austria, Croatia, Serbia, Montenegro, Bosnia and Herzegovine, Macedonia and Albania
Fornetti

- 88th place on Serbia’s most successful top 100 companies (Republic Institute for Development)
- 2nd place in the TOP 500 Franchise Europe (after McDonald’s) – Franchise Europe
- 3rd place in globally known franchise brands on the European market – Franchise Europe
Fornetti

- Over 90% of suppliers from Serbia
- Respecting the standards of WHO for the level of trans-fatty acid (currently the only company in industrial usage respecting this standard in Serbia)
- Constantly growing scope of products
- New product: Fornevita (refreshment with 9 vitamins)
Fornetti

• Production:
  – Controlled raw materials and suppliers
  – Mainly domestic raw material
  – High level of control and hygiene
  – HACCP
  – 3 production chains
  – Modern technologies
  – Good quality
  – Constant development

• Capacities:
  – Cold storage
  – Factory in Subotica
  – Constant development

• Transport:
  – Special trucks with cold storage
  – Strictly controlled chains
Fornetti

- Products:
- Mini-products
- Duo-products
- Cakes
- Maxi-products
- Hot dogs
The Subotica factory supplies a market of:

- TOTAL market of nearly 20 mil. Consumers in formal Yugoslav countries
Charity:

- UNICEF “Schools without violence” – through this Fornetti adopted an elementary school in Bečej and the Grammar School in Subotica
- “Žarko Zrenjanin” Special School for disabled
- Foundation “Full Moon”
- Red Cross
- Maintenance of the surrounding of the cemetery
- General Hospital in Subotica
Thank you for your attention!

LED Office
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