RAS

WHY INVEST IN SERBIA

2025 | Development Agency of Serbia | www.ras.gov.rs

JOIN THE POOL OF SUCCESSFUL.

DEVELOPMENT AGENCY OF SERBIA.

Development Agency of Serbia (RAS) is the official agency for Foreign Direct Investment and Business Development under the Government of the Republic of Serbia.

RAS plays a crucial role in fostering economic growth, supporting businesses, and attracting investments to Serbia through a range of services and initiatives tailored to the needs of various stakeholders in the economy.

By providing a wide range of services, such as various consultations, benefits and incentives, support for projects of small and medium enterprises, while giving priority to investments in high technologies and those involving research and development processes, our idea is to create a well-connected and sustainable system of large international and domestic companies established in Serbia, domestic suppliers who are able to become part of global supply chains and constantly growing export levels.

Investment Promotion and Facilitation:

- Promotion of Serbia as an investment destination
- Providing information on investment opportunities and incentives
- Facilitating connections between potential investors and local businesses
- Supporting foreign direct investment (FDI) through consultancy and advisory services

Business Development and Support for SMEs:

- Supporting the growth and development of small and medium-sized enterprises (SMEs)
- Providing funding opportunities, grants, and subsidies for business expansion
- Offering consultancy services to enhance competitiveness, innovation, and export capabilities of SMEs
- Facilitating access to finance and investment capital for SMEs.

Sector-Specific Support and Economic Development:

- Tailored support for specific sectors such as industry, agriculture, tourism, ICT, etc
- Conducting sector analyses and developing strategic plans for sectoral growth
- Promoting export activities and facilitating market access
- Supporting regional development initiatives to ensure balanced economic growth across different regions of Serbia

CONTENTS.

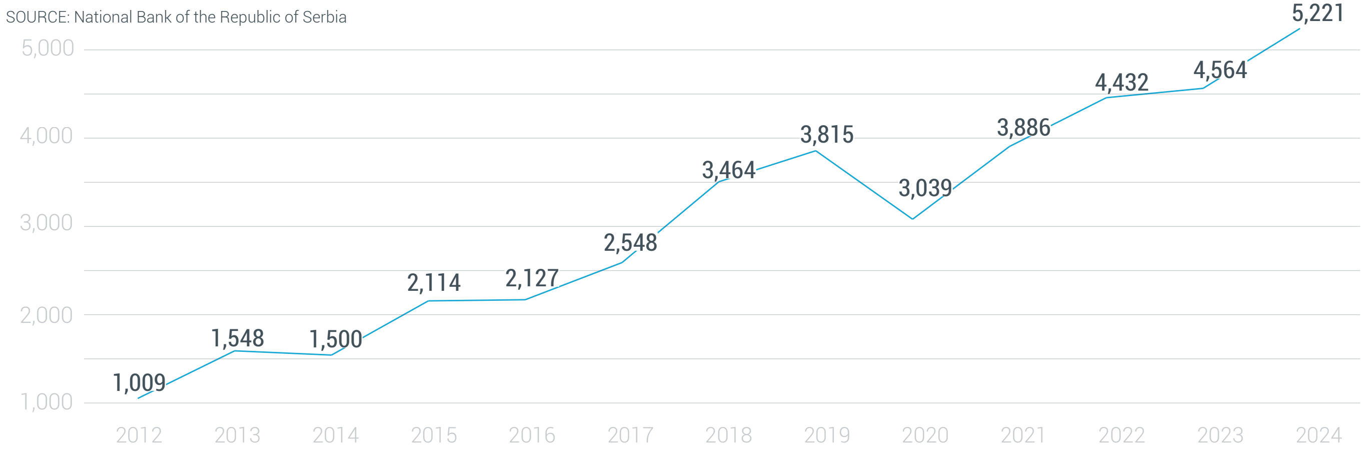
SERBIA AN OUTSTANDING INVESTMENT HUB.

In 2023, Serbia reaffirmed its role as a key player in the global economy, demonstrating strong growth and investment appeal. Emphasizing modern technologies and innovation, the country creates an optimal environment for high-tech enterprises and global investors alike.

This strategic approach led to a notable influx of foreign direct investment, reaching a record 5.2 billion euros in 2024.

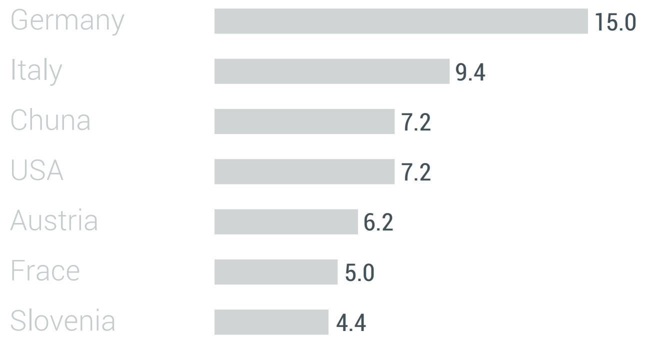
INFLOW OF FDI IN SERBIA EUR MILLION

SOURCE: National Bank of the Republic of Serbia

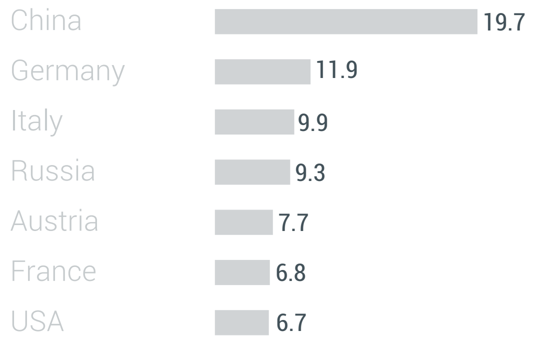


LARGEST FOREIGN INVESTORS

BY NUMBER OF PROJECTS (%)



BY VALUE OF PROJECTS (%)



SOURCE: Development Agency of Serbia - RAS Database, September 2025

LARGEST FDIs IN SERBIA

COMPANY	COUNTRY	INDUSTRY	VALUE (EUR MILL)
Zijin Mining	China	Mining	4,900.0
Stellantis	Italy	Automotive	1,562.0
Vinci Airports	France	Aviation	1,461.5
Delhaize	Belgium	Retail	1,070.5
Stada	Germany	Pharmaceutical	940.7
Linglong Tire	China	Automotive	800.0
Lidl	Germany	Retail	550.0
Molson Coors	United States	Food and Beverage, Agriculture	487.9
Minth	China	Automotive	467.4
Hbis Group	China	Metallurgy & Metalworking	466.0
ZF Friedrichshafen	Germany	Automotive	440.4
Henkel	Germany	Chemical	395.0
Toyo Tires	Japan	Automotive	382.7
Michelin	France	Automotive	366.8
Continental	Germany	Automotive/Rubber & Plastics	351.3
Tarket	France	Wood and Furniture	210.5
Carlsberg	Denmark	Food and Beverages	206.0
PepsiCo	United States	Food and Beverages	200.0
Ball Packaging	United States	Packaging	200.0
Robert Bosch	Germany	Automotive	191.4

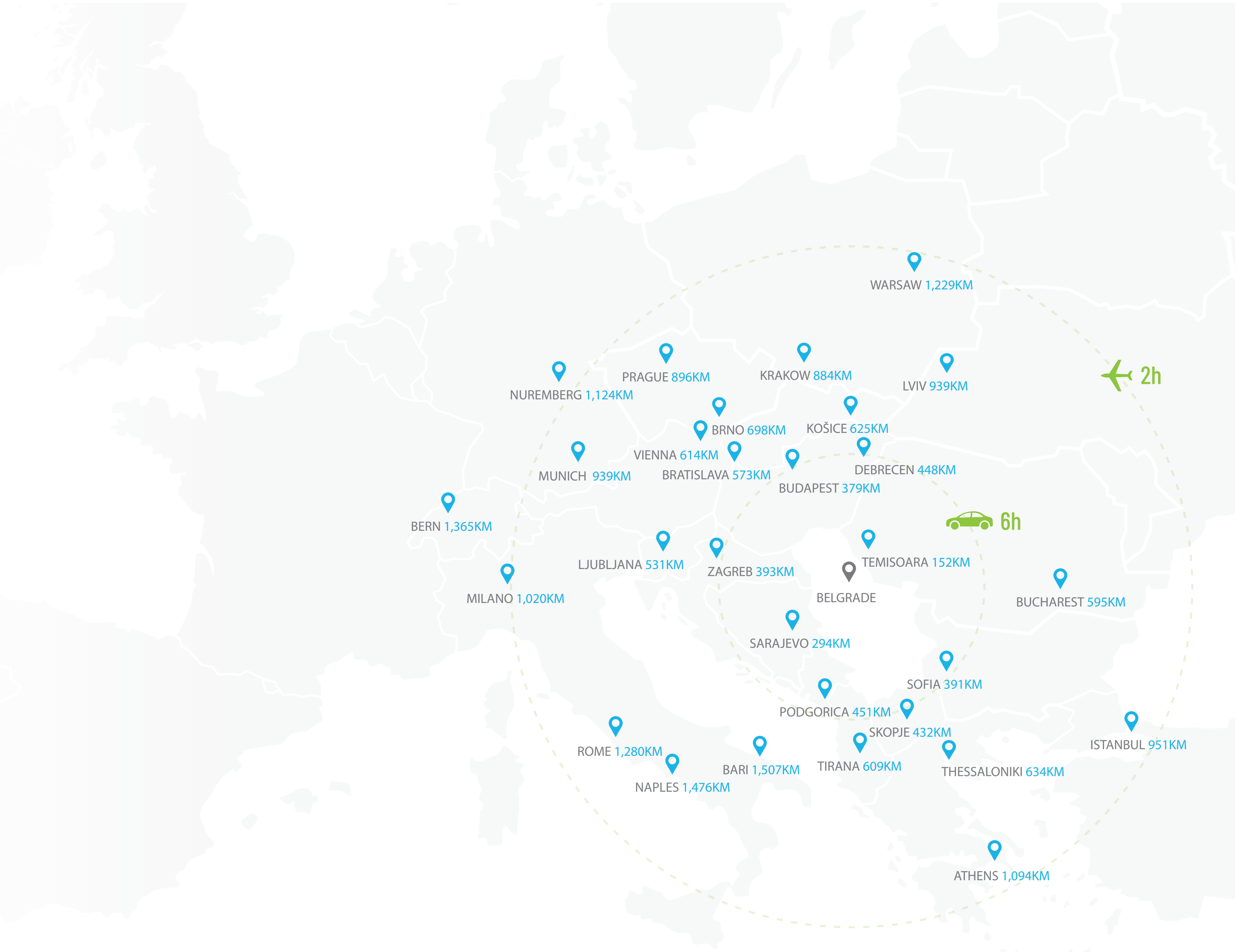
SOURCE: Development Agency of Serbia - RAS Database, 2025

SERBIA OVERVIEW.

Situated at the crossroads of Europe, the Middle East, and Asia, Serbia offers a compelling geostrategic advantage for investors looking to expand into emerging markets.

Location, robust infrastructure, access to major markets, political stability, skilled workforce, natural resources, and cultural appeal, collectively make Serbia a compelling choice for future investors seeking to capitalize on growth opportunities in Southeast Europe and beyond.

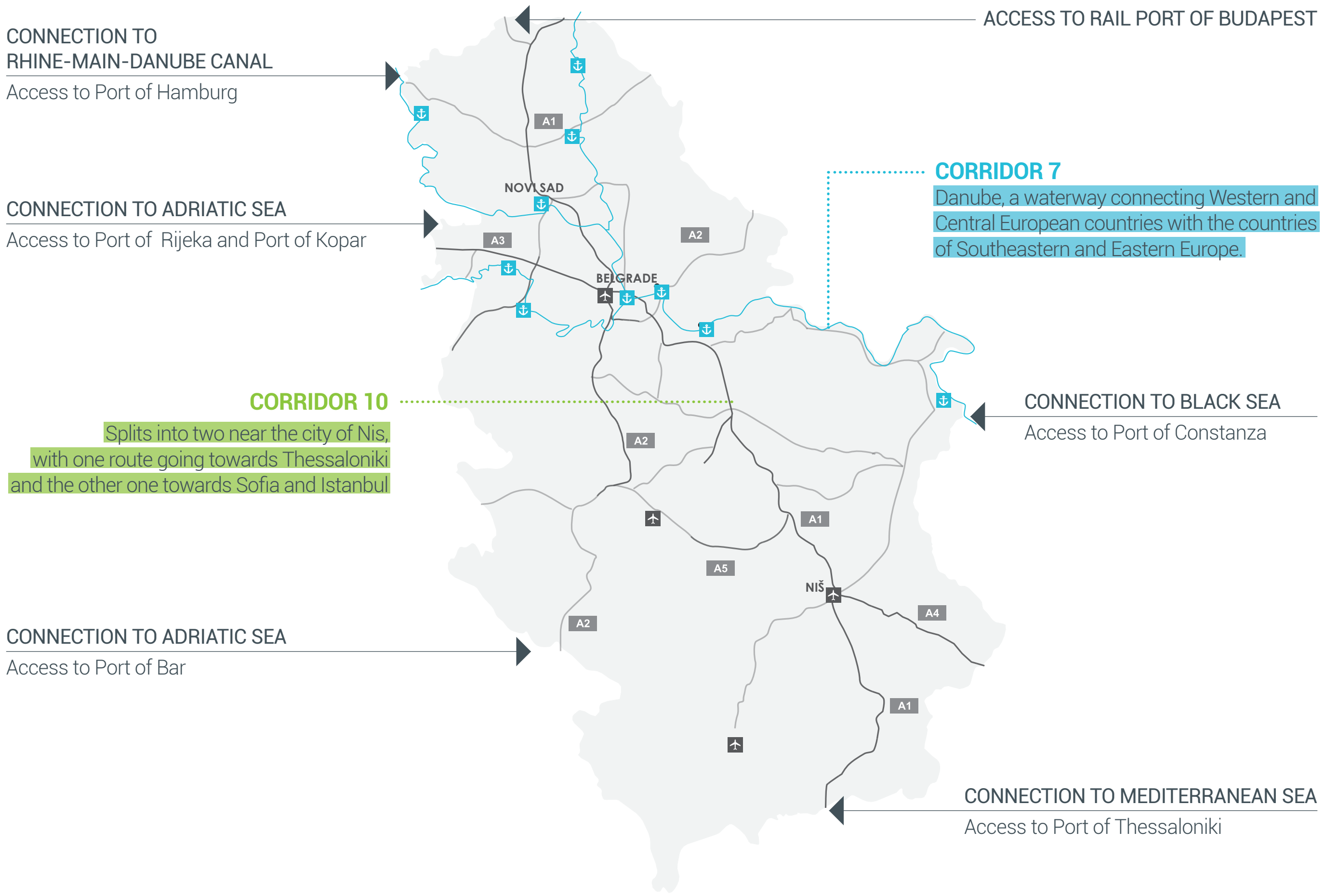
SERBIA AT GLANCE	
Location	Southeastern Europe, central part of the Western Balkans
Borders with	Hungary, Romania, Bulgaria, North Macedonia, Albania, Montenegro, Bosnia and Herzegovina and Croatia
Form of Government	Parliamentary Republic
Capital	Belgrade (1.7 million inhabitants)
Area	88,499 km^2
Population	6.57 million
Official Language	Serbian
National Currency	RSD - Serbian Dinar (EUR/RSD = 117.0851; USD/RSD= 108.1965)
Time Zone	GTM+1
GDP, 2024	€ 82.3 bn
GDP per Capita, 2024	€ 12.508
Credit Ratings	Fitch Ratings BB+/positive Standard and Poor's BBB-/stable Moody's Investors Service Ba2/positive



OPTIMAL GEOGRAPHIC LOCATION.

Serbia sits at a crossroads between Central and Southeast Europe, making it a crucial hub for land transport. Strategic location and proximity to major European markets such as Germany, Italy, and Austria, have contributed to Serbia's integration into global supply chains and its attractiveness as a destination for foreign investment.

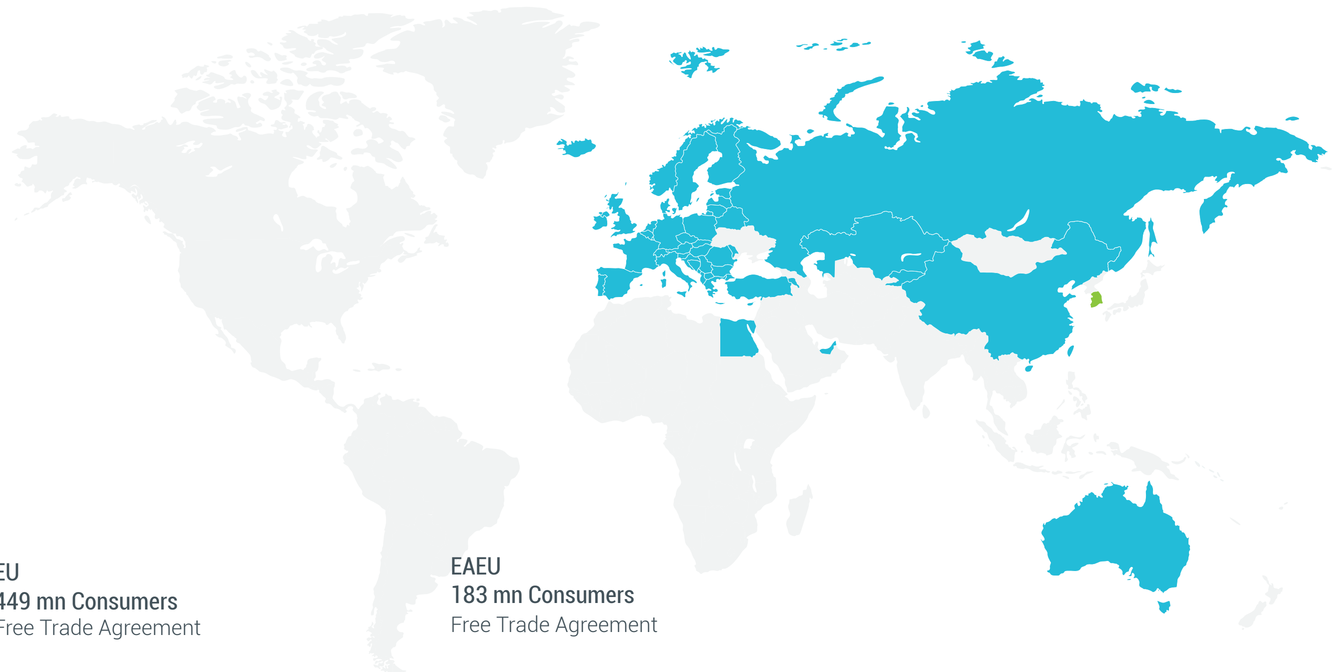
This positioning continues to be a cornerstone of Serbia's development and integration into the global community.



CUSTOM FREE ACCESS TO 2.4bn CONSUMERS.

Free Trade Agreements are crucial to Serbia's economic strategy, granting access to a vast consumer market. Serbia is dedicated to reducing tariffs and trade barriers through these agreements with various countries and economic blocs.

Access to over 2.4 billion consumers highlights the strategic significance of these agreements, positioning Serbia as a strong player in global trade.



EU
449 mn Consumers
Free Trade Agreement

EFTA
14 mn Consumers
Free Trade Agreement

CEFTA
19 mn Consumers
Free Trade Agreement

UK
69 mn Consumers
Free Trade Agreement

EAEU
183 mn Consumers
Free Trade Agreement

TURKEY
87 mn Consumers
Free Trade Agreement

EGYPT
116.5 mn Consumers
Free Trade Agreement

UAE
11 mn Consumers
Free Trade Agreement

CHINA
1.4 bn Consumers
Free Trade Agreement

AUSTRALIA
27 mn Consumers
Australian System of Tariff Preferences

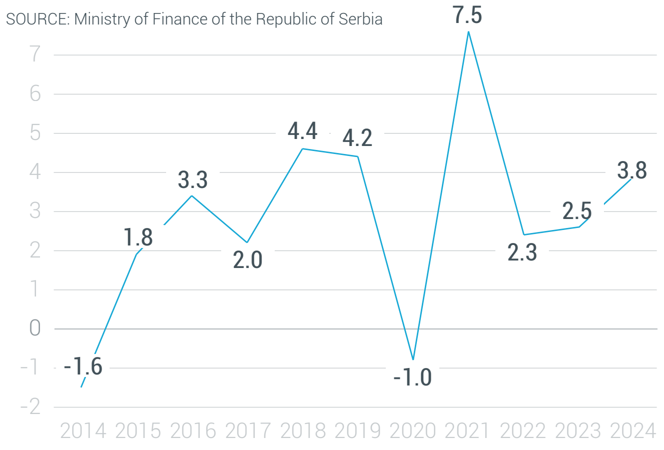
IN NEGOTIATION SOUTH KOREA

ECONOMIC INDICATORS.

Despite the multidimensional crisis that lasts almost 4 years, Serbia has managed to preserve the stability of its economy and the consumers and investors confidence, as evidenced by cumulative real GDP growth in the period 2020-2023 of around 11.5%, record inflows of FDI, continued growth of employment and wages in the private sector, as well as a record level of FX reserves.

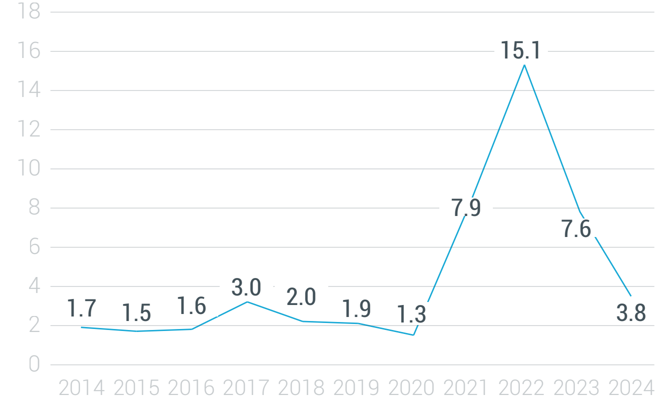
GDP GROWTH RATE (%)

SOURCE: Ministry of Finance of the Republic of Serbia



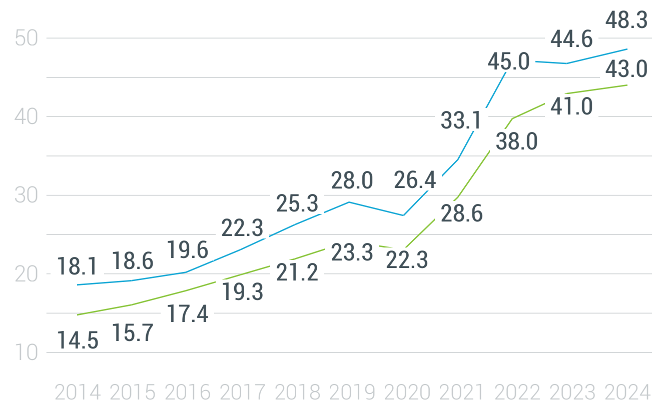
INFLATION (%)

SOURCE: National Bank of the Republic of Serbia



IMPORT AND EXPORT - GOODS AND SERVICES EUR BILLION

SOURCE: National Bank of the Republic of Serbia



IMPORT AND EXPORT - GOODS EUR BILLION

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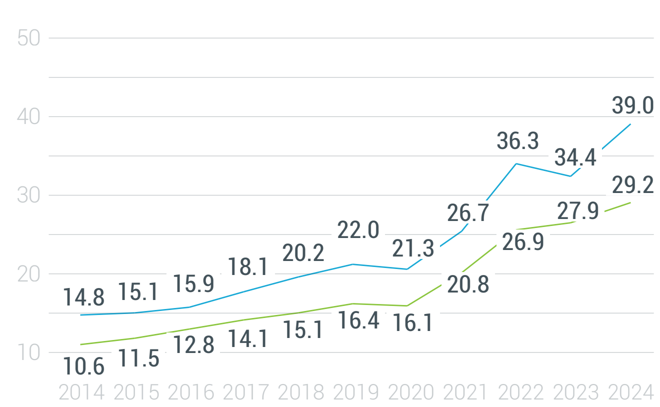


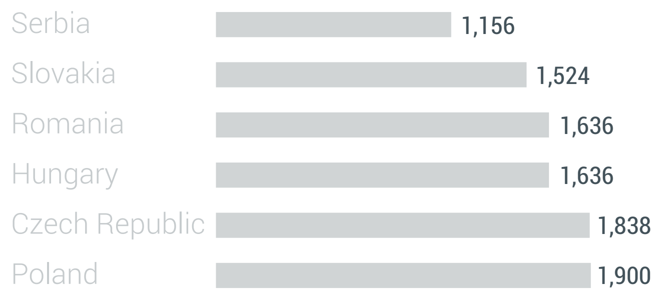
COMPETITIVE OPERATING COSTS.

Serbia provides competitive costs alongside uncompromising quality. Beyond cost savings, its advantageous tax incentives and robust government support for foreign investments elevate its destination attractiveness.

The country's business-friendly environment encourages companies to establish long-term partnerships and realize substantial benefits.

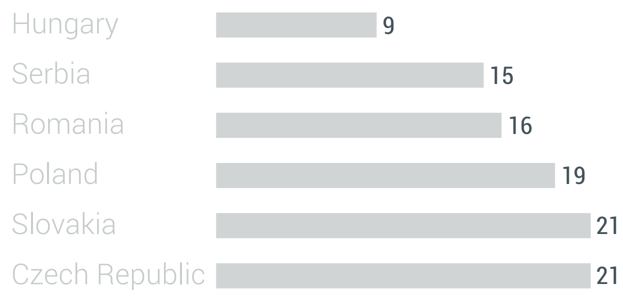
GROSS AVERAGE MONTHLY SALARIES 2024

SOURCE: The Vienna Institute for International Economic Studies, 2025



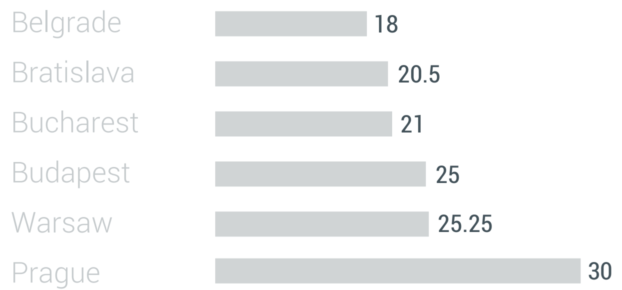
CORPORATE PROFIT TAX (%)

SOURCE: PwC - taxsummaries.pwc.com, 2025



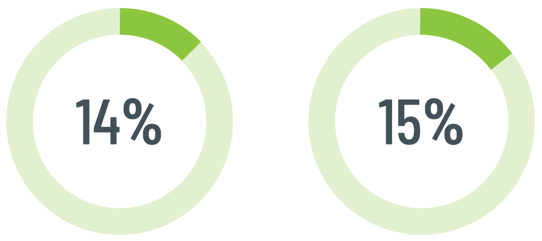
MONTHLY PRIME OFFICE SPACE RENT (€/m²)

SOURCE: Cushman & Wakefield, Q2 2025



COST SAVINGS VS EU-27 AVERAGE

SOURCE: EUROSTAT, H2 2024. *All taxes and levies included*



ELECTRICITY

Consumption 70.000 - 149,000 MWh

GAS

Consumption 100 000 - 999 999 GJ

LABOUR FORCE.

8.6%

UNEMPLOYMENT RATE

SOURCE STATISTICAL OFFICE OF THE REPUBLIC OF SERBIA, Q4 2024

STRUCTURE OF UNEMPLOYED BY AGE GROUPS		
AGE GROUP	NUMBER OF UNEMPLOYED	%
15 - 24	51,100	18.4
25 - 34	70,000	25.6
35 - 44	59,100	21.7
45 - 54	50,900	18.7
55 - 64	38,800	14.3
65+	2,900	1.1
Total	271,800	100

UNEMPLOYED BY EDUCATIONAL ATTAINMENT		
AGE GROUP	NUMBER OF UNEMPLOYED	%
No formal and low education	120,100	44.2
Medium education	110,000	40.5
High education	41,700	15.3
Total	271,800	100

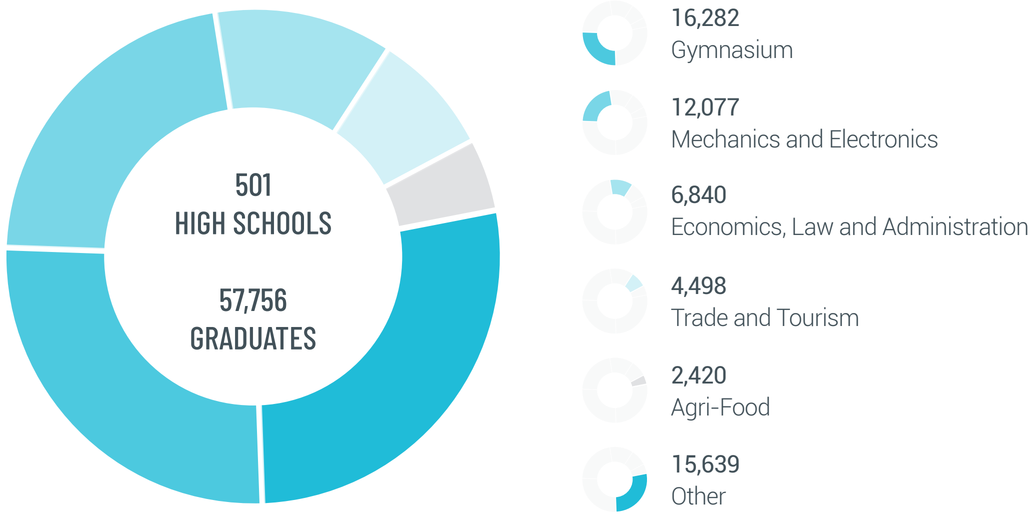
SOURCE Statistical Office of the Republic of Serbia, 2025

WORLD CLASS TALENT POOL.

Education is the priority and basis for the development of Serbia. The education process is constantly being modernized, and Serbia creates a society based on knowledge in which people, their ideas and innovations are the drivers of further progress.

SECONDARY EDUCATION

SOURCE Statistical Office of the Republic of Serbia, School Year 2023/24



DUAL EDUCATION

Dual education is a model of implementation of teaching in secondary vocational education in which, through theoretical teaching and exercises in the school, and through learning through work with the appropriate employer, they acquire and build skills, knowledge and abilities in accordance with the standard of qualification and the curriculum.

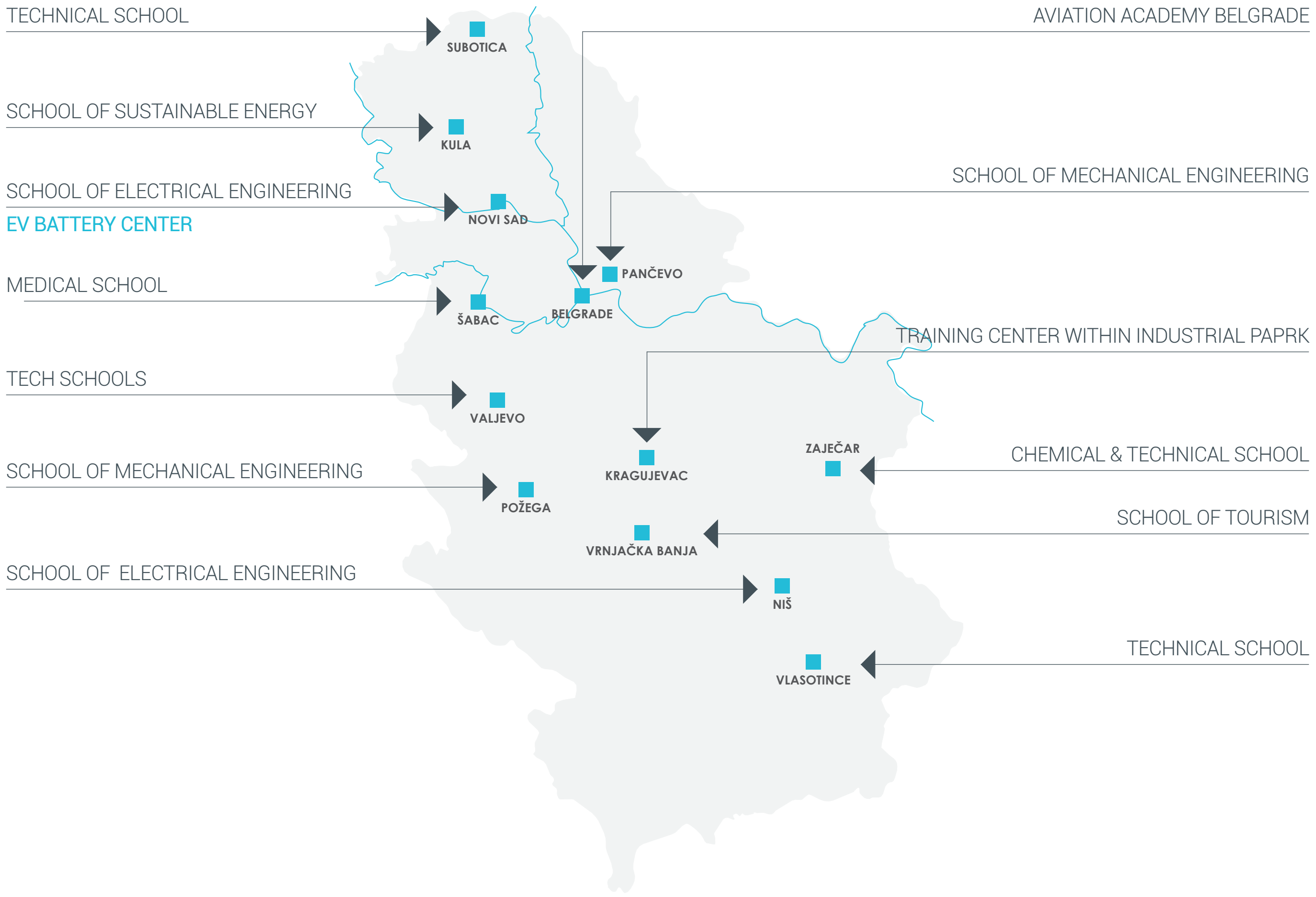
Serbia is first and only country in this part of Europe with dual education legal framework based on German and Swiss model & definite winner of dual education system implementation in Europe.

Currently, over 950 companies from different sectors have already taken part in this programme.

WORLD CLASS TALENT POOL.

VOCATIONAL EDUCATION AND TRAINING (VET) SYSTEM

Regional training centres for adults are leading regional institutions for vocational education, training and adult training, managing over 40 training programmes, accredited by the Ministry of Education, Science and Technological Development, and also acknowledged by the National Employment Service.

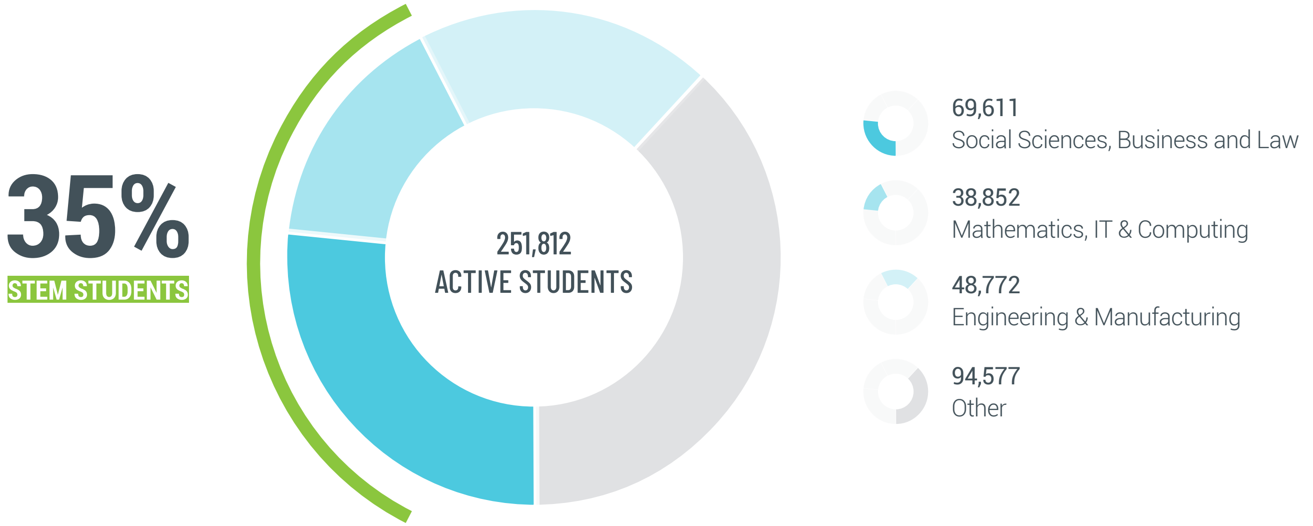


WORLD CLASS TALENT POOL.

Serbia provides a world-leading education in several study areas and our universities feature high on different academic ranking lists. There are over 170 study programmes at all levels (bachelor, master and PhD). All study programmes are of high quality and accredited by the National Entity for Accreditation and Quality Assurance in Higher Education in Serbia.

UNIVERSITY EDUCATION

SOURCE Statistical Office of the Republic of Serbia, School Year 2024/2025



University of Belgrade is ranked in top 500 universities in the world according to the **SHANGHAI RANKING** (In subject-specific rankings, the University achieved notable positions: Mathematics ranked between 101^{st} and 150^{th}, Chemistry, Energy Science & Engineering, and Clinical Medicine between 201^{st} and 300^{th} place.)

The University of Belgrade's impressive performance across wide array of disciplines in the 2023 Shanghai Ranking reaffirms its commitment to advancing knowledge, fostering innovation, and contributing meaningfully to global progress. With a focus on research, education, and collaboration, the university continues to elevate its reputation on the global academic stage.

According to **GLOBAL INNOVATION INDEX 2025**, Serbia is ranked as 10^{th} in respect to Graduates in Science and Engineering.

STATE BENEFITS AND INCENTIVES.

Serbia offers a variety of state benefits and incentives to attract foreign investors designed to make Serbia an attractive destination for foreign investment by reducing the cost of doing business and supporting the growth and development of foreign-owned enterprises.

CORPORATE INCOME TAX INCENTIVES:
- Tax Holiday: Up to 10-year corporate income tax exemption for investors who invest in fixed assets of at least EUR 8 million and employ at least 100 additional workers.
- Reduced Corporate Tax Rate: Serbia's corporate tax rate is set at 15%, which is relatively low compared to many other countries.

EMPLOYMENT INCENTIVES:
- Employment Subsidies: Financial support is provided for the creation of new jobs, which can include subsidies for wages, training, and other employment-related costs.
- Exemption from Social Contributions: For new employees, there are exemptions from social contributions for a period of time, making labor costs more attractive.

REAL ESTATE AND INFRASTRUCTURE:
- Free Zones: Businesses operating in free zones benefit from various incentives such as duty-free imports and exports, and VAT exemptions.
- Subsidized Infrastructure: Assistance with infrastructure projects like construction and improvement of facilities.

CUSTOMS AND TRADE FACILITATION:
- Duty Exemptions: Exemptions from customs duties on imports of equipment and materials.
- Trade Agreements: Access to a network of free trade agreements with the EU, CEFTA, EFTA, UAE, Russia, Turkey, and other countries, providing preferential market access.

VAT AND OTHER TAX INCENTIVES:
- VAT Refunds: Accelerated VAT refund procedures for exporters and companies investing in significant projects.
- Tax Credits: Tax credits for investing in certain sectors, including agriculture, manufacturing, and energy efficiency projects.

SPECIAL ECONOMIC ZONES:
- Industrial Parks and Technology Parks: Special zones where businesses can benefit from additional incentives such as simplified administrative procedures and reduced utility costs.

TRAINING AND EDUCATION SUPPORT:
- Workforce Training Programs: Subsidized training programs for new and existing employees to ensure a skilled workforce.

STATE BENEFITS AND INCENTIVES.

FINANCIAL INCENTIVES

To offset initial capital investments and ease the start-up of business endeavours, the Government of Serbia offers financial support for projects in the manufacturing sector, projects related to the services of service centres, as well as projects in the sector of hotel accommodation services in spa and climatic places.

STATE AID SCHEME FOR THE MANUFACTURING AND SERVICES SECTORS

NUTS 2	MINIMUM NUMBER OF NEW JOBS CREATED*	MINIMUM LEVEL OF INVESTMENT*	LEVEL OF INCENTIVES			INVESTMENT PROJECTS SERVICES SECTOR
			Percentage of 2-year gross salaries	Percentage of Investment in Fixed Assets	Bonus for Labor Intensive Projects	
Belgrade Region	50	500,000	20% max 2,000 per employee	+ up to 10%	More than 100 employees: +10% of the sum of 2-year gross salaries	min 15 new jobs created min €150,000 * of the eligible investment costs
Vojvodina Region	40	400,000	25% max 3,000 per employee	+ up to 20%		
Sumadija and West Serbia Region South and East Serbia Region Kosovo and Metohia Region	30	300,000	30% max 5,000 per employee	+ up to 30%	More than 200 employees: +15% of the sum of 2-year gross salaries More than 500 employees: +20% of the sum of 2-year gross salaries	

* Applies only for investment projects in internationally marketable service sector (minimums for other sectors are higher)

STATE BENEFITS AND INCENTIVES.

STATE AID SCHEME FOR THE FOOD SECTOR				HOTEL ACCOMMODATION SERVICES	
LEVEL OF DEVELOPMENT OF THE LOCAL MUNICIPALITY	LEVEL OF INCENTIVES		INVESTMENT PROJECTS FOOD SECTOR	Bonus for Investment in Fixed Assets	INVESTMENT PROJECTS SPA AREAS
	Percentage of 2-year gross salaries	Bonus for Investment in Fixed Assets			
I	20% max 3,000 per employee	+ 50% for first € 1,000,000 of investment + 25% for all investment from € 1,000,000 onwards	min 30 new jobs created min €2,000,000 * of the eligible investment costs	+ 20% for investment up to € 30,000,000 + 10% for investment more than € 30,000,000	min 30 new jobs created min €2,000,000 * of the eligible investment costs
II	25% max 4,000 per employee				
III	30% max 5,000 per employee				
IV	35% max 6,000 per employee				
V (Devastated Regions)	40% max 7,000 per employee				

RESEARCH AND DEVELOPMENT (R&D) INCENTIVES

In recent years, Serbia has made significant strides in attracting foreign investment through enhanced tax regulations that provide numerous incentives for research and development (R&D). These incentives have catalyzed the growth of a vibrant start-up ecosystem, driving job creation and expanding sectors, especially in information technology (IT).

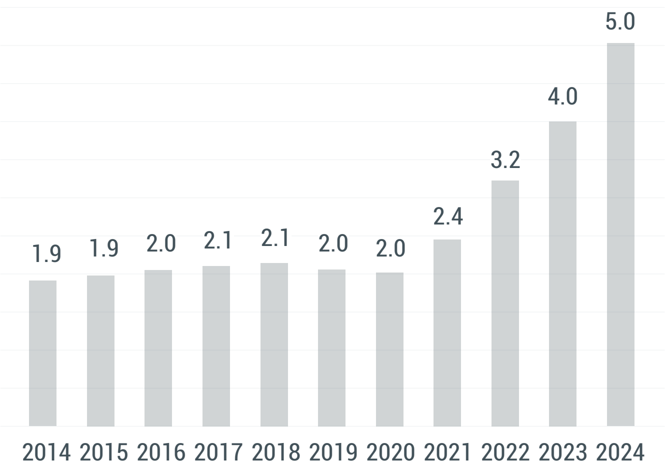
Tax incentives aimed at fostering R&D activities in Serbia include: R&D Double Deduction, Incentives for R&D Staff, IP Box Regime and Investment in Innovative Start-ups.

SECTORS IN FOCUS

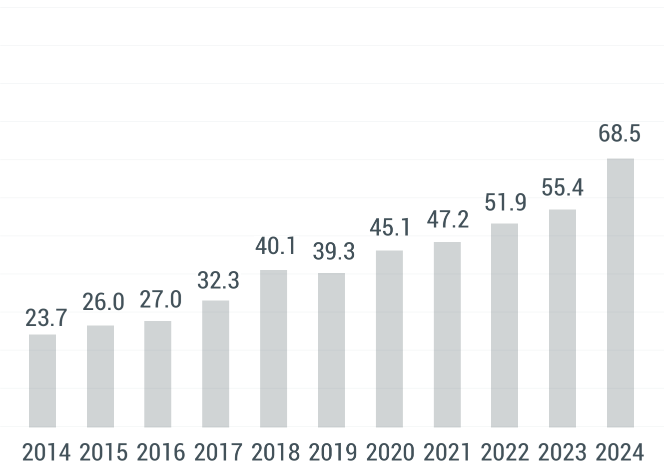
AUTOMOTIVE SECTOR.

BMTS Technology, Johnson Electric, IMI, Grundfos, Aptiv, Nidec, Brose, Bosch, Vorwerk Drivetec Serbia, Stellantis, Yazaki, MTU Aero Engines, Linglong Tire, ZF, Minth, Mei Ta, Yura Corporation, Toyo Tires, Michelin, Magna, Continental, Motherson, Lear Corporation, FCA Fiat Chrysler Automobiles

AUTOMOTIVE SECTOR INCOME EUR BILLION



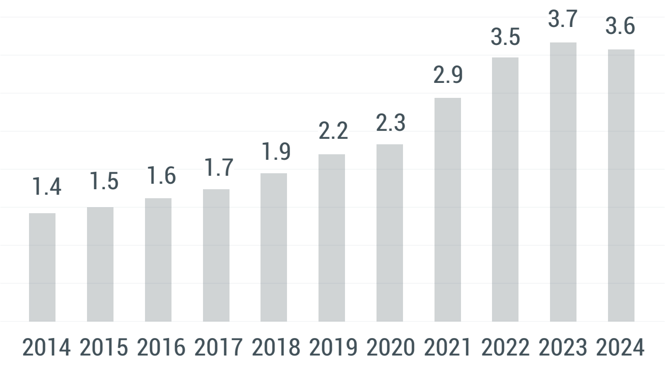
AUTOMOTIVE SECTOR EMPLYMENT THOUSANDS



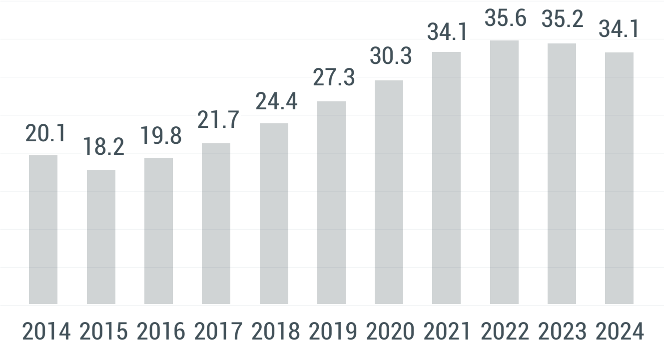
ELECTRICAL & ELECTRONICS SECTOR.

Schneider Electric, Zumtobel, Brose, Vossloh Schwabe, Gorenje, Eaton, NCR, ZF, IMI, Mühlbauer High Tech International, Ametek, Hisense, Aptiv, Continental, Siemens, Yura Corporation, Bosch, Gruner, Ariston Thermo Group, Zoppas Industries

E&E SECTOR INCOME EUR BILLION

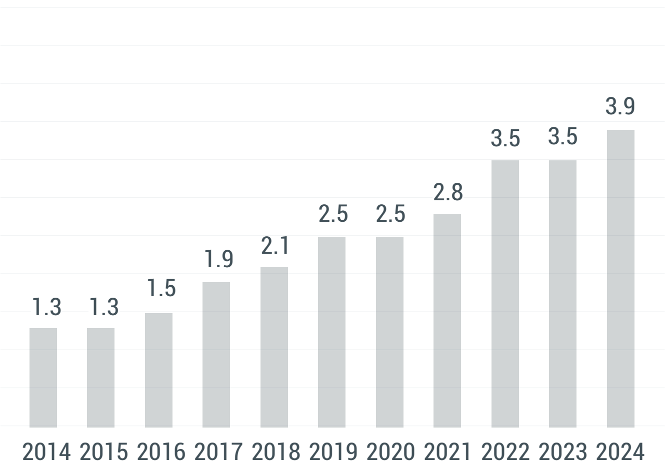


E&E SECTOR EMPLYMENT THOUSANDS

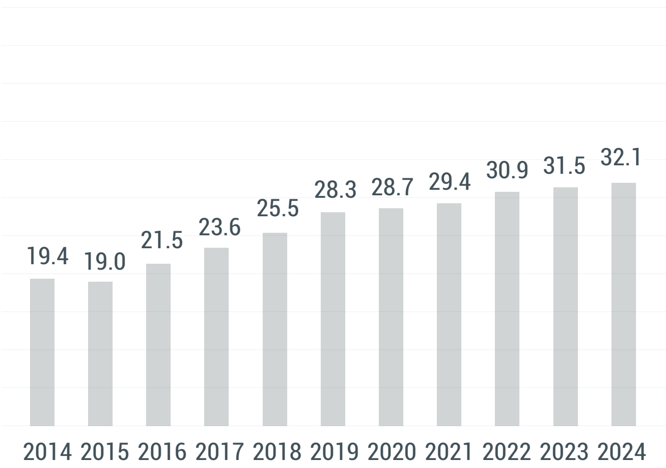


RUBBER & PLASTICS SECTOR.

RUBBER & PLASTICS SECTOR INCOME EUR BILLION

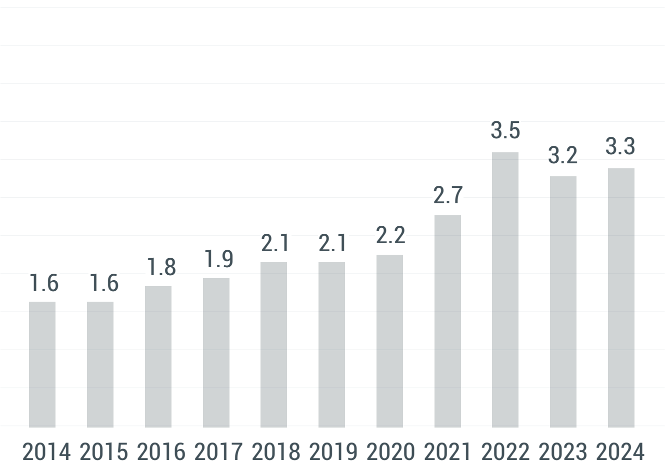


RUBBER & PLASTICS EMPLYMENT THOUSANDS

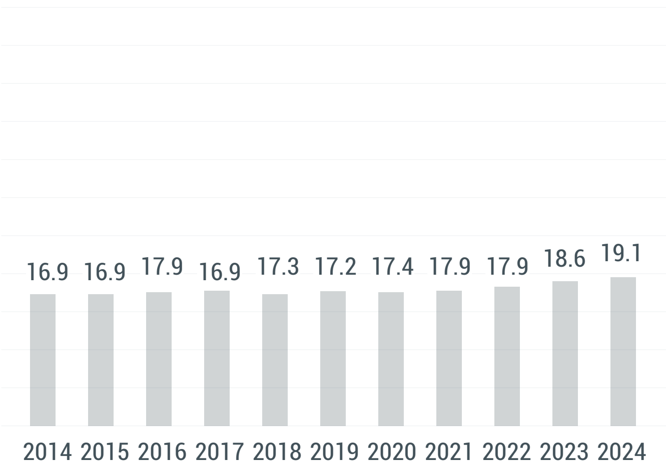


CHEMICAL & PHARMACEUTICAL SECTOR.

CHEMICAL & PHARMA SECTOR INCOME EUR BILLION

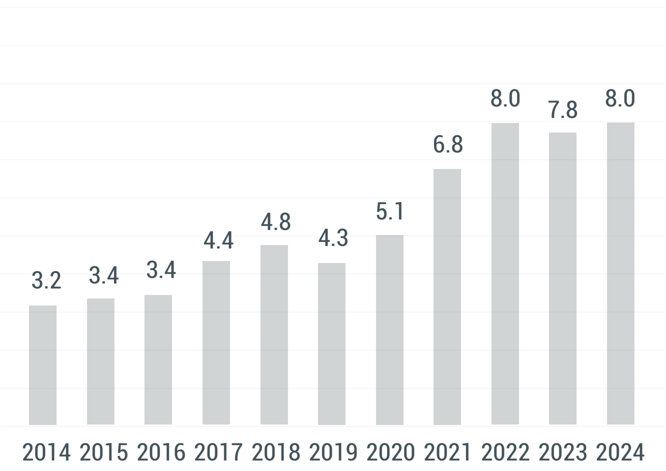


CHEMICAL & PHARMA EMPLYMENT THOUSANDS

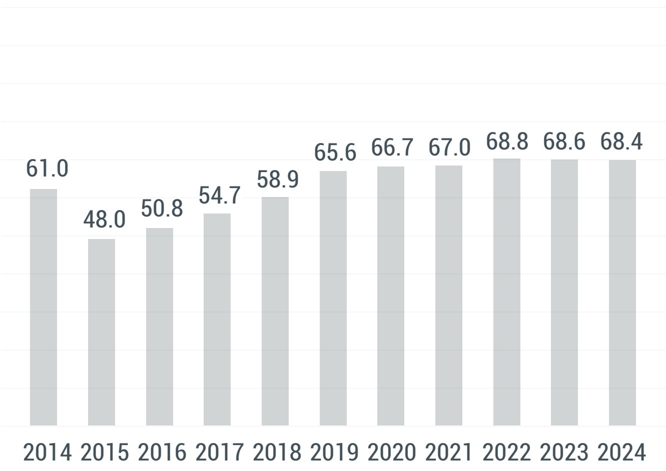


METAL & MACHINERY SECTOR.

M&M SECTOR INCOME EUR BILLION

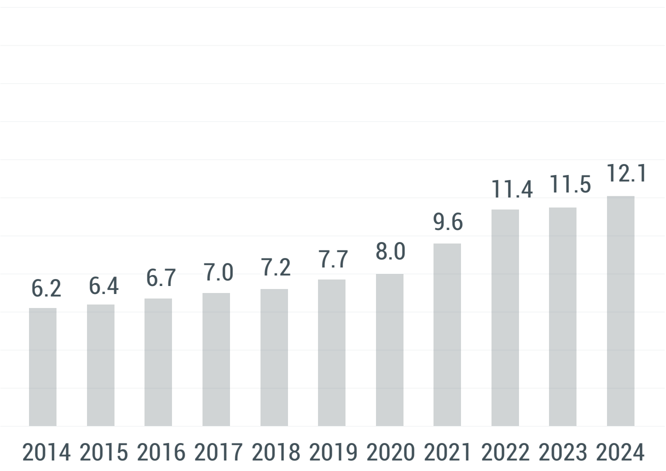


M&M SECTOR EMPLYMENT THOUSANDS

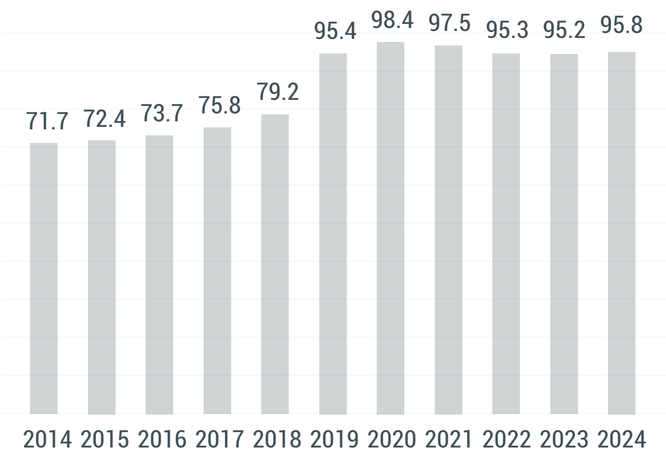


AGRIFOOD SECTOR.

AGRIFOOD SECTOR INCOME EUR BILLION

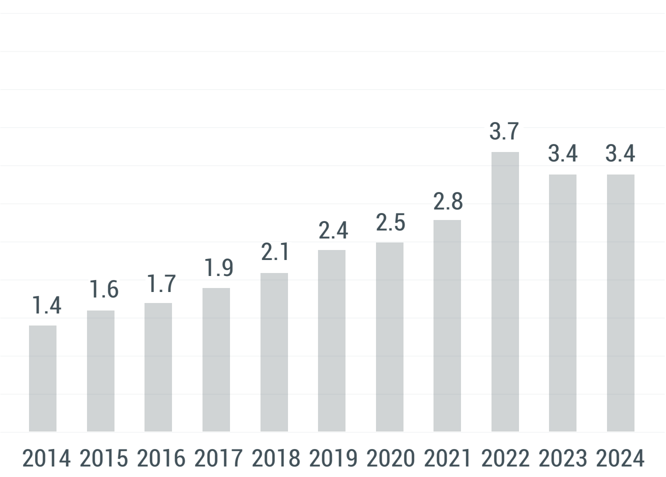


AGRIFOOD SECTOR EMPLYMENT THOUSANDS



WOOD & FURNITURE SECTOR.

WOOD & FURNITURE SECTOR INCOME EUR BILLION



WOOD & FURNITURE SECTOR EMPLYMENT THOUSANDS