

# SERBIA



**SERBIA  
DOES  
FRUIT**

HALL B / D 07  
5 | 6 | 7 FEBRUARY 2020



FRUIT  
LOGISTICA

FRUIT  
LOGIS  
TICA  
2017 FEBRUARY 5-7 2020



# Serbia

HALL B / D 07  
5 | 6 | 7 FEBRUARY 2020



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## GENERAL DATA

**Location:** Southeastern Europe, central part of the Western Balkans

**Geographic coordinates:** 44 00 N and 21 00 E

**Territory:** 88.499 km<sup>2</sup>

**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 1.6 million inhabitants

**State organization:** Parliamentary Republic

**Official language:** Serbian

**National currency:** Serbian Dinar RSD

**Time zone:** GMT+1

**GDP (2018):** €42.8 bn



## **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



# 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)



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Tax rate on personal income of 10%

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Corporate profit tax rate of 15%

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VAT rate:

- general – 20%
  - special – 10%
- 













## ĆIRIĆ AGRO MĐŽ

It all began with a hard-working man called Milan Ćirić, who dedicated his life to agriculture and his local village. Today, Mr. Ćirić is the owner of one of the largest apple orchards in Serbia. As a proud apple exporter, his goal is to share the quality and taste of Serbian apples with the world!

He raised his children with the same values, who believe that working in the food industry is both an honour and privilege. This is why this 'small apple factory' strives to become one of the best Serbian brands!

**Products:** Gala (King, Schnico, Schnico Red, Schniga, Royal Beaut), Golden Delicious (Reinders, Klon B), Red Delicious (Roat King, Scarlet, Jeromine), Braeburn (Mariri Red), Fuji (Kiku 8), Granny Smith (Standard, Challenger), Jonagored (Red Jonaprince).

**Production capacities:** 280 ha of orchard, 15 apple varieties, ULO cooling storage 22.000 tons capacity, Greefa pre-sorting line capacity 20 tons/h, 3 packing lines, all packing methods, Smart Fresh technology, production of safe apples

**Export markets:** Russia

**Standards and certifications:** IFS, BRC, Global GAP, ISO 9000, HCCP, ISO 9001

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**SOUTH-EAST EUROPE BERRY CONFERENCE**

[berryconference.com](http://berryconference.com)

23. Februar 2019  
MILLENANIUM Opera & Theatre

PRODUCTS BY

borovnickaklub.com

TRADE AGRO

MILANOVIĆ tretman vode

AGROL

SYMBIOM

KOTIFANTY

SIMA CERT

RI

Smart Watering



## BLUEBERRY CLUB SERBIA

Founded in 2018, Blueberry Club Serbia was established by blueberry growers with the goal to bring together other producers with a true desire to cultivate high-quality berries. In an effort to form a strategic alliance among local growers, the company developed a standard technological process for growing blueberries, and provided technical support to member growers through:

1. Assistance in raising new farms and plantations
2. Nutrition program and protection and safety plans
3. Monitoring of fruits and vegetables
4. Wholesale

The company provides unified quality and stable quantities of berry fruits throughout the harvest season. Our blueberry harvest season extends from June to the end of August, with the season peak in June.

**Products:** fresh blueberries, fresh strawberries, fresh raspberries, frozen program (blueberries, raspberries, strawberries – zenga zengana).

**Production capacities:** fresh blueberries 150 tons, frozen blueberries 50 tons, fresh raspberries 10 tons, frozen raspberries 400v, fresh strawberries 100 tons, organic frozen strawberries (zenga zengana) 150 tons.

**Export markets:** Germany, the Netherlands, Austria, Russia, North Macedonia, Croatia, Montenegro, Bosnia and Hercegovina.

**Standards and certifications:** Global GAP, Organic Certification

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## D.V.A. SAGAL AGRAR

D.V.A. Sagal Agrar was established in 2012 with the idea to offer a high quality, healthy and safe product on local and international markets. The company specializes in growing hydroponic tomatoes covering an area of 2 hectares in accordance to the latest technological trends in greenhouse production. The hydroponic growing system uses a stone wool substrate that helps control all aspects of tomato production.

Tomato production is monitored by both domestic and foreign experts to ensure product quality and food standards, such as Global Gap. In addition to classic and cherry tomatoes, the company grows pink tomatoes, as well as other special types of cherry tomatoes. All products are sold under the “Natural Choice” brand, and products are packaged in recognizable and original packaging.

Products come in several different types of packaging options: 250 g and 500 g – cherry tomato; zipper bag 600 g – pink tomato; and cardboard container 600g- pink and cherry tomato.

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## FINE FOOD LINE

Founded in 2010, Fine Food Line is an exporter and distributor of fresh, frozen, dried, and powdered forest mushrooms. We believe mushrooms are a gift of nature when sourced from an unpolluted environment. Our products are made of pure forest mushrooms and packaged in the most advanced conditions. In an era of large corporate farms, Fine Food Line stands out in its commitment to naturally grown products and products cultivated in natural conditions. The company's production facilities and packaging plant adheres to all hygiene and sanitation standards. Using the latest equipment, Fine Food Line also exports both organic and conventional fresh, frozen, dried, and powdered fruit and vegetables.

### **Products:**

- Conventional and Organic certified products: Wild Mushrooms as Fresh, Dried or Powder (Porcini / Boletus Edulis, Chanterelle / Chanterellus Cibarius, Black Trumpet / Craterellus Cornucopoides, Black Morel / Morchela Conica, Hedgehog / Hydnum Repandum, Milk cap / Lactarius Delicioses)
- Conventional and Organic Fruits (Fresh, Osmotic dried)
- Conventional and Organic Vegetables (Fresh, Dried)

**Production capacities:** 300 tons of Fresh products / 30 tons of dried products per year.

**Export markets:** Europe, Asia, and the United States

**Standards and certifications:** ISO 22000:2005, NOP Organic USA, EU Organic Regulations, RS Organic

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## FRUCT COMPANY

Fruct Company, based in Udovice, has successfully operated on the market for 13 years. The company exclusively deals with the export of fresh fruit to international markets. Over time, the company has expanded production, purchased new equipment, increased number of workers, built new state-of-the-art warehouses and gained the status as one of the largest exporters in Serbia.

**Products:** The company's main business is the production and sale of fresh apples, fresh peaches and fresh nectarines.

**Production Capacities:** Using a modern calibrator made by Unitec, the company packages fresh fruit at a rate of 10 tons per hour. Fruit production covers an area of 15 ha, and the company's cold storage facility has a capacity of 2,000 tons. The company owns its own transport company with a larger number of vehicles.

**Export Markets:** A few years ago, Fruct Company established two daughter companies in Bosnia and Herzegovina and North Macedonia to further develop and expand fresh fruit exports from these countries. All affiliated companies have contract agreements with the largest retail chains in Russia.

**Standard and Certifications:** The company adheres to ISO 22000 and other international standards, and guarantees all products meet international food standards and are GMO free.

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## GLIŠIĆ TREND

Glišić Trend is a family-owned business with over 30 years of experience on the local fruit-trading market in Serbia. The company sources fruit from 23 partner producers primarily located in a 50km radius around the town of Loznica, in Western Serbia, where the company is based. Glišić Trend sources up to 5,000 tons of raspberries and blackberries per season. For years, Glišić Trend has sold its goods to other companies operating in the frozen fruit segment. More recently, the company is exploring possibilities of expanding its business operations into other areas of fruit production.

**Products:** raspberry, blackberry, cherry, plum

**Production capacities:** 3000 tons of raspberries, 2000 tons of blackberries, and smaller quantities of plums, cherries and organic raspberries and blackberries.

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## GREEN ENERGY GROUP INT

Green Energy Group Int is located approximately 60 km from Belgrade, the capital city of Serbia. The company is an export-oriented business with over 95% of income generated from export operations. Founded in 2009, over the years it has grown into one of the largest apple producers in central Serbia (Šumadija). Its network of growers are supervised by the Green Energy Group Int's production team to ensure product quality and safety. Products are offered in various modern packaging in accordance to buyer demands.

**Products:** Apple varieties: Gala, Golden Delicious, Red Delicious, Fuji, Granny Smith, Red Jonaprince, Idared

**Production capacities:**

- The company's orchard covers an area of 50 hectares and utilizes the latest Italian technology. The plantation is fully equipped with hail nets, drip irrigation and anti-frost systems. In total, the company's apple orchard and cooperative network can produce up to 10,000 tons of apples.
- Facilitates ULO/DCA cold storage equipment with capacity of 2,400 tons, and a modern sorting machine line made by GREEFA.

**Export markets:** EU, Russian Federation, Saudi Arabia, Kuwait, Oman, Bahrain, Malaysia

**Standards and certifications:** GLOBAL GAP, HACCP

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## HLADNJAČE BRESTOVIK

Cold Storages Brestovik is a large grower, trader and distributor of fresh and frozen fruit and vegetables. Beyond its own growing operations covering an area over 35 hectares, the company has a large network of cooperants to source high quality blueberries, plums and other fruit and vegetables. Most recently, Cold Storages Brestovik exported large quantities of Global Gap certified blueberries, among other fruit, to a large multi-national fruit distributor, Greenyard Group. The company is equipped with the latest technology equipment enabling proper handling and safety of fruit and vegetables. Cold Storages Brestovik offers diverse packaging and distribution services of fruit and vegetables, and the company owns a large fleet of trucks.

**Production Capacities:** 1,400 ton capacity in a production facility covering 1550 m<sup>2</sup>

**Export Markets:** The Netherlands, Czech Republic, Germany and other countries around the world

**Standards and Certifications:** The company is certified in the field of food safety and integrated quality management systems (FSSC 22000 and BSCI standards) and GLOBAL GAP.

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## INTER-FUNGHI

Founded in 2009, Inter-Funghi is a family-owned company specialized in collecting, processing and exporting wild forest mushrooms from Serbia and the broader Balkan region, including Romania. In Serbia, the company possess an organic certification for Boletus and Cantarellus Cibarus mushrooms.

The company's product range also includes locally sourced truffles and fruits. Its production facilities include a high-quality packaging system for dried mushrooms, particularly Boletus, along with other mushrooms sorts in accordance to buyer demands. The company aims to expand its business operations to new high-value markets in partnership with new strategic partners around the world.

**Products:** Wild mushrooms include: Boletus edulis, Chantarelles, Craterellus cornucopioides, Amanita caesarea (Caesars mushroom), Verpa bohémica, True morels, Chicken of the wood, Calocybe gambosa (St. Georges), as well as white and black truffles.

**Production capacities:** Fresh mushroom (400 tons), dry mushrooms (50 tons), and frozen mushrooms (100 tons).

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## PDM AGRO FRUIT

PDM Agro Fruit, based in the town of Pudarci, operates a large-scale modern distribution center for trading fruit and vegetables. The produce of more than 3,000 growers and producers of 11 different types of fruit and vegetables reaches the company's distribution center. It has long term cooperation agreements with a large network of fruit and vegetable growers in Serbia. The company is one of the top purchasers and distributors of locally sourced fruit to both domestic and Russian-based retail chains. PDM Agro Fruit markets its broad variety of products in local and foreign markets under the "Healthy from Serbia" brand.

**Products:** Fresh fruit includes – strawberries, sweet and sour cherries, blueberries, blackberries, peaches, nectarines, apricots, plums, grapes, pears, and apples.

**Production capacities:** For the last seven years, PDM Agro Fruit has been the largest exporter of fresh fruit in Serbia. In 2018 and 2019, the company exported more than 23,000 tons of fresh fruit, primarily to the Russian market, along with other foreign markets. More than 70% of its exports are apples, the company's main product. In recent years, the company has increased exports of peaches, nectarines and blueberries.

**Export markets:** EU (Croatia, Slovenia), Russia

**Standards and certifications:** FSSC 22000, HACCP, ISO 22000:2005, SMETA Sedex

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pureberry  
Pureberry Fruits Rouges ®



pureberry, ô pur délice !

## PUREBERRY

Pureberry is a grower and distributor of premium fruits and vegetables from Serbia. Our comprehensive approach to business helps us build true partnerships with our customers. We produce and deliver only the highest quality produce in a reliable and timely manner. Pureberry guarantees flavourful fruits and vegetables grown by natural and sustainable methods. Simply, we produce and deliver only the highest quality berries in a reliable and timely manner.

**Products:** Bluberries, raspberries, blackberries, black and white currant

**Production capacities:** Production surface: 35,6 ha, production volume: 420t

**Export markets:** Germany, Netherlands, Sweden, Russia

**Certifications:** Global G.A.P., FSSC 22000, BSCI, Organic certificate for raspberries

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## PUREVEG

PureVeg is a grower and distributor of premium vegetables. PureVeg guarantees flavorful vegetables grown by natural and sustainable methods. The company's vegetable production is managed in modern growing tunnels and glass houses. We have made a conscious choice to work in harmony with nature. Our team of in-house agronomists and field technicians provide ongoing expertise regarding the best production practices, selection of plant varieties and the latest updates on production technologies.

As an innovative company, PureVeg constantly works to maintain the quality of its produce and ensure that every day steps are taken to better serve customers and the local community.

**Products:** cucumber, capsicum, capsicum elongated, chili peppers, cauliflower, tomatoes

**Production capacities:** 16 hectares under tunnels, and 2 packing facilities with state of the art packing lines and storage capabilities.

**Certifications:** Global G.A.P. certified, FSSC 22000, BSCI

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## SELECT FRUIT

Select Fruit is a family-owned business engaged in wholesale and export of fruit and vegetables. The company was founded in 2013 and has continued to expand over the years, both in terms of capacity and business scope. The company grows and sources high-quality fruit and vegetables in accordance to the latest international standards. Its close cooperation with local farms is reflected in long-term partnerships and provision of technical support to partner fruit and vegetable producers.

The company's production and storage facility selects and classifies high quality fruits and vegetables to serve different kinds of buyer requirements. The satisfaction of the customer and the end consumer is the company's primary goal.

Let Select Fruit be your choice for new business and partnership. We choose the best. We suggest you do the same.

**Products:** Apples (Golden Delicious, Red Delicious, Granny Smith, Gala, Idared, among varieties) peaches, nectarines, strawberries, apricots, grapes.

**Production capacities:** approximately 5000 tons per year

**Export markets:** France, Russia, the Middle East

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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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RAS

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.

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# SERBIA DOES FRUIT

Serbia Does Fruit is a newly created brand designed to raise the international profile of the country's fresh produce sector. Food and agriculture, particularly the fruit and vegetables sub-sector, represent a strong part of Serbia's cultural identity and tradition.

With over 6.54 million hectares of arable land, favorable climatic conditions and a unique geographic position, Serbia is blessed with a diverse range of fresh produce, including autonomous fruit varieties unique to the region. Historically and economically, Serbia is a food loving, producing and exporting nation, with a strong agri-industry that dates back many centuries.

With 62,000 tons produced annually, Serbia was the largest global exporter of raspberries in 2016, representing 8% of the world's raspberry and blackberry production, with more than 2,000 hectares of blueberries under cultivation. Within the country's berry fruit industry, raspberry production dominates with 21,861 ha and a total production of 109,742 tons in 2017/2018. Based on official estimates for the 2019/2020 season, Serbia is expected to have 23,249 ha of raspberry plantations with a total production of 120,058 tons, which will reaffirm Serbia's position as one of the leading raspberry producers in the world. The total value of fresh berry fruit exports in 2018 reached close to 26 million Euros, while frozen berry fruit exports exceeded 220 million Euros. In 2018, the total export of frozen berries from Serbia amounted to 29% of total global exports. Serbia is expected to achieve a production volume of more than 150,000 tons of berry fruit in 2020.

Beyond the country's vast production of berry fruits, Serbia is also among the largest apple producers in South-East Europe, with approximately 450,000 tons cultivated in 2018, and an expected 500,000 ton yield in 2019/2020. The country's climate is also suitable for vegetable production, making Serbia one of the largest vegetable suppliers and exporters in the region. Serbia's broad variety of vegetables includes red peppers, cabbage, carrots, tomatoes and potatoes, etc. In terms of fruit and vegetables, Serbia offers natural taste, high-quality flavors and great value, and stands ready and open for all to discover.

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COMMERCE AND  
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Development Agency of Serbia

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