



RAS

INVEST IN  
**SERBIA**  
**AGRI-FOOD**

# SERBIA

## PLACE WHERE THE AGRICULTURE IS THE CULTURE

Serbia is a land of agriculture and the cult of food has always been an integral part of the country's culture. With over 5.1 million ha of agriculture land, out of which 60% is arable, and perfect climate conditions blessed Serbia with diversity of fruit and vegetable varieties, some autochthonous sorts and other simply ample to be grown on Serbian land.

Agriculture and food production in Serbia have an extensive tradition. Serbia has been producing and exporting dry plums and swine livestock to Central Europe since 1820. Serbian canned ham has been finding customers all across the USA for the last 50 years, while bovine meat especially goat, is present in Arabic countries as well as on the European markets.

Food industry is one of the strongest points of the Serbian economy. Trade balance of agricultural products is in constant surplus. In 2019, Serbia had high surplus that amounted 1.3 billion EUR, with increase of export for 13.3% compared to 2018.



## R&D

### 16 Specialized institutes

Strong support to agri-food producers from widely recognized research institutes, focused on technologically-advance production that leads to high-quality, environmental-friendly seeds and vegetable crop production.



## AGRI-FOOD EDUCATION

### 4 Universities

### 26 Secondary Schools



## SAFETY STANDARDS

HACCP certification is a mandatory precondition for export oriented food processing companies, while Government of Serbia provides various types of grants for companies to help them acquire the necessary standards. Major European certification companies such as Evrocet, SGS, TUV Sava, TUV Nord, and Bureau Veritas have their offices in Serbia along with the domestic certification bodies.



## GMO FREE

Huge potential for organic production with strictly prohibited production and trade of GMO food.



**€6.6 BILLION OF TURNOVER** (Food and Beverage Production in 2019.)

**€1.5 BILLION OF EXPORTS** (Food and Beverage Production in 2019.)

# QUALITY OF SERBIAN SUPPLY

5.1 million ha of agricultural land  
564,542 registered agriculture farmers

An excellent raw material base, network of FTAs, a long tradition of high-quality food production and a strong regional brands are key reasons world class companies have chosen Serbia as their agri-food investment destination. The agri-food sector accounts for a massive proportion of foreign direct investments, whether in terms of value or of the number of projects.

Made-in-Serbia food is present around the globe, from Japan to the US, and is sold under Serbian brands and through world's largest supermarket chains such as Tesco, Lidl, Asda, Spar, Carrefour, Metro, Idea, Leader price, Kopeika, and Rewe. International customers keep increasing orders for Serbian truffles, raspberries, apples, corn, juices, concentrates, purees, jams, frozen and dried fruit and other first-class produce.

THE WORLD'S SECOND LARGEST CHOCOLATE AND CONFECTIONERY COMPANY, ITALIAN **FERRERO** IS SOURCING HASELNUTS FROM ABOUT 1,000 ha OF FIELDS IN SERBIA, WITH PLAN TO GROW TO 10,000 BY 2024. THAT FAMOUS TASTE OF NUTELA, KINDER OR FERRERO ROCHER IS JUST ONE OF MANY COMING FROM SERBIA.

PLUM • POTATO • **SERBIAN RAW** • APPLE • CABBAGE • GRAPE  
MELON • RASPBERRY • PEAS • WATERMELON • SOUR CHERRY  
PAPRIKA • PEACH • CUCUMBER • STRAWBERRY  
ONION • **SERBIAN RAW** • CABBAGE  
GRAPE • PEAS • WATERMELON • SOUR  
CHERRY • TOMATO • PEACH • CUCUMBER  
STRAWBERRY • POTATO • APPLE • CABBAGE • GRAPE  
MELON • WATERMELON **SERBIAN RAW**  
SOUR CHERRY • TOMATO • PEACH • CUCUMBER  
**SERBIAN** • PLUM • POTATO • APPLE  
CABBAGE • PEAS • WATERMELON  
SOUR CHERRY • PEACH • **SERBIAN RAW**  
CUCUMBER • APPLE  
CABBAGE • WATERMELON  
SOUR CHERRY • CUCUMBER  
STRAWBERRY • CABBAGE  
GRAPE • MELON • SOUR  
CHERRY • CUCUMBER  
STRAWBERRY • CABBAGE • GRAPE  
**SERBIAN RAW** • WATERMELON  
SOUR CHERRY • CUCUMBER  
STRAWBERRY • GRAPE  
MELON • RASPBERRY • CHERRY  
PAPRIKA • PEAR • TOMATO • CUCUMBER  
ONION • PLUM • POTATO • CABBAGE • GRAPE • MELON  
SOUR CHERRY • PAPRIKA • CUCUMBER  
STRAWBERRY • ONION • POTATO • APPLE  
CABBAGE • GRAPE • MELON • WATERMELON  
SOUR CHERRY • **SERBIAN RAW** • PEAR  
**SERBIAN RAW** • PEACH • CUCUMBER • STRAWBERRY • ONION  
PLUM • POTATO • APPLE • CABBAGE • GRAPE • MELON • RASPBERRY  
PEAS • WATERMELON • **SERBIAN RAW** • SOUR CHERRY • PAPRIKA



# FRUIT

## SERBIA - WORLD'S NO.1

### PRODUCER OF RASPBERRIES

Fruit production is one of the key sub-sectors of Serbia's economic development and therefore given a strategic treatment by the Government of Serbia. In 2019 export of Serbian fruits amounted 568.2 millions of euros.

Measured by value of apples, in 2019 **Serbia was the first exporter from Europe to Russian Federation**. Massive apple orchards are expanding all across Serbia, especially in Vojvodina with premium melioration systems, trendy varieties and expensive anti-hail nets.

In 2019 export of frozen raspberries, blackberries, mulberries, etc. represents 31.7% of world exports **placing Serbia No.1 exporter of this group of products in the world**. Serbia is in the top 3 largest providers of frozen fruit to Austria, Russian Federation and Germany. Around 90-95% of raspberry production is intended for export, mainly frozen in bulk. This constitutes a huge potential for investors who are considering Serbia as a production facility for their final products with all kinds of different berries such as: spreads, jams, toppings, ingredients for ice-cream industry, fruit cubes for yoghurt production, etc.

**SERBIA'S EXPORTS REPRESENT 31.7% OF WORLD EXPORTS OF FROZEN RASPBERRIES, BLACKBERRIES, MULBERRIES, LOGANBERRIES IN 2019. WITH 148,000 TONS EXPORTED AND WITH TOTAL VALUE OF MORE THAN \$250 MILLION IN 2019, SERBIA IS RANKED AS NO. 1 WORLD EXPORTER OF FROZEN BERRIES.**



Fruit Production, 2019	Quantity (Tones)
Plum	558,930
Apple	499,578
Grape	163,516
Raspberry	120,058
Sour cherry	96,965
Pear	54,859
Peach	48,204
Strawberry	19,608

Source: Statistical Office of the Republic of Serbia



# VEGETABLE

## SERBIA - MAIN VEGETABLES

### SUPPLIER OF SEE MARKET

Ideal climate for vegetable production makes Serbia the main vegetable exporter and supplier of the South Eastern Europe. The most popular vegetables produced in Serbia are: paprika (pepper), cabbage, tomato and potato.

Pepper production is oriented towards pasteurized pepper in different forms: shredded, cooked and roasted. Due to dry matter in it, majority of red pepper is used for production of aromatic spices, but also for preparing a traditional Serbian winter dish - "Ajvar" spread.

**PREPARED IN LESKOVAC  
USING A SPECIAL RECIPE,  
"SERBIAN VEGETABLE CAVIAR"  
OR "AJVAR" NOWADAYS  
SPREAD ON EVERY CONTINENT**

Beside pepper, cabbage production is second important in Serbia and it is traditional winter dish. Serbian "sauerkraut" is considered delicacy and local consumption during the winter time is enormous. In the last few years, production of green peas and sweet corn is in constant rise due to the increased consumption of frozen, ready-to-eat meals worldwide.



Vegetable Production, 2019	Quantity (Tones)
Potato	702,086
Cabbage	178,308
Melon and Watermelon	163,483
Paprika	118,256
Tomato	111,639
Cucumber	29,711
Onion	29,588
Peas	25,612

Source: Statistical Office of the Republic of Serbia



# SERBIAN MEAT

## FARM FRESH & TENDER

Livestock farming and meat processing in Serbia have a long tradition. The most popular meat products are fresh or smoked pork and beef, as well as poultry. At the same time, products such as pate, dry sausage of different types, hot dogs and smoked beef and pork are widely spread through all chains of supermarkets in the Balkan region.

Serbian slaughterhouses and meat processing houses have a strong position on the CEFTA market. However, Serbia's livestock has decreased over the last decade by 15 % on average, with lack of investments being one of the main reasons behind. That creates additional investment opportunities to match production capacities with the plenty of opportunity for further development of international placement.

Free Trade Agreement define new quotas for duty free export from Serbia to Turkey, pertaining to beef, sunflower oil, sunflower seeds, soybeans, animal feed and pet food, and the quotas for export of peas, beans, green peas, sweet corn and prunes have been increased. Serbia would be able to export, free of duty, 5.000 tons of fresh, chilled or frozen beef thanks to Free trade Agreement.

**THE PRODUCTION OF BEEF IS THE BRANCH IN WHICH SERBIA HAS POTENTIAL TO BECOME MORE COMPETITIVE. THIS POTENTIAL WAS SPOTTED BY GERMAN, FRENCH AND DUTCH INVESTORS WHO ALREADY OPENED FEED PROCESSING PLANTS.**





# DAIRY

## FOOD FOR HEALTHY HEDONISM

Besides “kajmak”, a creamy dairy spread originally made in Serbia, Serbia has various dairy products to offer internationally. Sour yoghurt, paprika in sour cream and white soft and hard cheeses are among the most popular ones. All of these products originate straight from century long tradition of Serbian cuisine.

**A DISTINCTIVE DAIRY  
PRODUCT OF SERBIAN  
CUISINE, CHEESE PULE,  
IS THE “WORLD’S MOST  
EXPENSIVE CHEESE”,  
FETCHING €1,000 PER KG**

Fresh and pasteurized milk of the highest quality is mainly used for meeting high local consumption, but also easily finds export markets in the neighboring Montenegro and Bosnia and Herzegovina. However, after stabilization of the domestic dairy market, Serbian export companies began to think more about conquering new markets, primarily Russia and Turkey, due to ratified Free Trade Agreements with those countries. So far, White salad cheese, sour cream spread, hard cheese and goat cheese have already found their customers on the demanding Russian market.



# SERBIA

## FOOD and BEVERAGES PROCESSING INDUSTRY

4,894 producers

70,349 employed (Food and Beverages Industry)

High-quality food processing sector has a potential for Serbian agriculture further development. Whether this is processing for the price competitive brands, or small, quality-oriented processing facilities – chances for success are visible especially in the emerging markets. The results were achieved not only due to price-competitive raw materials, but also because of the significant potential in the CEFTA market and the agreements signed by Republic of Serbia.

### PROCESSING AND PRESERVING OF MEAT AND PRODUCTION OF MEAT PRODUCTS

506 producers

11,723 employed

€67.8 mill. of exports (2019)

€922.7 mill. of turnover (2019)

### BEVERAGES

613 producers

7,312 employed

€142.6 mill. of exports (2019)

€939.6 mill. of turnover (2019)

### DAIRY PRODUCTS

260 producers

6,342 employed

€101 mill. of exports (2019)

€683.4 mill. of turnover (2019)

### PROCESSING AND PRESERVING OF FRUIT AND VEGETABLES

1,140 producers

10,757 employed

€388.5 mill. of exports (2019)

€911.2 mill. of turnover (2019)

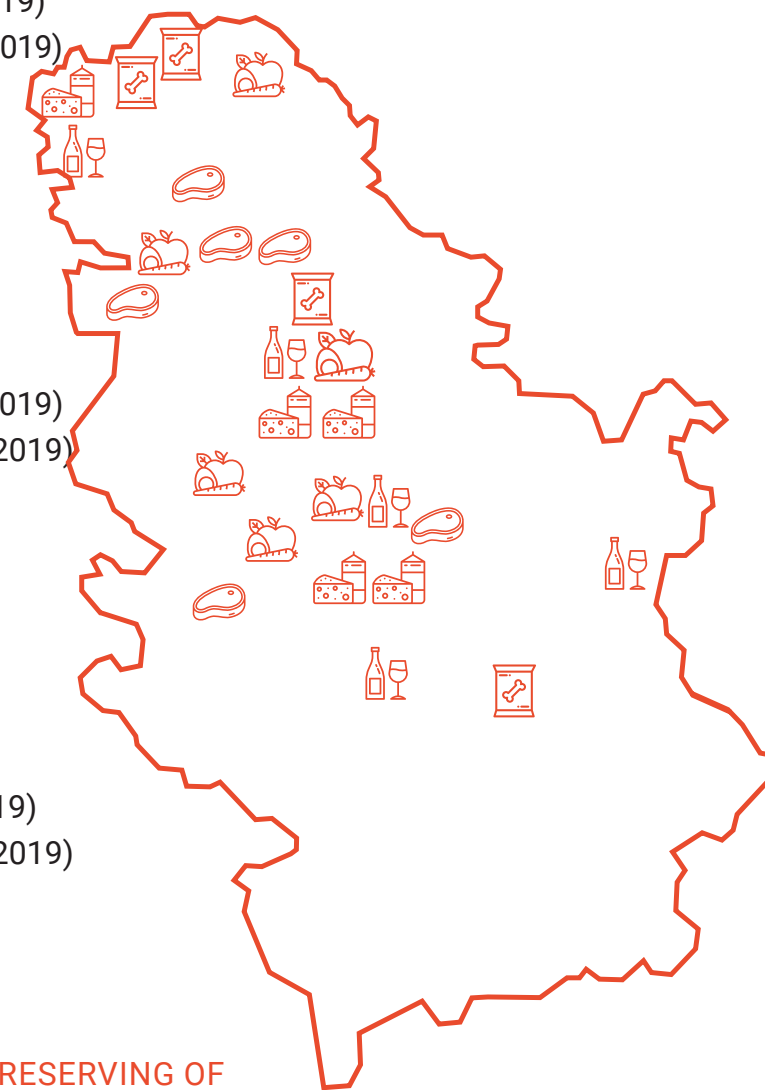
### ANIMAL FEEDS

202 producers

3,412 employed

€166 mill. of exports (2019)

€641 mill. of turnover (2019)





## Wines of Serbia



Serbia is situated within the area that wine aficionados call "The Wine Belt". The history of wine-making in Serbia is more than 1000 years long.

The most important Serbian vineyards are situated in Negotinska Krajina, east part of Serbia, in the area of Vršac, Subotica and slopes of Fruška Gora in north Serbia, in Šumadija, western part of Serbia and Župa, south Serbia.

**THE OLDEST AUTHENTIC GRAPE SORTS OF SERBIA ARE PROKUPAC (RED WINE) AND TAMJANIKA (WHITE MUSCAT WINE).**

Serbian vineyards are covering about 22,150 ha out of which 6,500 ha are for commercial use. There are more than 350 registered wineries with a total production capacity of around 70 million liters of wine.

Numerous small and medium privately-owned wineries of Serbia entered the world market, often run as family businesses, and with very high standards of quality and taste.

## Traditional Serbian Spirits



One of the most recognized brand of Serbia is **Rakija**, traditional strong brandy made of many delicious fruits including quince, apricot, raspberry, grape and apple. A good rakia is made of fully ripe and healthy, unsprayed fruit.

Serbia is one of the world's largest plum producer and as much as 70% of the yield goes into distilling of "Sljivovica" spirit. Plum brandy "Sljivovica", is the first Serbian certified brand with protected designation of origin.

**DISTILLED RAKIJA ACCORDING TO ZLATIBOR VILLAGE'S RECIPE HAS RECEIVED EU CERTIFICATION.**

There are also other variations, such as cherry, healing herbs (Stomaklija), and honey - Medovača. The alcohol content varies between 30% and 40% normally, but some private distillers get up to 50%.

Rakija is served chilled down to cellar temperature, in a shot glass or čokanj (a special long-necked glass).



# Nectar Group [WWW.NECTAR.RS](http://WWW.NECTAR.RS)

LEADING JUICE PRODUCER & EXPORTER



For two decades of doing business, company Nectar grown from a small entrepreneur venture to a leader company that has spread beyond the borders of Serbia.

With more than 1,000 employees, Nectar is the only company in the region that has entirely full circle manufacturing: from cooperation with farmers and buying fruit, to production and final outcome – finished goods like: juices, nectars, alcoholic beverages, non-alcoholic beverages, syrups, vinegars, mineral waters, jams etc. Exporting to more than 50 countries, they advanced their operations by strengthening the direct distributive network, developing new products and constantly caring about their top quality.

World-class quality of products is guaranteed by implementation of international standards and certificates: ISO 9001, ISO 22000 and FSSC 22000.

# Kabinet Brewery [WWW.KABINET.RS](http://WWW.KABINET.RS)

PIONEERS IN CRAFT BEER PRODUCTION



One of the pioneers in craft beer production in Serbia is Kabinet Brewery founded in 2013. It is the first Greenfield craft brewery in the Balkans.

Kabinet brewed more than 85 different beers that have travelled to five continents and 25 countries all over the world. At the moment, their production capacities are 200 hectoliters of craft beer, some are herbal, others are brewed with spices or are organic, even lambic and barrel aged one.

Since every recipe has its own story, they thought that the design of the labels should be just as individual and custom-made. Therefore, each label is a design by a different artist. For this unique approach, they have received several both domestic and regional awards.

Kabinet main goal is searching for new and unusual tastes, while aiming to offer the highest quality craft beers from the selected ingredients.



# Mlekara Šabac [WWW.MLEKARA-SABAC.RS](http://WWW.MLEKARA-SABAC.RS)

**BIGGEST EXPORTER IN SERBIA**



Mlekara Šabac, with the 70 years long tradition, is one of the largest milk producers in Serbia. With its capacity of milk receiving and processing (260,000 liters per day), as well as with its wide range of products, this factory covers Serbian market, but more than 60% of its products is exported to the markets of Russia, Ukraine, Belarus, Montenegro, Bosnia and Herzegovina, Croatia, North Macedonia, Bulgaria, Slovenia, Germany, Switzerland, as well as to the USA.

The product range (soft cheeses, cream cheeses, spreads, sterilized milk, and fermented products) has highest quality, thanks to the quality management standard ISO-9001, food safety standards - FSSC 22000 and Halal, the environmental management standard – ISO 14001, and the occupational health and safety management standard BS OHSAS 18001. Mlekara Šabac sets standards for the future in milk producing and sour dairy products.

# Bio Panon [WWW.BIOPANON.RS](http://WWW.BIOPANON.RS)

**START-UP ORGANIC DAIRY PRODUCER**



Bio Panon is a start-up family owned company engaged in milk processing and the production of dairy products, mainly focused on the production of organic dairy products. Production facility is located in Bačka Palanka, an excellent strategic position from the perspective of product distribution and transportation.

Total production capacity exceeds 300 tones of milk daily including state-of-the-art production lines. Organic dairy product portfolio under the brand Farma Organica includes: • ESL milk • UHT milk • White yoghurt • Fruit yoghurt • Functional yoghurt • White cheese (feta type) • Chocolate milk • Sour cream • Sour milk.

Main export markets are: North Macedonia and Montenegro. International standards and certifications are implemented: IFS, Certificate of Organic Production (domestic and EU standards).



# Cold Pressok [COLDPRESSOK.COM](http://COLDPRESSOK.COM)

## MOST INOVATIVE PRODUCTS



Established in 2013, Cold Pressok is one of the innovative and most trusted nutrition brand in Serbia.

Their range of products consists of cold pressed fruit and vegetables juices and smoothies, variety of cold pressed nut milks including almond, hazelnut, cashew, peanut and oat milk as well as various vegan nut butters like almond, almond - coconut, chocolate - hazelnut or choco - peanut.

All products are gluten free, dairy free, lactose free, no additives, no preservatives, no added sugar, no processed ingredients, not pasteurized.

Cold Pressok exclusively uses HPP - High pressure processing instead of heat pasteurization, to preserve freshness and nutritional value of products. International standards and certifications are implemented in the production process: FSSC 22000, HACCP, KOSHER.

# PIK Becej [WWW.PIKBECEJ.RS](http://WWW.PIKBECEJ.RS)

## 50 YEARS OF QUALITY



PIK Bečej has been producing successfully, for decades, healthy, natural food and products of superior quality, according to the requirements of domestic and foreign markets.

The production division Flora deals with manufacturing of vegetables and fruits, by using modern techniques and technologies, and offers to the market a rich variety of products of distinctive quality.

Their production process is complied with international standards and certification: FSSC 22000 v4.1, HALAL, HACCP, ISO 9001:2015.

Flora frozen and canned products are made of natural raw materials, with natural spices and are preserved by physical means, heat and cold, without additives, artificial colors, flavors or preservatives. Main export markets are: Russian Federation, countries in the Region, EU and Middle East.



## Carnex CARNEX.RS

LARGEST PRODUCER & EXPORTER



CARNEX d.o.o. cultivates the tradition in the production of meat and meat products since its foundation in 1958 in Vrbas, Serbia, with a main goal to maintain recognizable quality and responsible business and to preserve the traditional recipe following the advanced technologies.

Today Carnex employs 1,000 people and is successfully exporting its products to: Russia, Australia, USA and Canada, Austria, Germany, France, Montenegro, North Macedonia, Bosnia and Herzegovina, Croatia, Slovenia etc.

Company's products portfolio includes Carnex brands: smoked meat products, fermented and dry sausages, grill sausages, meat and vegetable spreads, hams, pate, ready meals, hot dogs etc.

Various world standards were introduced for continuous improvement of production, such as: ISO 9001:2015, HACCP standard, ISO 14001:2015, OHSAS 18001:2007, HALAL, IFS Food, BRC, ISO 50001:2011.

## Zlatiborac ZLATIBORAC.COM

TRADITIONAL DURABLE CURED MEAT PRODUCER



The origins of **Zlatiborac** company date back to 1885 when a centuries-long tradition of development of curing and smoking process of meat started, in an astonishing ambient of the village of Mačkat in the Zlatibor mountain.

As the leading company in the category of durable cured meat products in Serbian market, it successfully operates in regional and foreign markets, such as Russia, Belarus, Kazakhstan, Azerbaijan, Iraq, Slovenia, Switzerland, Sweden, Austria. The business process is carried out in the modernly equipped facilities of 40,000m<sup>2</sup>. Product portfolio consists of two subcategories of durable and semi-durable cured meat products.

Since its foundation, **Zlatiborac** company has been continuously investing in optimization and standardization of the production process, thus the obtained certificates and implemented standards - HACCP, IFS FOOD, EAC, HALAL ensure the quality and safety of its products.



**GEBI** GEBI.RS

LEADER IN THE PRODUCTION OF ANIMAL FEED AND FEED ADDITIVES



With over 300 employees, Gebi is a leader in the production of animal feed and feed additives in Serbia and region since 1983. The whole production process is automated, with adequate use of the various vitamins and minerals.

Their production is complied with all applicable quality standards, while continuing to keep up and improve the education of either their staff or their associates.

With professional approach to the job, knowledge, modern technology, automated production, high-quality raw materials and unique recipes, their company won the trust of many customers.

Gebi constantly strive to improve their products and all the business processes within the company by providing new, competitive and innovative products and processes for the global market.

**PATENT CO.** WWW.PATENT-CO.COM

GLOBAL PLAYER IN FEED ADDITIVES



PATENT CO. is the global leader in the field of animal nutrition, offering innovative products for improvement of animal well-being. Since establishment in 1991, company is focused on Mycotoxicosis and Gut Health problems.

Growing product portfolio for poultry, swine, ruminants and aquaculture is a result of the constant commitment to research and development. PATENT CO. have proved scientific integrity and strong relationships with customers and partners by investing in their own research center EDUFARM.

Production and delivery of products are complied with the highest feed safety and quality standards: ISO 22000, HACCP, and FAMI-QS in all processes.

PATENT CO. places sustainable solutions to animal nutrition industry in more than 60 countries across the globe, proving their moto: Healthy animals. Healthy People. Healthy Planet.

# ORGANIC SERBIA

Food and agriculture have always been a strong part of the nation's tradition, identity and pride. When you think of Serbia, think about great, healthy, organic food raised by family run businesses with care and love. In the last decade, these family organic businesses grew intensively. At the moment more than 6,300 certificate holders put their care and dedication to work on more than 21,000 ha of the most fertile soil, growing organic cereals, fruits, vegetable and industrial plants, among which predominant are fruit (raspberry and apple), wheat and industrial plants.

**MAIN ORGANIC EXPORT  
PRODUCTS ARE FRESH AND  
FROZEN FRUIT WITH EXPORT  
VALUE OF €28.7 MIL, FOLLOWED  
BY FRUIT PROCESSED PRODUCTS.**

Export of organic products from Serbia grew by €11 mil since 2015. In 2019 Serbia exported 13,284 tonnes of organic products, with a value of €29.7 mil out of which €28.7 mil were organic fruit and fruit products.

Main export market for Serbian organic products are EU countries (Germany, Netherlands, Italy, France and Poland) with 80% of total export of organic products in 2019.

Some of these products are made in traditional ways, using old, autochthonous breeds, generational knowledge and close, respectful relationship with the land. Others are innovative, made for contemporary users and markets, such as special types of virgin and cold pressed pumpkin seed and sesame oils, frit chips, spreads made of grilled peppers, jams of wild fruits etc.

Organic livestock production in Serbia is recording a growth trend in 2019, especially poultry, bee colonies, sheep and pigs.

## SERBIAORGANICA.INFO



**SERBIA ORGANICA IS A NATIONAL INDEPENDENT  
ASSOCIATION FOR DEVELOPMENT OF ORGANIC  
PRODUCTION, SERVING AS A FACE OF TRUST  
AND COMPETENCE OF ORGANIC SERBIA AND A  
DATA BASE OF PRODUCTS AND PRODUCERS.**

## SUNCOKRET [WWW.GRANUM.RS](http://WWW.GRANUM.RS)

IN COOPERATION WITH NATURE FOR MORE THAN 30 YEARS



Founded in 1989 in Hajdukovo, a village in northern Serbia, SUNCOKRET has grown from a small family company for the production of cold pressed oils and seed butters to one of the leading health food companies in the region. Its first products, Virgin Pumpkin Seed Oil and Toasted Sesame Oil, were produced on a 100- year old hydraulic press. By combining tradition with innovation, today the company boasts a palette of more than 50 products marketed under its signature brand Granum. These include a comprehensive range of edible, cosmetic and healing oils, seed and nut butters, balsamic vinegars, protein powders, seed bars and protein crackers, both sweet and savory. Guided by the highest standards, in regards to both nutrient content and taste, Granum products are gluten-free, additive and preservative free, as well as vegan (with the exception of two). The growing range of organic products are certified by Ecocert.

Integrity, being the key principle of the company's production process, starting with ethical ingredient sourcing, is also at the heart of the company's business practice. Thanks to successful business partnerships, many Granum products, both under their own label, as well as private labels, have found their way to foreign markets: Great Britain, Germany, France, Netherlands, Qatar to name but a few.



# INVESTMENT OPPORTUNITIES

## Join the pool of Successful

**Altech®** **benlian** **Carlsberg®** ★ **Heineken®**

**BARRY** **CALLEBAUT** **MOLSON COORS** **MEGGLE**

**Coca-Cola**  
Hellenic Bottling Company **PEPSICO** **RAUCH**

**Strauss** **Nestlé®**

As an attractive investment location, Serbia offers competitive operating costs, customs free access to 1.3bn consumers, financial benefits and availability of high quality labor, while investment security is fully guaranteed through the Law on investments.

**68 FOREIGN INVESTMENT  
PROJECT IN AGRI-FOOD  
WITH MORE THAN  
25,353  
CREATED JOBS**

Through its unique benefit of Free Trade Agreement with Russian Federation, customs union on one side, and EU on the other, Serbia is the only country in Europe which offers custom free export for food products to both of these abundant markets.

SINCE 2007 SERBIA HAS  
ATTRACTED MORE THAN  
**€34billion**  
OF INWARD FOREIGN  
DIRECT INVESTMENT



**FINANCIAL TIMES** (fDi Intelligence) **HAS RANKED SERBIA NO. 1 IN EUROPE**  
BASED ON THE NUMBER AND SIZE OF GREENFIELD INVESTMENT  
PROJECTS RELATIVE TO THE COUNTRY'S GDP.

fDi Intelligence - Greenfield FDI Performance Index 2020

# Investment Incentives

SERBIA HAS CONFIRMED ITS LEADING POSITION HOLDING 1<sup>ST</sup> PLACE AS THE TOP INVESTMENT DESTINATION COUNTRY IN THE WORLD, MEASURED BY THE ESTIMATED NUMBER OF JOBS RELATIVE TO THE SIZE OF THE POPULATION.

IBM Global Location Trends, 2020

To offset initial capital investments and ease the start-up of business endeavors, the Government of Serbia offers special financial support for projects in the food-processing sector which may be subject to international trade.

The minimum requirement for an investment project to qualify for the financial support:

Level of Investment	Number of jobs created	Level of Incentives	
		Percentage of 2-year gross salaries	Eligible Investment Cost
€ 2 million	30	up to 40%	up to 20%

This special incentive program was created by the government with intention of boosting the investments into higher value processing in the food industry aiming to further substitute the export of raw food products.

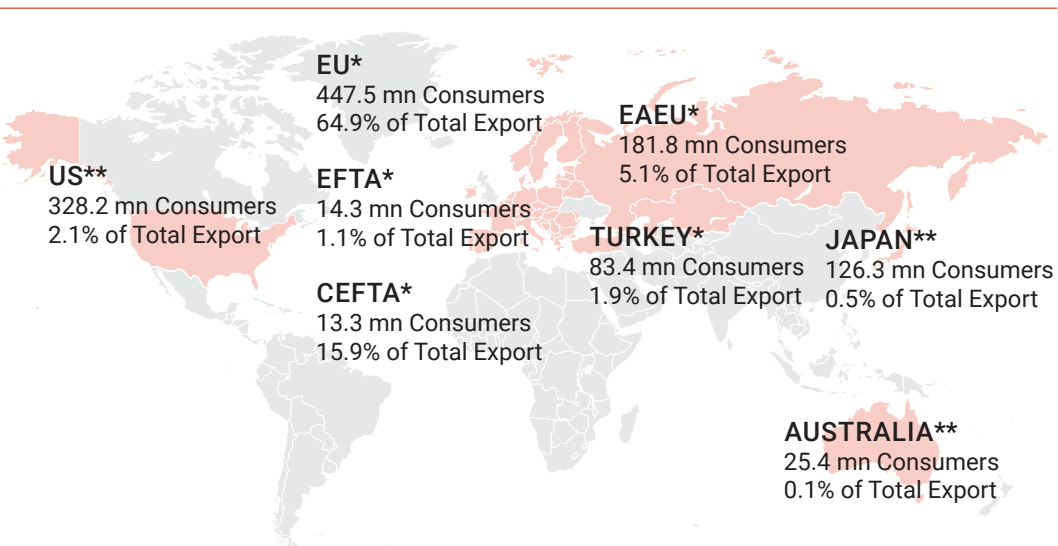
Agriculture estates performing agriculture activities (milk and crop production, cattle breeding etc), and are registered within the Register of Agriculture Estates are entitled to apply for agriculture incentives.

Additional benefits such as Corporate Income Tax Relief, Construction Land Transfer Subsidy, Payroll Tax Incentives, Cash Grants and Double Taxation Avoidance are also available for the investors in the agri-food sector in Serbia.

# Customs Free Access to 1.3bn Consumers

SERBIA MANUFACTURING HUB

SERBIA IS THE BIGGEST EXPORTER OF FOODSTUFF AMONG CEFTA COUNTRIES AND THE ONLY NET EXPORTER.



\*FTA - Free Trade Agreements  
\*\*GSP - Generalized System of Preferences  
Source: World Bank, Statistical Office of the Republic of Serbia, 2020

# Meet Our Companies

## The International Agriculture Fair, Novi Sad, Serbia

WWW.SAJAM.NET



The International Agricultural Fair in Novi Sad, Serbia is the largest and most important agricultural fair in Central and Southeastern Europe. For 86 years, it represents leading place for gathering of major producers, buyers, innovators and professionals in this field.

During the seven days in May, the Novi Sad Fair highlights the latest developments in the field of agriculture, mechanization, services, equipment, food and beverages.

The modern concept of the fair encourages interstate and economic cooperation, integrates the advancement of knowledge, production and the development of science. In addition, it promotes the importance of innovation and is a synthesis of experience and achievements in Serbian agriculture and it represent a strong support to the Serbian economy.

Conferences, business events and B2B meetings, consultations, promotional activities and presentations dedicated to the agriculture sector, are traditional side events organized during the International Agriculture Fair.

# Meet Our Companies

## International Exhibitions



FRUIT LOGISTICA, Berlin, Germany	fruitlogistica.com
PRODEXPO, Moscow, Russia	prod-expo.ru
BIOFACH, Nurnberg, Germany	biofach.de
GULFOOD, UAE	gulfood.com
PROWEIN, Dusseldorf, Germany	prowein.com
PLMA, Amsterdam, Netherlands	plmainternational.com
WORLD FOOD MOSCOW, Moscow, Russia	world-food.ru
SIAL, Paris, France	sialparis.com
ANUGA, Cologne, Germany	anuga.com
ISRAFOOD, Tel Aviv, Israel	stier.co.il/israfood
U.S. Private Label Trade Show, Chicago, USA	plma.com
CHINA INTERNATIONAL IMPORT EXPO, Shanghai	ciie.org
PROWINE CHINA, Shanghai, China	prowinechina.com



# Development Agency of Serbia

## RAS

With a strategy based on a policy of attracting investors from a range of industry sectors seeking the best location for their Advanced Manufacturing, Global Business Services and R&D operations, Development Agency of Serbia (RAS) is dedicated to building a strong, sustainable and modern economy in the Republic of Serbia.

Development Agency of Serbia offers comprehensive, one-stop consultancy services, benefits and incentives, support for SMEs projects while creating conditions needed for sustainable development in the Serbian economy.

### OUR SERVICES:

- information services and investment preparation;
- investment proposals and visits;
- consulting and project management;
- facilitating contacts, negotiation with authorities;
- organizing recruitment and identifying suitable properties;
- supplier chain strategy;
- aftercare service.



RAS

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