

Суботица
Szabadka
Subotica
DIFFERENCES UNITE US

Subotica

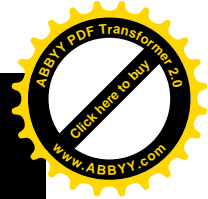
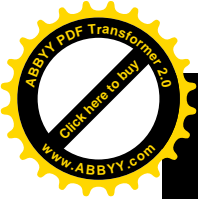
Subotica's Economy **TRADITION AND FUTURE**

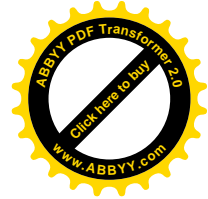
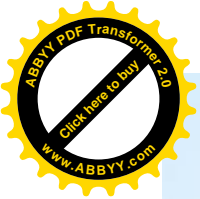
05.03.2010, Belgrade



LOCAL ECONOMIC
DEVELOPMENT OFFICE
SUBOTICA

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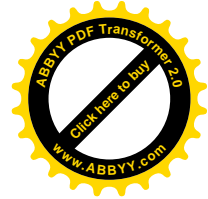
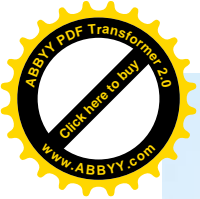
Profile



- Position: northern part of Serbia, on the HU-SER boarder
- Climate: humid continental with average air temperature of +10.5°C
- 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



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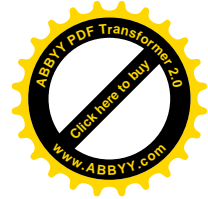
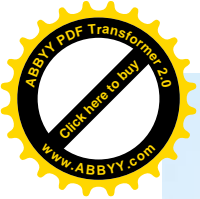
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DIFFERENCES UNITE US

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



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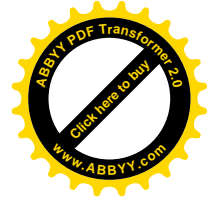
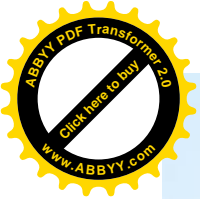
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Infrastructure as a precondition for investments



- 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



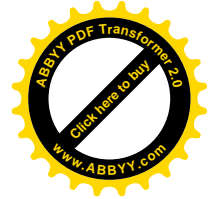
Additional advantages

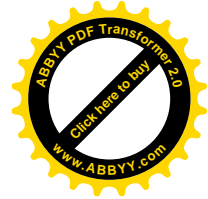
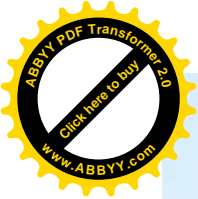


- NALED Certificate for business-friendly environment
- Education – Labor
- Business Incubator Subotica
- Free Zone Subotica
- Locations for investments (9.5+121+53 ha)
- Tourist complex Palić
- Regional landfill



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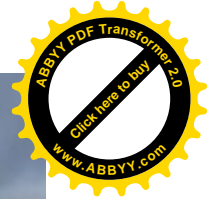
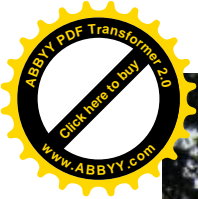


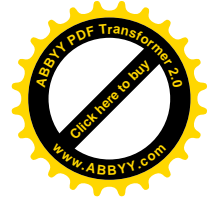
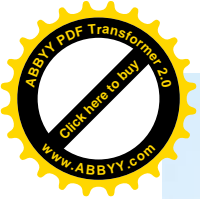


Main Capital Investments



- 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





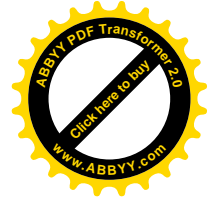
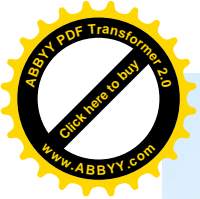
Incentives



- 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



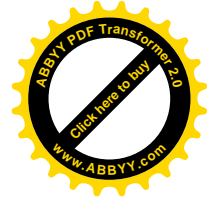
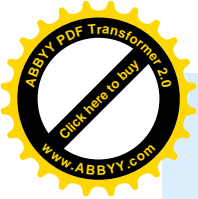
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Main economic sectors



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

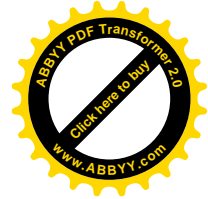
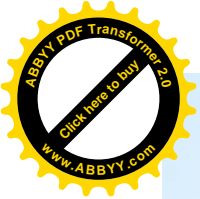


Target industry

Food Industry



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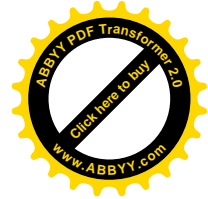
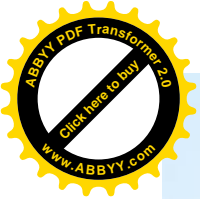
Food Industry



- 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



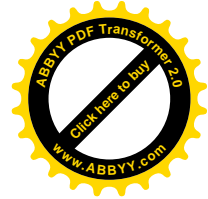
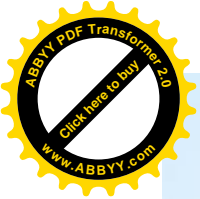
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Food industry



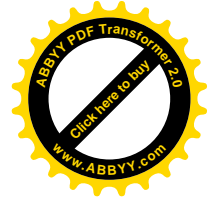
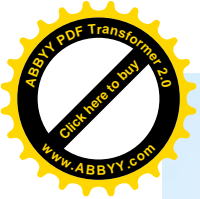
- Significant brands in:
- Bakery
- Confectionary
- Dairy plants
- Factories for beverages
- Production of organic food



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

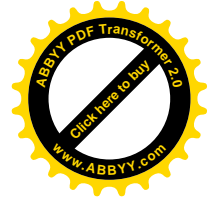
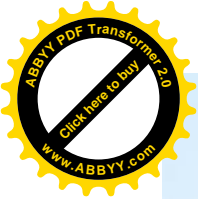


Firms present in Subotica:

- Fornetti doo
- AD Fidelinka
- AD Mlekara
- Pionir doo
- ZZ Voćko Tavankut
- Suncokret doo Hajdukovo
- Association TERRA'S
- Medoprodukt AD



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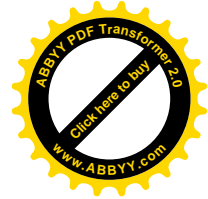
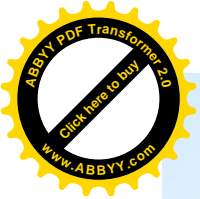


Success Story - Fornetti



European brand made in Subotica





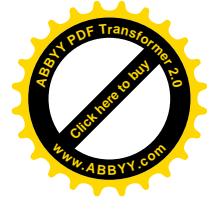
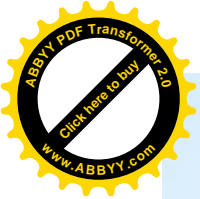
Fornetti



- 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



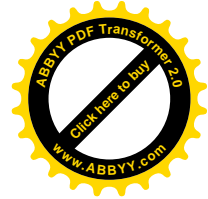
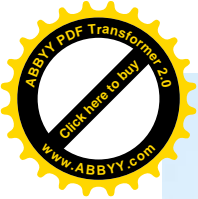
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Fornetti



- 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



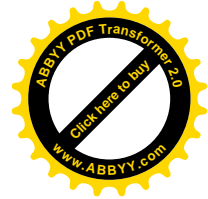
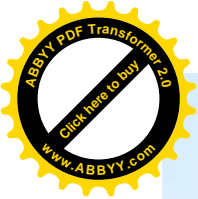
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Szabadka
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DIFFERENCES UNITE US

- 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)



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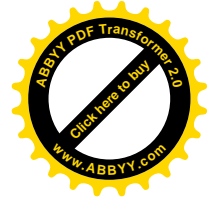
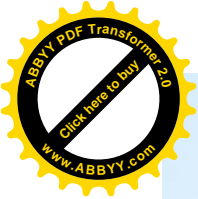


Fornetti



- 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

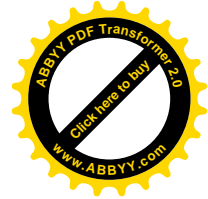
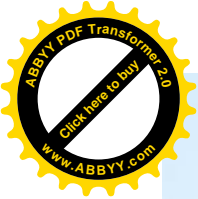




Fornetti



- Products:
- Mini-products
- Duo-products
- Cakes
- Maxi-products
- Hot dogs

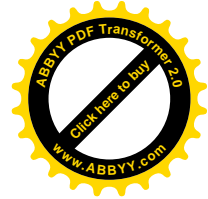
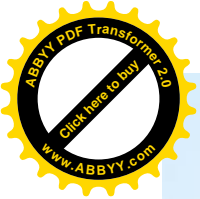


Fornetti



- The Subotica factory supplies a market of:
 - TOTAL market of nearly 20 mil. Consumers in formal Yugoslav countries





Fornetti

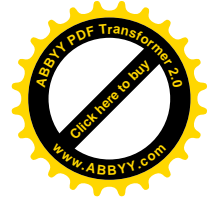
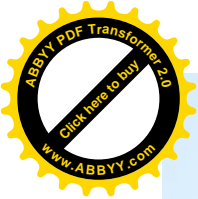


Charity:

- 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



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LED Office

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