SERBIA

SMART SOLUTIONS

embeddedworld2020
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HALL 4A > STAND Nº:128

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25-27TH FEBRUARY 2020

SERBIA

FAVOURABLE BUSINESS ENVIRONMENT

• Functional infrastructure
• Low operating costs
• Fastest average Internet speed in the region
• Lowest Value Added Tax and Corporate Tax in the region
• Credit ratings: Fitch: BB/ stable; Moody's: Ba3/ stable; S&P: BB/ positive

ADVANTAGES OF INVESTING IN SERBIA

• Favorable geographic position allows shipments to reach any location
  in Europe within 24 hours
• Highly educated and competitive labor force
• Restructured and stable financial system
• Simple procedures for a company start-up and registration
• Simple procedures for foreign trade transactions and foreign investments
• State level incentives

GENERAL DATA

Location: Southeastern Europe, central part of the Western Balkans

Geographic coordinates: 44 00 N and 21 00 E

Territory: 88.499 km^2

Population: 7 million (the data for AP Kosovo and Metohija excluded)*

Borders with: Hungary, Romania, Bulgaria, North Macedonia, Albania, Montenegro, Bosnia and Herzegovina and Croatia

Capital city: Belgrade, circa 1.7 million inhabitants

State organization: Parliamentary Republic

Official language: Serbian

National currency: Serbian Dinar RSD
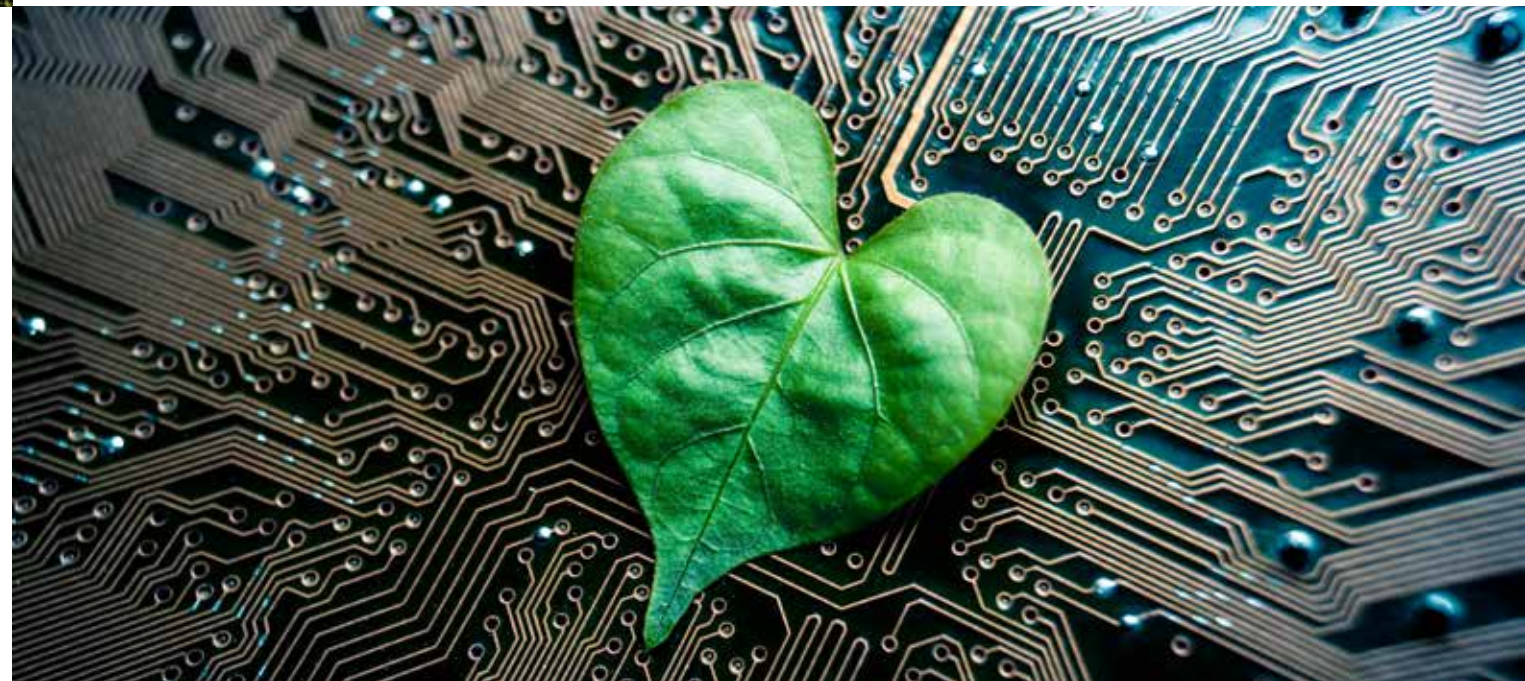
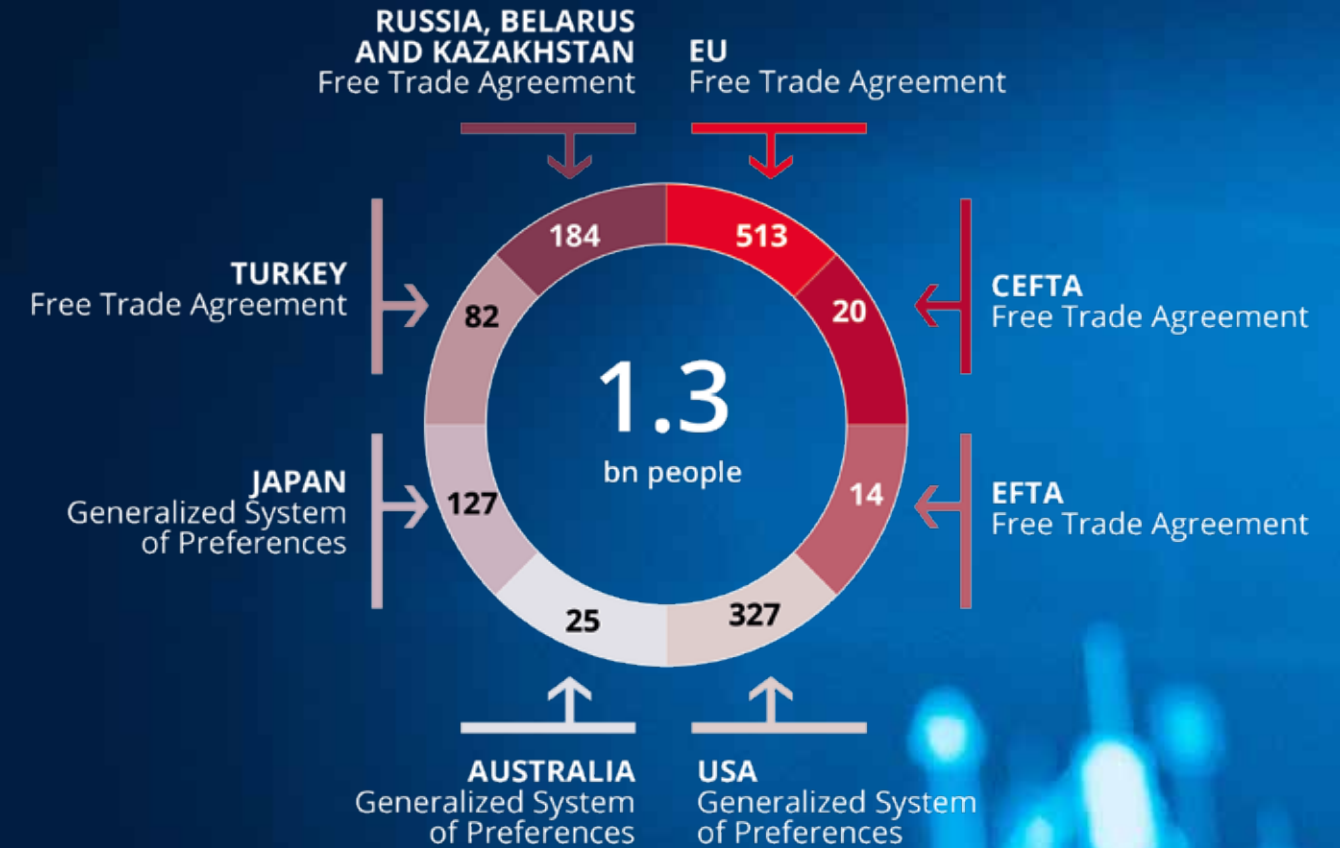**Time zone:** GMT+1

GDP (2018): €42.9 bn

FREE TRADE EXPORT OF SERBIAN GOODS

Goods made in Serbia benefit from several Free Trade Agreements and Generalized System of Preferences which provide simplified placement on markets with more than 1.3 bn people.

- Stabilisation and Association Agreement with the EU
- CEFTA Agreement
- USA (GSP)
- Agreement with the EFTA members
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey
- Japan (GSP)
- Australia (GSP)

Tax rate on personal income of 10%
Corporate profit tax rate of 15%
VAT rate:

- general – 20%
- special – 10%

![BITGEAR]

BITGEAR WIRELESS DESIGN SERVICES

We create intelligent systems for a more connected and more sophisticated world. This we do by applying state-of-the-art technology from a multitude of disciplines with fundamental understanding of relevant background concepts.

Bitgear is founded in 2007, and currently has 50 employees, with highly skilled engineering teams. We have 2 PhDs and 20 MSCS. Core of the team worked together in California-based consultancy company for 5 years, focusing on PHY layer of digital communications and FPGA implementation.

Our Services Offer is split into the segments:

- End-to-end IoT (Internet-Of-Things) product design and development;
- High-technology R&D services;
- Industrialization, product rollout and production support;
- IoT-based digital transformation consultancy.

We offer enterprise-grade, innovative IoT solutions line for niche problems, designed and produced in Serbia: IO-Elements www.io-elements.com
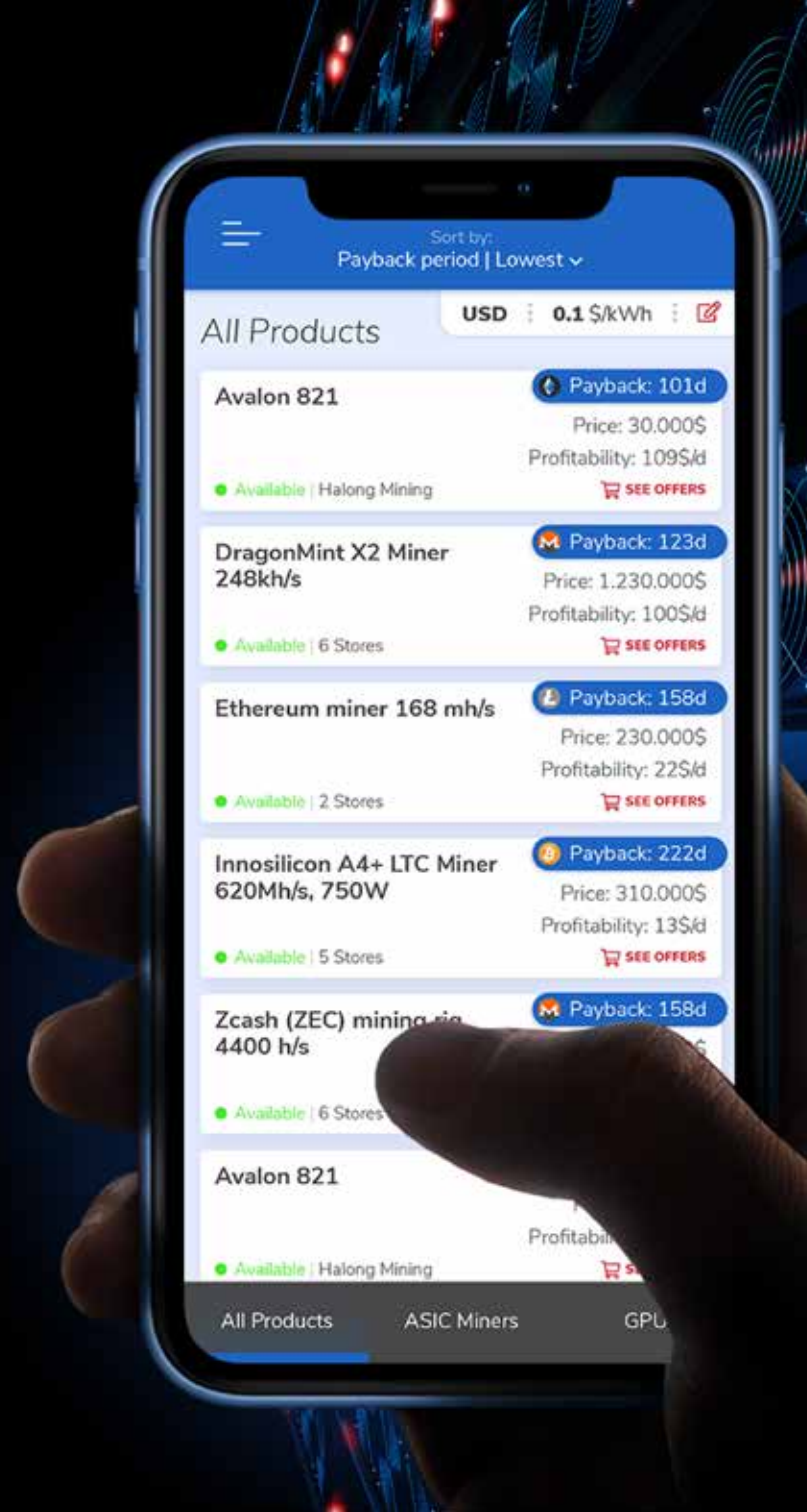
IO-Elements IoT solutions are carefully designed driven by the user experience, providing end user and other stakeholders with simple-to-understand, actionable insights, based on easy to install and maintain IoT sensors network.

After 5 years of fast growth (2nd place in Deloitte Technology Fast50 CEE with 1835% growth), Bitgear cooperated with MIT Sloan School of Management GLAB for three years, to define and implement processes and roadmap for the next stage of growth.

Our clients range from innovative fast-growing start-ups to Fortune500 companies – worldwide.

BITGEAR WIRELESS DESIGN SERVICES
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BYTEOUT SOFTWARE

What we offer for your hardware

We offer you our expertise in design, development and maintenance of application software needed for your embedded systems which represents remote interface to your hardware and personal interface to your users. Through mobile and web apps we can visualize data that your embedded system provides and send remote commands to it.

While you concentrate on building the best hardware and embedded systems, we build application software for you. Let's make your hardware alive!

In addition to that we can develop

- data aggregation platforms (data processing, statistics, critical alerts, system monitoring)
- software that helps your business (sales integration systems, CRM, web shops, etc)
- customized software that helps your workflows

We are

Over the last 10 years we've worked on more than 70 projects, building both simple to use and advanced applications on mobile & web platforms. Our multifunctional team creates modern, innovative, and user-focused solutions.

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DECODE

DECODE d.o.o. has been involved in designing custom solutions for industrial sensing and control applications for almost 30 years.

The company designs, develops and manufactures components and systems for industrial application and automation.

Product groups include:

- IoT,
- GSM telemetry,
- Radio modems,
- Interface and protocol converters,
- Sensors,
- Power sources,
- SCADA units,
- ISM 868MHz units.

In house R&D gives our customers possibility of easy customization, excellent technical support and re-branding upon request. Serving industry's needs means being always on the edge and seeking new opportunities.

Our mission is to provide our customers with constantly developed and improved technical solutions for modern industrial communications and telemetry systems in wired, radio and mobile telemetry applications.

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DIGITAL LOGIC

Who we are?

Digital Logic Ltd. is an electronics company from Serbia, built on 50 years of constant innovation and engineering resourcefulness. What once started as an electronics repair shop, today is a modern manufacturing company focusing on NFC Reader solutions.

With a half-century of experience, Digital Logic develops, manufactures and implements electronic devices based on RFID NFC technology.

What we do?

We are supplying companies across the globe with high quality RFID NFC Reader modules as well as free Software Development Kits. Our RFID NFC Readers work on all major Operating Systems and our software with SDK is being constantly updated.

Our friendly and dedicated technical support team supports our clients through every step of their projects. All of our devices are CE certified in the highest class which is a genuine recognition of high quality and reliability.

Typical applications

Digital Logic RFID NFC Reader hardware is used in:

Digital Signing, Access Control, Time Attendance, Cashless Payments, Public Transportation, Loyalty Systems, Vending Machines, Hotel Systems, Industry Automation and many more...

Conclusion

If contactless technology is your passion or business model choice, if you are thinking about a new project or want to finish or improve existing ones - do not hesitate to contact us.

Our experience, production capacities and technical support are always at your disposal, guaranteed to help you finish your project faster and stress free.

DIGITAL LOGIC
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Quality
certifications

Top
corporate
branding

300+
employees

2008
established in

HTEC

HTEC is an innovation and technology development center with offices in Serbia, Scandinavia, UK, and the US. It brings together leading technology experts, creative thinkers, business consultants, and over 300 engineers to deliver fully integrated solutions. Project implementation flow, proven through partnerships with scientific research organizations, global corporate customers, as well as some of the most disruptive startups, enables HTEC to provide the best delivery for specific requirements, budget, and timeline.

Core values: Quality first, Transparency, Own your business

Application domains: Medical and Healthcare, AI, Industry 4.0, IoT, Transportation, Home and Building Automation, Consumer Electronics, Robotics, System Tools
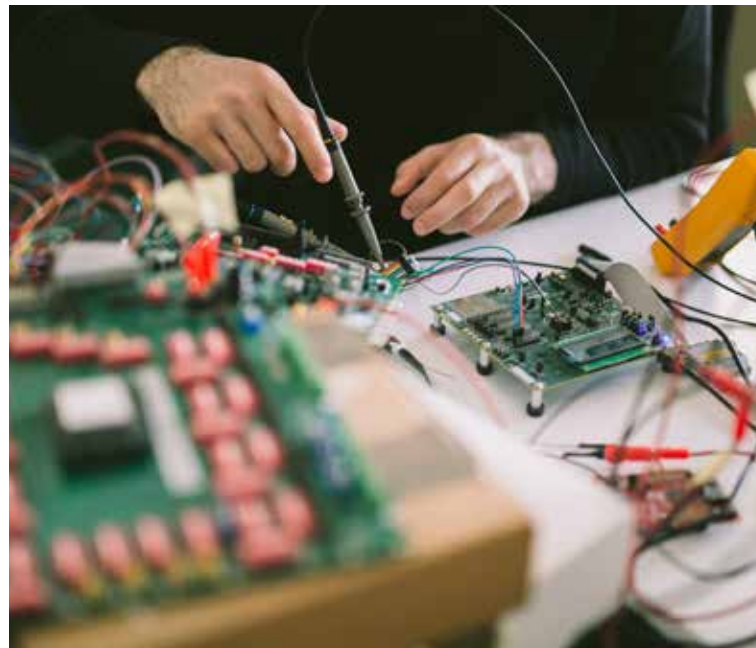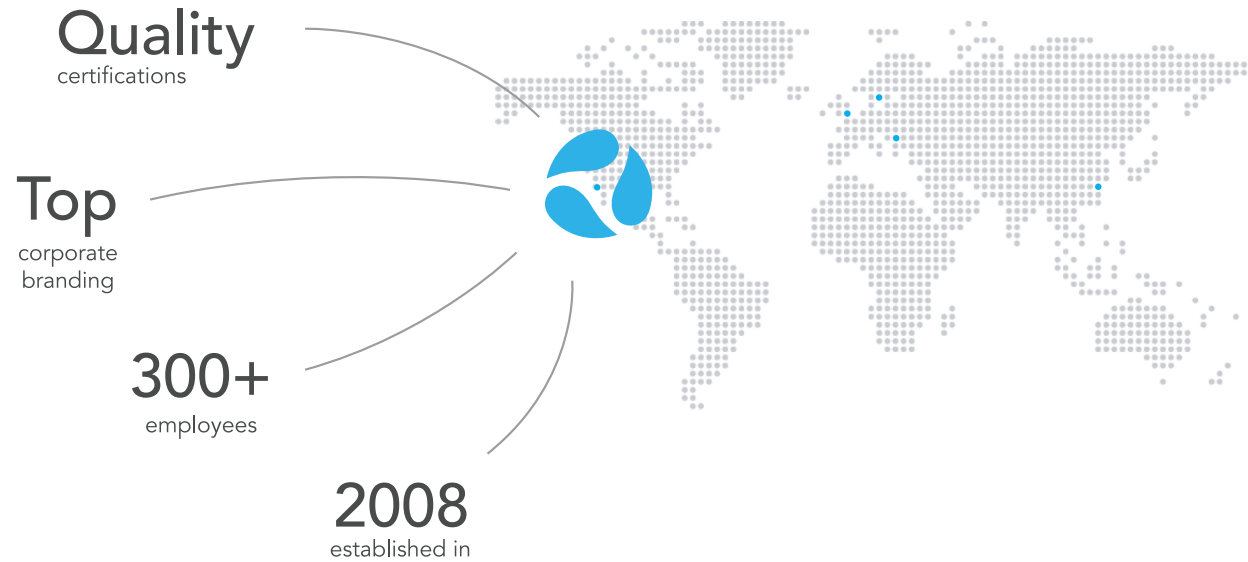
Services:
- Complete systems for various applications
  - > Hardware system design, schematic capture and PCB design with casing mechanics
  - > Firmware, driver and system software development
  - > Scalable cloud services (PaaS, SaaS)
  - > Mobile apps (Android/iOS) development
  - > Infrastructure setup and maintenance
  - > Data analytics
- ML and Edge Computing
- Rapid prototyping and proof of the concept designs
- Products retrofitting - extending the product life-cycle
- Wheeled robots design and development
- Code porting and optimization for various architectures

Additional services:
- Support in production and product verification
- Support in certification and approval
- Consulting

Certificates: ISO 9001:2015, ISO 13485:2016, ISO 27001:2013

SIQ
ISO 9001   Q-2037
ISO 13485   M-098
ISO/IEC 27001 I-068

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MICRO CIRCUIT DEVELOPMENT

Micro Circuit Development LLC is a professional services provider for embedded systems, established in 2011.

We are offering insights, expertise, and resources built from long experience in the embedded industry and also provide turn key solutions for remote data acquisition, video processing and analytics as well as NFC, RFID or barcode based merchandising applications.

Micro Circuit Development is an export - oriented IT company whose employees possess extensive knowledge in many areas, a high level of technical skills and can rise up to any engineering challenge. Thanks to our experience and well established processes we can guarantee a safe and trustworthy implementation as well as execution of all our projects.

Our team has long experience in all stages of software development process: market research, project evaluation, system architecture, software implementation (coding), testing, deployment, maintenance and bug fixing.

We currently supply and support customers in Industrial automation, Automotive, Finance, Healthcare and Security.

MICRO CIRCUIT DEVELOPMENT
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![MIKROE — Time-saving embedded tools]

MIKROELEKTRONIKA

Mikroe is a company, founded in 2001, that produces entire development toolchains for all major microcontroller architectures. Time-saving embedded tools is what we create on a daily basis.

Through our commitment to excellent, reliable and fully equipped hardware and software products, we aim to help fellow engineers get the job done quickly.

We believe that in the world that is rapidly changing, making a positive impact should be on everyone's mind. Our devotion to perfection knows no bounds and our product lines are designed to speed up the development processes because your work matters!

We design premium products for engineers, because we firmly believe that work should be enjoyable. Introducing a higher quality to your working life and helping you get more free time is in the core of our designs.

We continue honoring the challenge we gave to ourselves – one product per day! By following this daily task we have managed to develop more than 1500 products, and counting. Our most famous product line are the revolutionary add-on boards named Click boards™, and we have created over 750 of them. Log on to Mikroe's website, every working day at 10 AM CET and found out what's the newest product that we have released.

Whether you are an experienced engineer, student, beginner or enthusiast, you can find all the necessary tools for your project to stand out. Getting the results faster but with uncompromising quality is our number one priority.

Join us on our path to embedded excellence. The journey is challenging yet extremely fun, and the destination is closer than you might think.

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SAGA TELEMETRIC SYSTEM

STS is proprietary IoT web-based platform capable of connecting different sensor-like devices. In cloud or onsite with white labeling, it is designed to support different industries. With endless concurrency and data aggregation, notification mechanism, state of the art visualization and mobile compatibility, deep insight reporting and preventive maintenance algorithms, it generates great business value.

- Waste Management – with self-diagnostic logic, remote unit access, occupancy level and temperature sensors, smoke and intrusion detectors
- Liquid Consumption Monitoring – flowmeter-based sensors for real time consumption monitoring
- SmartWindow Management – manual, semi- or fully-automated controlled window system based on temperature, brightness, humidity and/or CO2 level

WEAVER

Weaver is platform based on natural language processing and is capable of understanding and processing nearly all world languages by implementing the NLU concept. The platform is also capable of understanding a user even if there are typos in either textual form or voice messages with the help of the newest AI technologies.

What separates it from other chatbots is that Weaver can simulate human-like conversations, and it can remember pieces of information from previous conversations.

It improves customer experience through extended hours, instant gratification and my advisory role.

Weaver platform modules:
- Channel Connector (FB Messenger, Viber, custom Web channel...)
- Main Weaver API
- NLP Module
- ChatBot engine module
- Administration Tool
- External information connector

G# (G FENCE)

G# is a software platform developed by Saga, which gives line-of-business leaders the opportunity to better understand customer behavior inside their space. G# provides data to make calculated decisions based on customer walking patterns, internet browsing habits, marketing content feedback, visit frequency, and other movement trends. Combining data provided by G# and other in-house systems, it offers the means to enrich the customer experience inside of a space and consequently boost sales. G# empowers users to quickly adjust to customer's needs through real-time interaction, while encouraging marketing departments to create targeted campaigns with guaranteed success.

- Real-time Movement Analytics
- Analytical Reports
- Configurable Captive Portal with Zone Dependent Content
- URL Analytics
- Customizable Front End

GO PARKING (by Lanaco)

Go Parking system represents a unified use of modern technological and communication solutions in parking management.

Why introduce the Go Parking systems?
- Decrease traffic jams
- Decrease air pollution
- Decrease parking management expenses
- Increase parking payment income
- Realize the opportunity of an additional income by publishing third party advertising messages

GOGROW (by Lanaco)

GoGrow is an IoT solution which utilizes everyday work of a farmer and provides efficient management of resources such as water and electric energy and achieves better yields at agriculture.

Why implement GoGrow?
- Meter moisture and quality of land and air
- Increase plant yield through monitoring growth conditions in the field
- Decrease electric energy consumption

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DEVELOPMENT AGENCY OF SERBIA

Development Agency of Serbia (RAS) is a government organization offering a wide range of services including support to direct investments, competitiveness and export promotion, leading the implementation of projects aiming to improve Serbia's attractiveness and reputation and increase economic and regional development.

With a unique set of support programs tailored for micro, small and medium enterprises and entrepreneurs, as well as domestic and foreign investors seeking to set up or expand their business in Serbia, RAS strives to raise Serbia`s position in the region and globally.

Created as a one-stop-shop, RAS acts as a reliable partner for both domestic and international companies with a single goal of building a strong and sustainable economy, and increasing the quality of life for the people in Serbia.

DEVELOPMENT AGENCY OF SERBIA (RAS)
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A RELIABLE PARTNER

Chamber of Commerce and Industry of Serbia (CCIS) is an independent, modern and responsible non-budgetary institution, a national association of all Serbian businesspeople, which serves the best interests of its members and the Serbian economy, owing to its tradition, experience and knowledge. CCIS is defined by the Law as an association of companies and entrepreneurs. A 160-year tradition of the Serbian chamber system and the developed chamber network, Representative Offices abroad, are the guarantor of efficient implementation of the support mechanisms for the economy and businesspeople in their activities. Linking the entire Serbia's economy in a single system, classified by economic sectors in 19 business associations and by regions in 17 regional chambers, including the City of Belgrade. Key commitment is to make Serbia visible as a market economy country, with investment opportunities, open borders, and ready to join the European trends in a competitive way.

CCI ACTIVITIES:

- Representing interests of our members before the governmental bodies and institutions
- Exercising public powers by issuing various documents
- Upgrading international economic cooperation
- Promoting the economy in the country and abroad
- Disseminating business information to our members
- Consultancy services
- Business education
- Fostering good business practice and business ethics
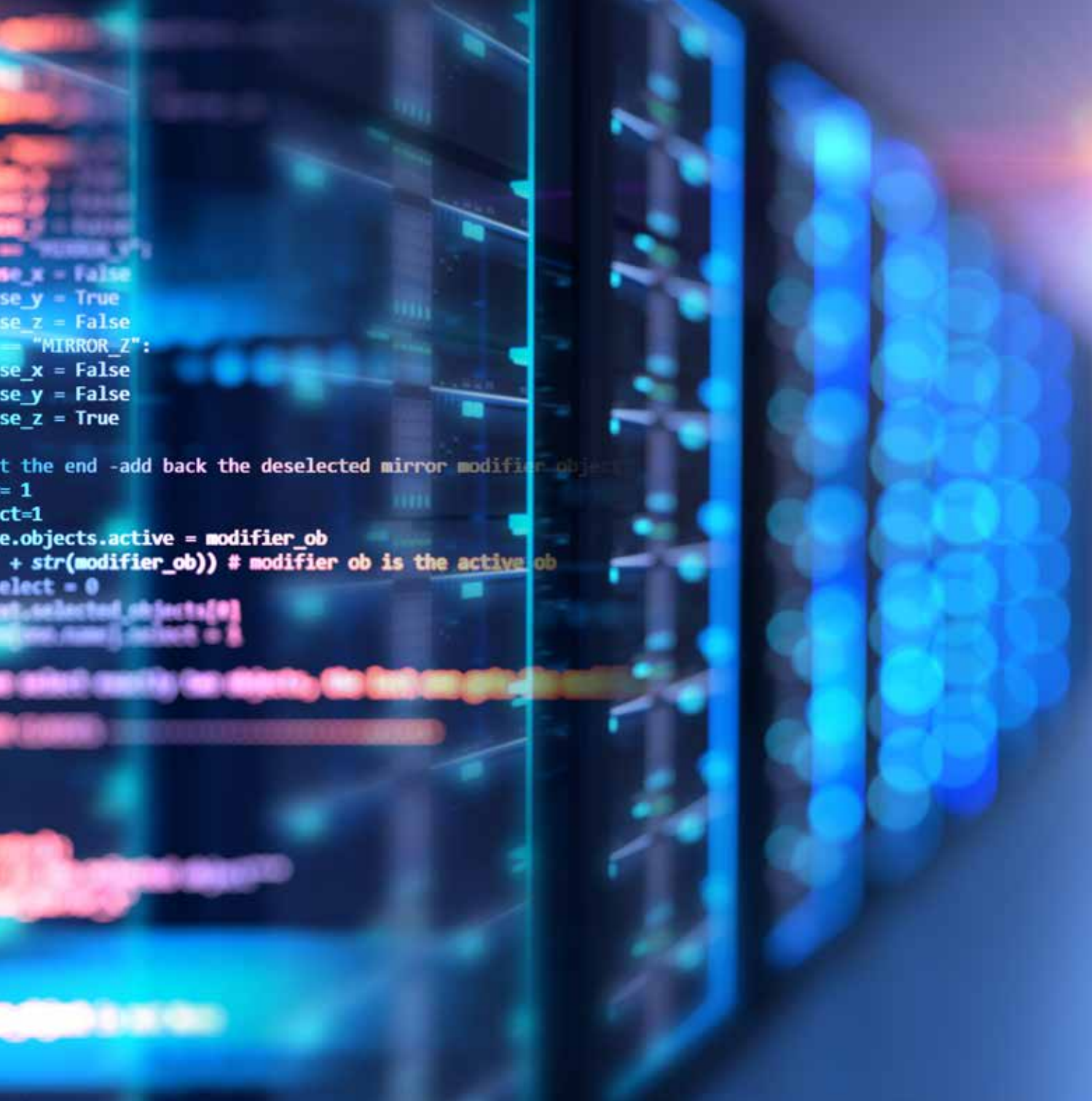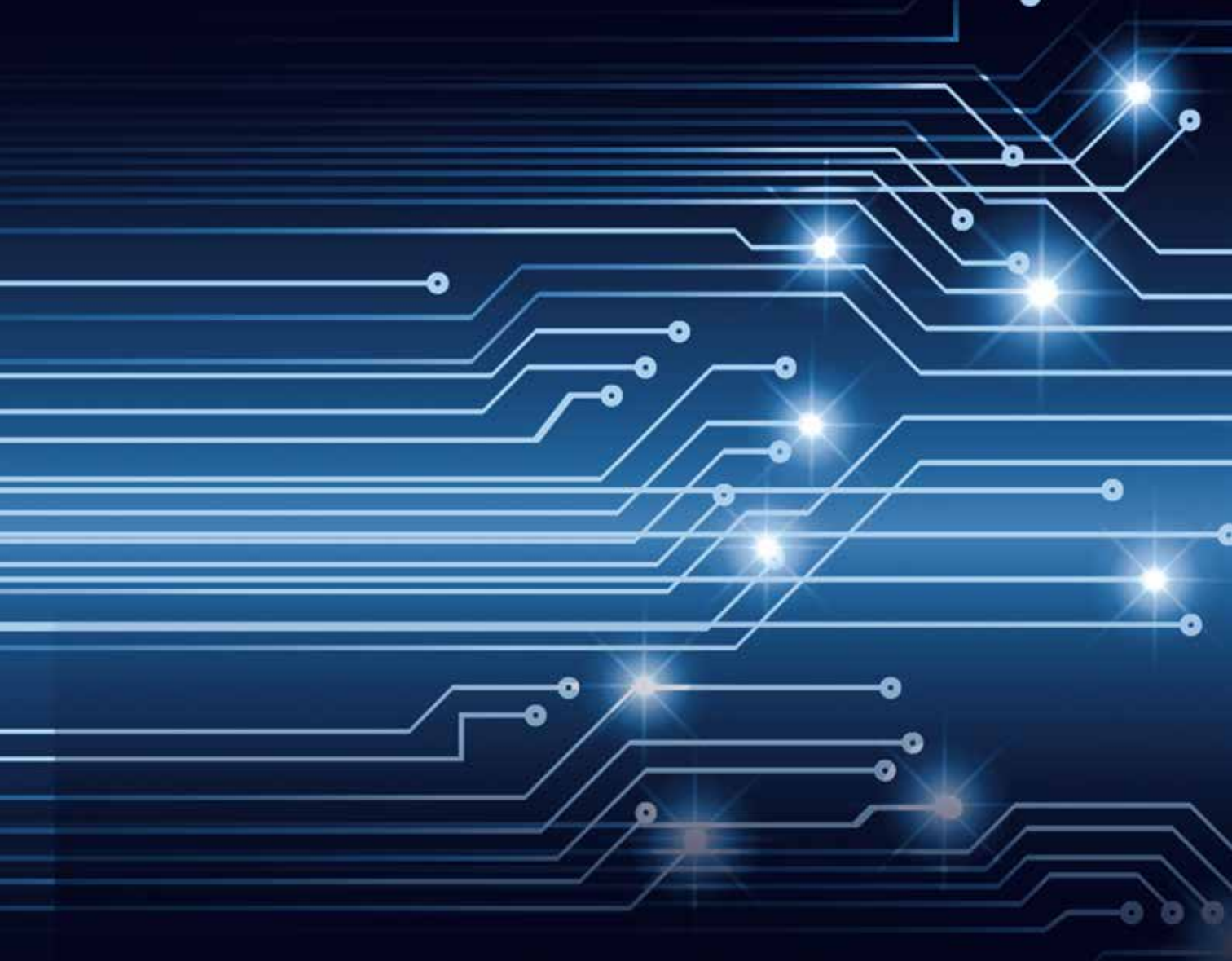- Work of Courts and Arbitration hosted by CCIS

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SERBIA
SMART SOLUTIONS

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RAS
Development Agency of Serbia

CHAMBER OF
COMMERCE AND
INDUSTRY OF SERBIA
1857