



RAS

# WHY INVEST IN SERBIA

Welcome to  
**Serbia!**



I have been nothing but impressed by Serbia, a hidden gem to the business world.

**Jeff McCroskey**, VP Global Customer Support & Delivery, NCR

**AREA:**

**88,499km<sup>2</sup>**

**POPULATION:**

**7 million**

**MAJOR CITIES:**

**BELGRADE CAPITAL**

**1,694,056**

**NOVI SAD**

**360,925**

**KRAGUJEVAC**

**176,699**

**NIS**

**255,901**

**GMT +01:00**

**CENTRAL EUROPEAN TIME**



Serbia has continued its path toward EU membership: **EU negotiation process officially started**, ready for accession by 2025.

**Serbia is ranked No. 1 at the FDI 2019 Europe list, based on the criteria of Greenfield investments relative to the size of economy\***

\*Financial Times, fDi Report 2020

Serbia has confirmed its top 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.\*

\*According to IBM Global Location Trends 2019 report, IBM Global Business Services

Efforts in attracting new investments in the Republic of Serbia were also recognized by the new “ E&Y European Attractiveness Survey 2019”. **Serbia** has attracted a record number of FDI in 2018, and it is **listed as one of the top 15 countries in Europe by the number of FDIs**.

**On WB Doing Business List, Serbia moved up by 47 places over the past 5 years**, and is now ranked 44<sup>th</sup> globally.

**Belgrade scored No1** as the city with the biggest economic potential, according to the **Business-Friendly Cities Perception Index** created by Emerging Europe.



The business environment is stable, and it offers transparent market conditions, which creates a good starting point for our business growth in a long run.

**Marco Aspesi**, Former VP Corporate Transformation, SR Technics Group



## Join the Pool of the Successful



Serbia has taken important steps to implement the reforms necessary for attracting foreign and domestic investors. We are pleased to be further strengthening the investment climate and enhancing governance. Given Serbia's strong potential, such positive changes in what is the largest economy in the Western Balkans will have a wider impact throughout the region.

**Sir Suma Chakrabarti**, EBRD President (2015)

### KEY INVESTORS



MORE  
THAN  
**€34**  
billion of  
FDI inflow  
since 2007

### Largest Foreign Investors in Serbia

by No. of Projects (%)

GERMANY	15.1
ITALY	14.4
AUSTRIA	8.1
USA	6.1
FRANCE	5.4
TURKEY	4.9
CHINA	3.5

by Value of Projects (%)

ITALY	10.7
USA	10.2
FRANCE	9.7
GERMANY	9.6
AUSTRIA	9.3
CHINA	8.9
CZECH R.	6.8

### Most Attractive Investment Sectors

per Sector by No. of Projects (%)

Automotive	18.7
Agriculture, Food and Beverage	10.4
Textile and Clothing	8.8
Electrical and Electronics	6.5
Construction	5.4
Machinery and Equipment	5.1
Metallurgy and Metalworking	3.7

## Investment **Climate**

1

AVAILABILITY OF HIGH QUALITY LABOR

4

POLITICAL AND ECONOMIC STABILITY

2

COMPETITIVE OPERATING COSTS

5

FINANCIAL BENEFITS AND INCENTIVES

3

CUSTOM FREE ACCESS TO 1.3bn CONSUMERS

6

OPTIMAL GEOGRAPHIC LOCATION

”

We saw Serbia as a country with good strategic position, adequate infrastructure and great human resource potential. Being at a unique position in the European market, Serbia offers diverse possibilities and, above all, high quality workmanship.

**Mrs. Silvia Verneti - Blina**, Director, FCA Serbia

”

The attractiveness of the location, logistics advantages, availability of skilled workforce, and a very good support of the Government of the Republic of Serbia and the local community are the main reasons why the Bosch Group decided to invest in the municipality of Pecinci and the Republic of Serbia.

**Mrs. Jovanka Jovanovic**, General Manager, Robert Bosch Serbia

## AVAILABILITY OF HIGH QUALITY LABOR

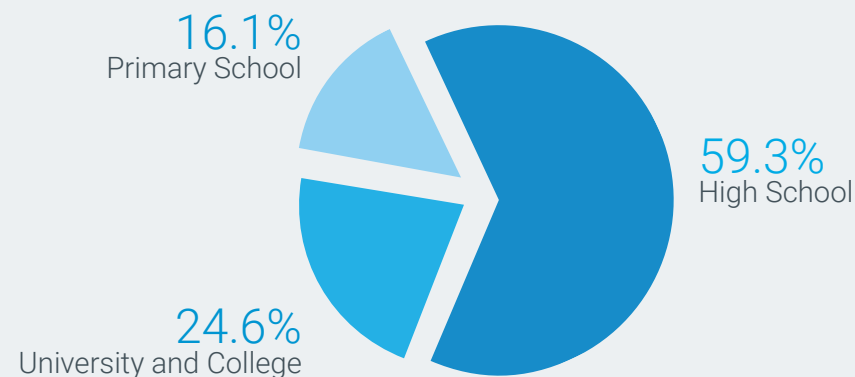


People in Serbia are recognized as ambitious, persistent and hardworking. They stand out with a unique competitive spirit, and that is what makes their performances in the project great and their contribution to the projects outstanding.

**Sasa Cioringa**, General Manager, Continental Automotive Serbia

**9.9%** Unemployment Rate

### The Structure of Unemployed by Level of Education



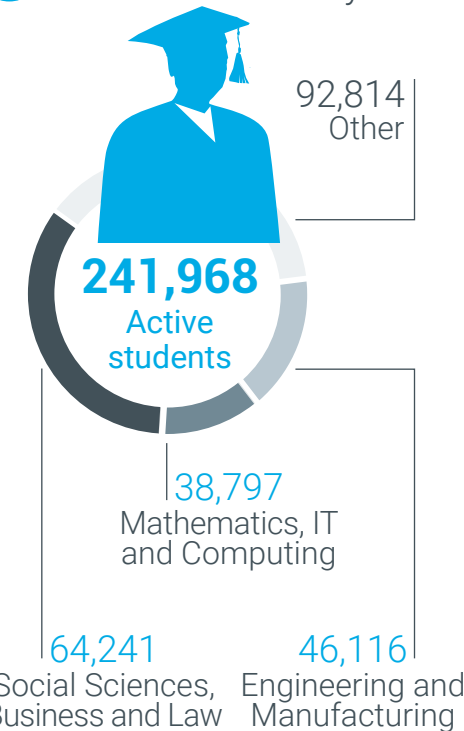
Source: Statistical Office of the Republic of Serbia, Q4 2020



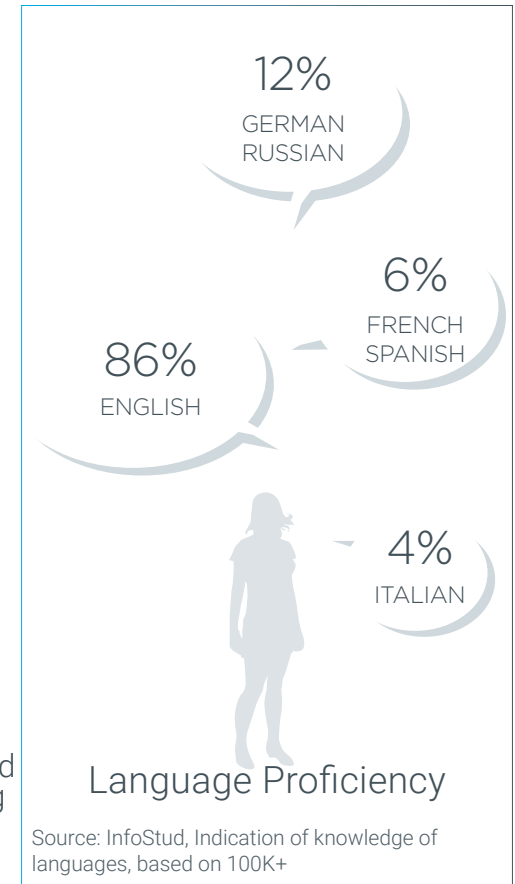
Our decision (to invest in Serbia) was based on a high confidence to find a very motivated and skilled workforce, to have optimal logistics conditions from and to the other European countries, to develop an intense cooperation with technical high schools and universities and to build a strong partnership with the national and local authorities.

**Mr. Laurent Cardon**, VP Global manufacturing, Johnson Electric

**5** University Centers across the Country

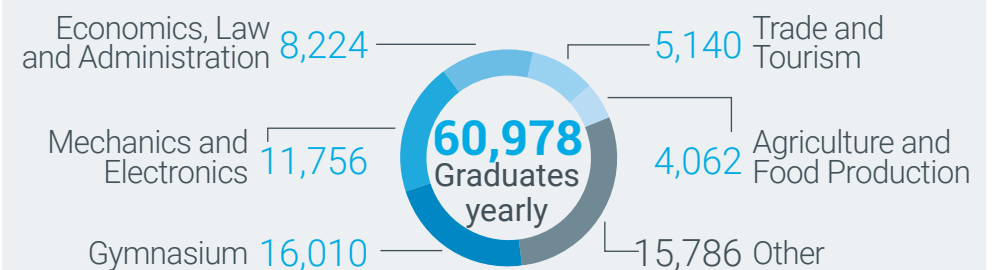


Source: Statistical Office of the Republic of Serbia, School Year 2019/20



Source: InfoStud, Indication of knowledge of languages, based on 100K+

**517** High Schools across the Country



Source: Statistical Office of the Republic of Serbia, 2019/20

According to EUROSTAT, Serbia has the lowest costs of electricity, gas, other fuels and landline telephony among 37 European states.

### Average Gross Monthly Salary (EUR)

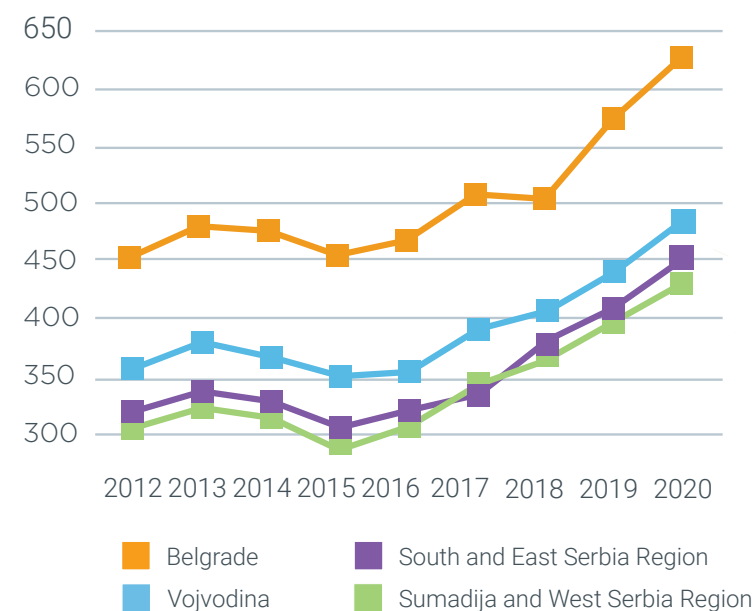
SERBIA	706
ROMANIA	1,067
SLOVAKIA	1,133
HUNGARY	1,149
POLAND	1,163
CZECH R.	1,346

### Corporate Profit Tax

SERBIA	15%
ROMANIA	16%
CROATIA	18%
SLOVENIA	19%
POLAND	19%
CZECH R.	19%

Source: The Vienna Institute for International Economic Studies, 2020; KPMG, 2021

### Average Net Salary by Regions (EUR)



Source: Statistical Office of the Republic of Serbia

### Cost Savings vs EU-27 Average

#### Net Salary

**79%**  
savings

#### Electricity

**52%**  
savings

#### Transport Services

**38%**  
savings

#### Office Space Rental

**30%**  
savings



Old Build **1-2.5€/m<sup>2</sup>** Industrial Facility  
New Build **3-5€/m<sup>2</sup>** Lease Cost



**200-400€/m<sup>2</sup>** Average Building Cost



**0.067 €/kWh**



**0.6-1.3 €/m<sup>3</sup>**



**0.38-0.42 €/m<sup>3</sup>**

Source: EUROSTAT

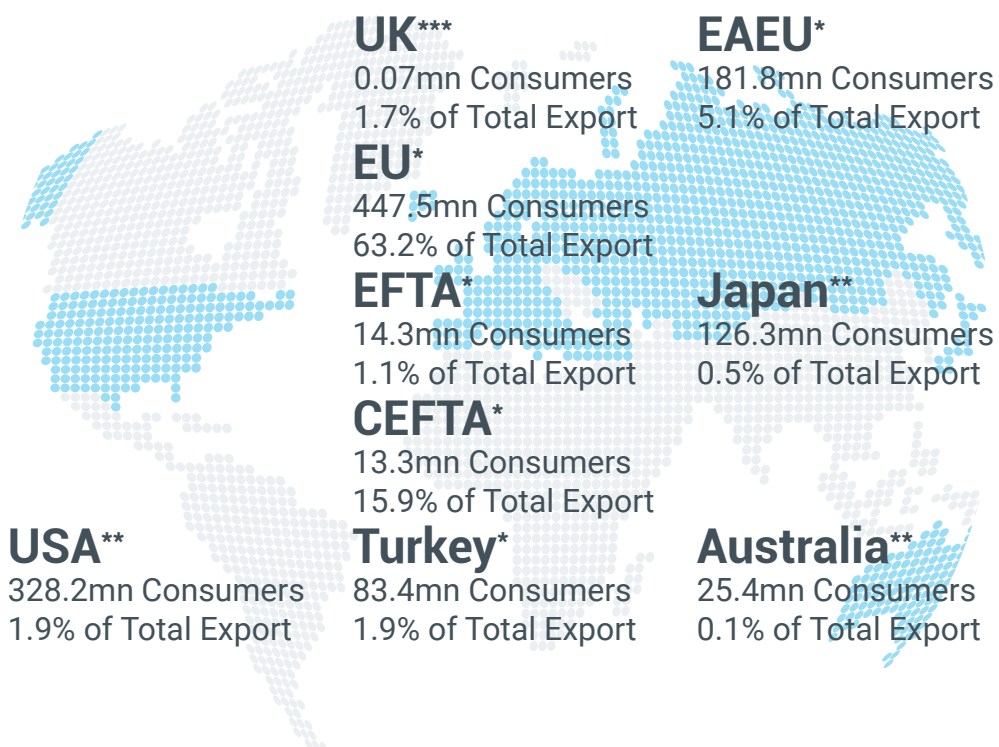
Source: RAS

”

The existence of educated and skilled workforce, incentives to investors, and the free trade agreements with the Russian Federation and Turkey, as well as developed infrastructure and favorable geographical position were the key factors for Grundfos investment to Serbia.

**Jim Toft Nielsen**, Sn. Manager, Grundfos

## Total: 1.3bn Consumer



\*FTA - Free Trade Agreements

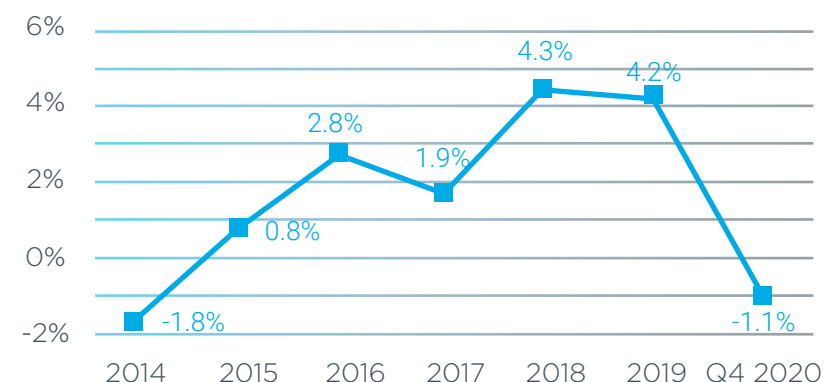
\*\*GSP - Generalized System of Preferences

\*\*\* Partnership, Trade and Cooperation Agreement

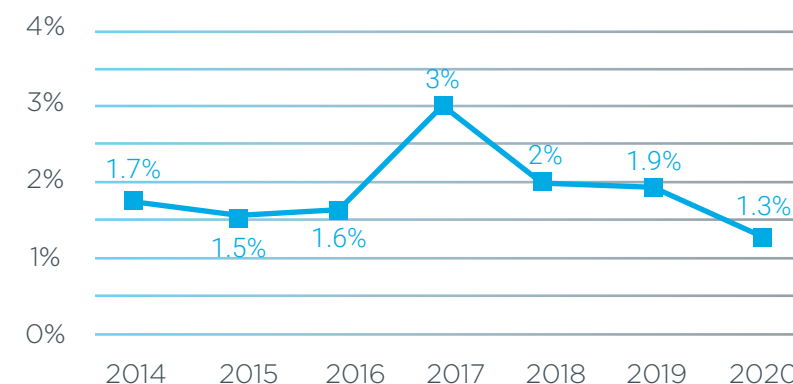
Source: Statistical Office of the Republic of Serbia, 2020; World Bank

### GDP, Real Growth (%)

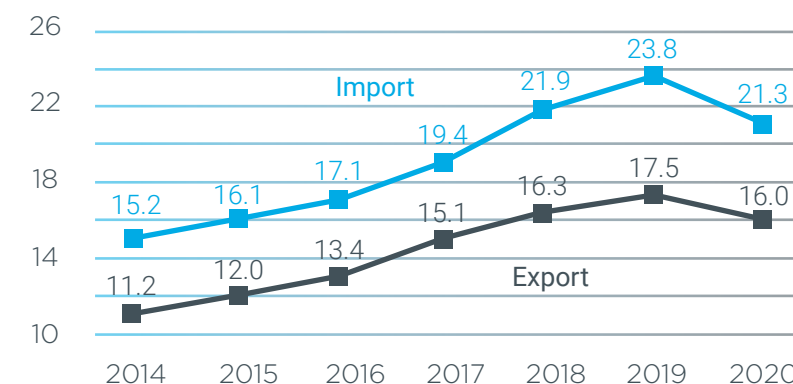
The lowest GDP drop in Europe in 2020 (Source: IMF)



### Inflation (%)



### Import and Export (billion EUR)



Source: National Bank of Serbia

## Cash Grants

To offset initial capital investments and ease the start-up of business endeavors, the Government of Serbia offers financial support for Greenfield and Brownfield projects in production sector and service centres services.

## Construction Land Transfer Subsidy

Government or the local municipality can sell construction land at a price which is lower than the market price in support of an investment project that is of national importance (if the land is owned by the government) or an investment projects that promotes local economic development (if the land is owned by the local municipality).

## Corporate Income Tax Relief

A 10-year Corporate Profit Tax Holiday is available for investors who hire more than 100 employees and invest more than 8.5 million euros (1 billion RSD). Tax holiday begins once the company starts making a profit.

## Payroll Tax Incentives

Employment of people who were registered with the National Unemployment Agency for more than 6 months entitles employers to a sizable relief of taxes paid on net salary from the moment of employment:

- 1-9 new jobs: 65% reduction
- 10-99 new jobs: 70% reduction
- 100+ new jobs: 75% reduction  
(payroll tax incentives can't be combined with Financial Incentives)

## Double Taxation Avoidance

Republic of Serbia has 62 effective double taxation agreements in place that cover income, capital and property. In addition to having double taxation agreements in place with most European countries, Serbia has double taxation treaties in place with many countries in Asia and Africa.

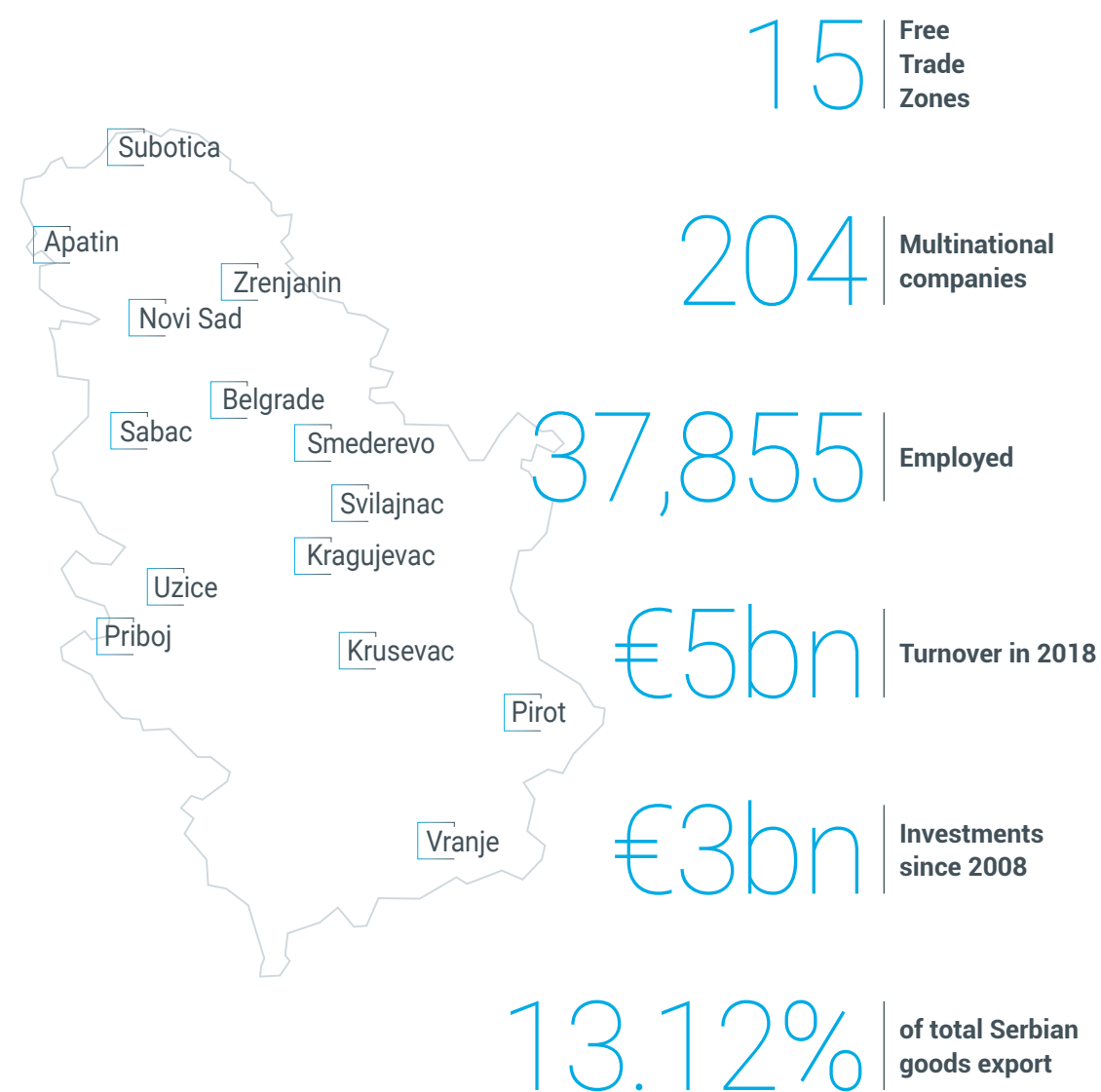
## Free Trade Zones

NO VAT

Energy,  
transport,  
Construction  
material and  
fuels cost  
free of VAT

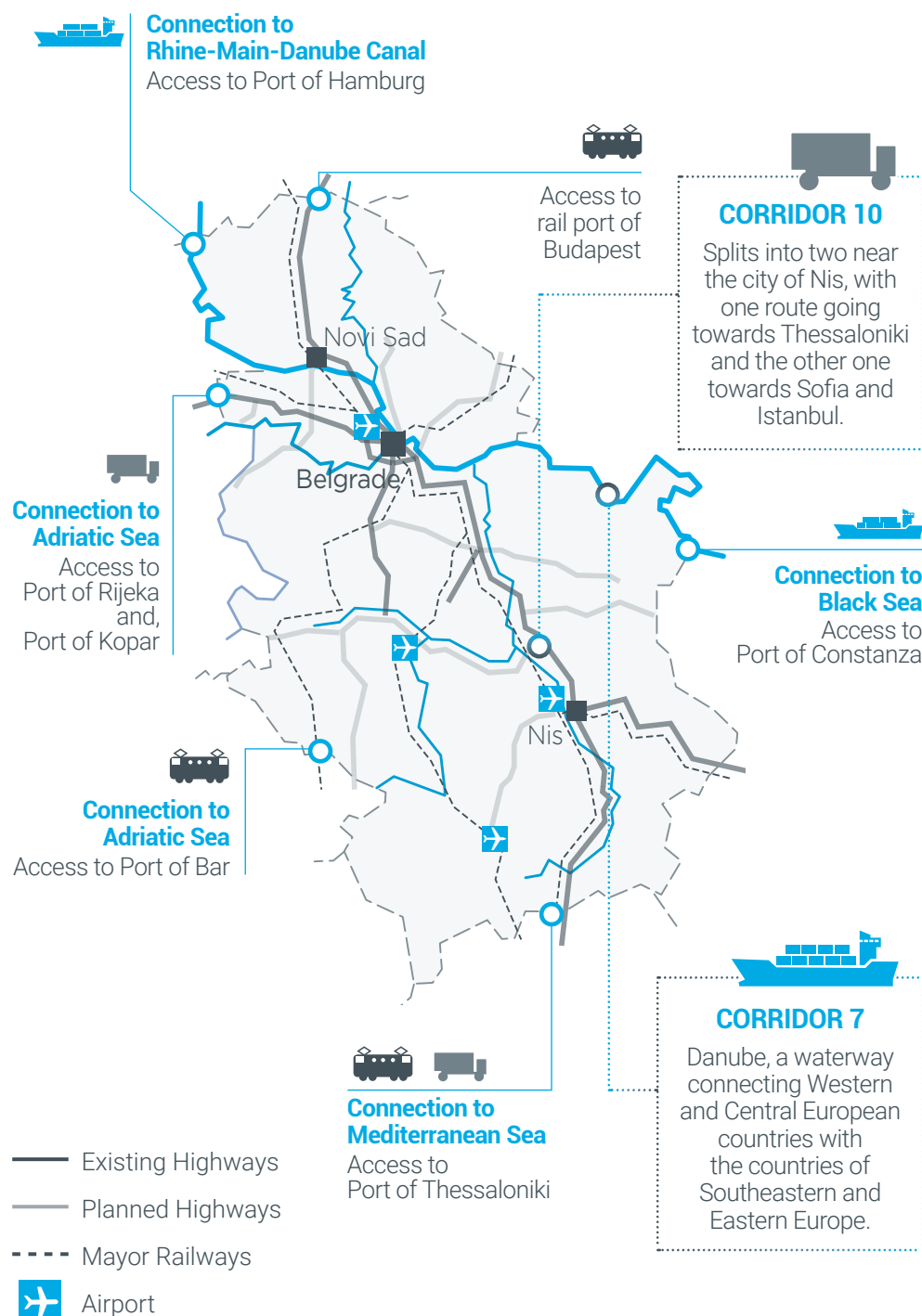
NO

custom  
duties  
raw materials,  
equipment,  
construction  
materials



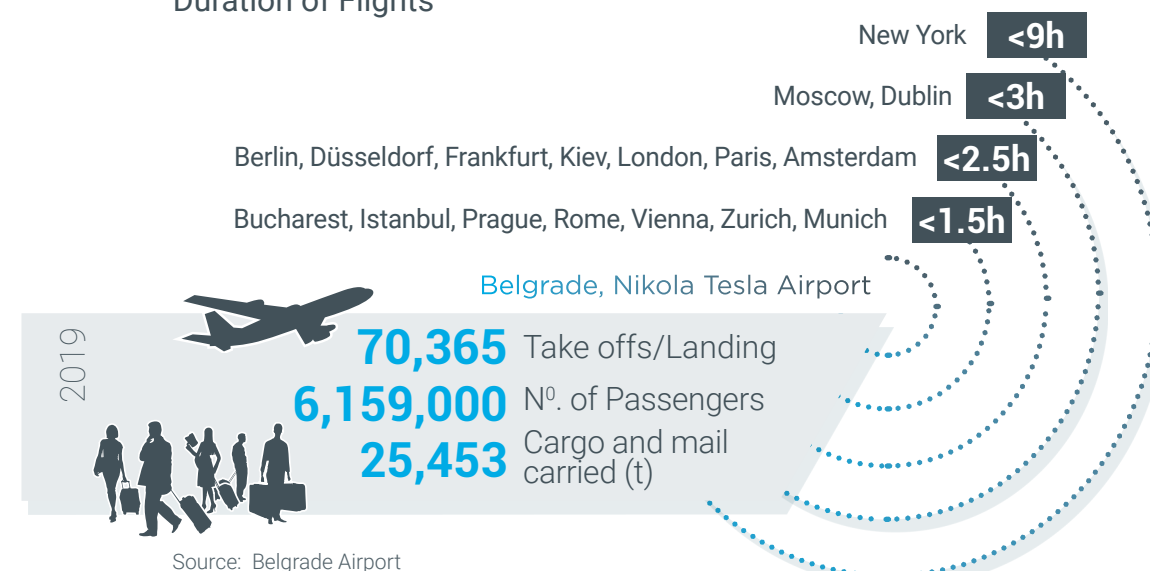
Source: Free Zones Administration, 2020





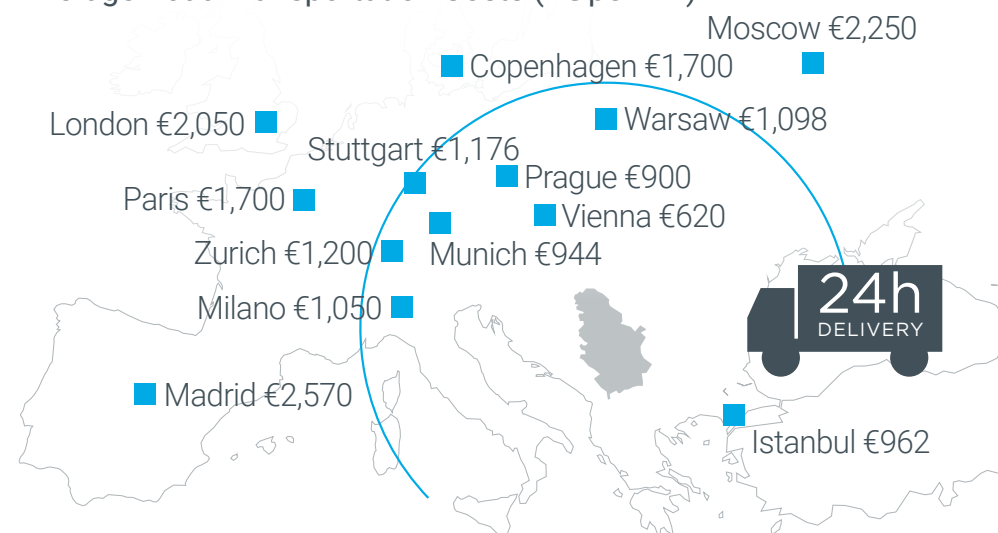
## Getting to Serbia is easier than ever!

### Duration of Flights



## Stay close to your customers

### Average Road Transportation Costs (1€ per km)



“

The Serbian government has also moved ahead with an ambitious economic and structural reform agenda which will contribute to a more attractive business environment: restoring growth, improving competitiveness and creating new jobs.

**Mr. Johannes Hahn**, European Commissioner for European Neighborhood Policy and Enlargement Negotiations

”

Serbia offers an ideal base for business activities throughout eastern Europe. A strong argument for investing in Serbia is also the access to highly qualified employees, and thus the ability to produce and develop products of the highest quality economically.

**Dr. Ronald Seeliger**, CEO, STada/Hemofarm

”

Continuous support of the state administration has monitored all successes of the company, enabling efficient operations and realization of further investments, without major administrative barriers.

**Miroslav Okuka**, General Director, Tarkett Serbia

“

Wide availability of highly qualified staff in Serbia is the core of our success. Only through their commitment it is possible to survive in a market environment despite increasing difficulties, to develop new markets, to increase efficiency and take position for future challenges.

**Hubert Forster**, Muhlbauer Technologies

”

Numerous factors have influenced the decision where to build the factory, and we picked Pancevo thanks to the excellent infrastructure. We have plenty of room to expand the factory, potentials for its development, several transportation roads, and there's also the proximity of the capital of Serbia.

**Mr. Michael Hankel**, Member-Mgmt Board, ZF Friedrichshafen

”

The IMF Delegation was satisfied with the progress Serbia had made in macroeconomic stability and fiscal consolidation. The economic recovery continues to take hold, supported by strong policies and improved confidence.

**Mr. James Roaf**, Head of the IMF Mission to Serbia (2015)



RAS

## Development Agency of Serbia (RAS)

[office@ras.gov.rs](mailto:office@ras.gov.rs)

[www.ras.gov.rs](http://www.ras.gov.rs)

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.