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Hall 14

FRESH

JUICY

NATURAL

SERBIA

Your name our quality.



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About Serbia

GENERAL DATA

- Location: Southeastern Europe, central part of the Western Balkans
- Geographic coordinates: 44 00 N and 21 00 E
- Territory: 88.499 km²
- Population: 7 million (the data for AP Kosovo and Metohia 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 (2017): €39.2 bn

FAVOURABLE BUSINESS ENVIRONMENT

- Functional infrastructure
- Low operating costs
- Fastest average Internet speed in the region

- Value Added Tax and Corporate Tax lowest in the region
- Credit ratings: Fitch: BB/stable; Moody's: Ba3/stable; S&P: BB/positive

ADVANTAGES OF INVESTING IN SERBIA

- Favorable geographic position, owing to which any shipment can 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

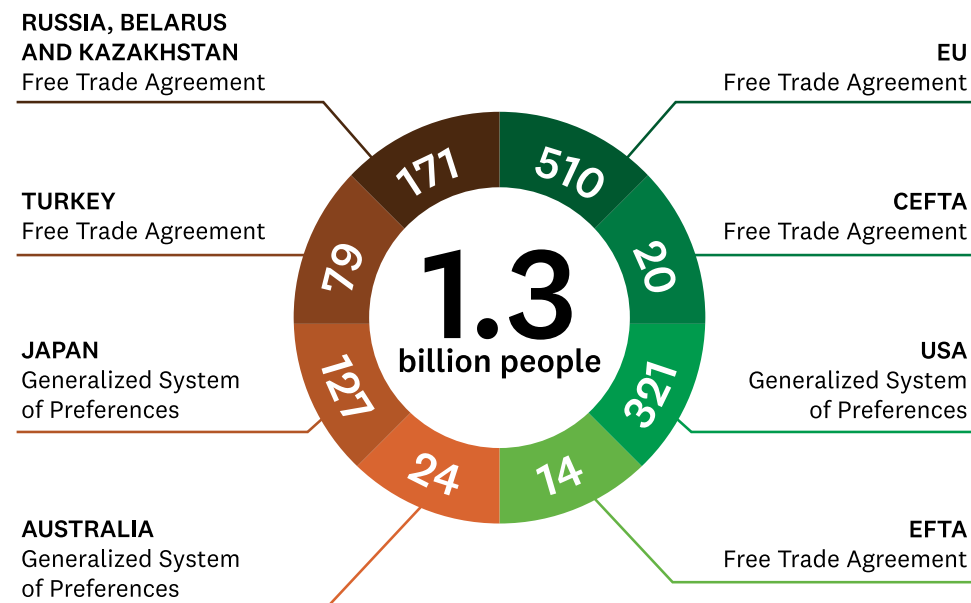
FAVORABLE TAX REGIME

- Tax rate on personal income of 10%
- Corporate profit tax rate of 15%
- VAT rate: General – 20%
Special – 10%

FREE TRADE AGREEMENTS

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
- Agreement with the EFTA members
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey
- SAD (GSP)
- Japan (GSP)
- Australia (GSP)



Agranela

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Agranela's long term commitment and main goal is production of high quality, healthy product that complies with international standards and regulations. Their products are certified with HACCP, BRC and IFS standards.

More than 90% of its production is exported, both in bulk and under their own label „STELA PRUNELA“, or under foreign customers PL requested.

Their product range includes:

- Pasteurized Prunes (pitted or unpitted) – without preservative, with long shelf life

- Conventional Prunes (pitted or unpitted) - sorbated
- Dried sour cherries
- Dried pears
- Chocolate coated prunes and apricots

Their parent company established back in 1992. as a predominantly export-oriented company, is engaged in a range of diverse activities.

In 2004, Agranela became an independent company fully dedicated to growing, manufacturing and processing of fruits, mostly plums.



Alpis

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Alpis Kovin is a modern company, producing exceptional quality products in a modern packaging. Production of healthy food in accordance with food industry standards and continuous innovation in production are the basic goals of the company. In order to satisfy client needs they are continuously upgrading and improving their productions capacities.

The key product of this company is sardines MEDITERAN with exceptional nutritional properties, produced in two variations: sardines in vegetable oil and sardines in their own juice. Daily production is around 70.000 cans, which is on a monthly basis over 1.600.000 canned sardines in vegetable oil.

Main export markets are Bosnia and Herzegovina, Montenegro and Republic of North Macedonia with the aim to expand to other European countries. Health Product Safety System - HACCP plan is applied in Alpis production facility, from receiving raw materials until delivery of finished products.

Product portfolio includes:

- Mediteran blue sardine 100g and 125g
- Frutti di mare sardine 100g
- Stari Beograd sardine (more types) 100g and 125g
- Stari Jadran sardine (more types) 100g
- Marko Polo sardine 100g
- Il Capitano sardine 100g



Carnex

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Carnex has been one of the leading companies in the meat industry for the last 60 years, recognized by high quality of products using high standards.

The vertically integrated system within which Carnex operates enables us full control of the process from the field to the table.

Carnex produces over 180 products in various product groups, such as pates,

ready meals, fermented dry sausages, delicatessen, hams, fresh and frozen meat.

Besides numerous quality awards that Carnex received during its existence, its quality has been furthermore confirmed with : ISO 9001:2015, HACCP standard, ISO 14001:2015, OHSAS 18001:2007, HALAL standard, IFS Food, BRC Global Standard for Food Safety, ISO 50001:2011.



carnex



Fruitica

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www.momentocaffe.rs



Company Fruitica from Cantavir, Serbia was founded in 1996.

In 2013, it started the production of instant beverage powders under the brand.

„Momento” product portfolio includes:

- Momento instant coffee
- Momento 3in1 and 2in1
- Momento white and black hot chocolate,
- Momento Cappuccino
- Coffino coffee powder

Fruitica produces their own branded products for retail chains and wholesalers as well.

HACCP and ISO 9001 standards have been introduced.

For storage and distribution purposes, the company has a modern central storage space, located in Cantavir, near the E75 highway.

In 2019, the company has introduced innovative instant powdered beverage products like “LOW CARB Instant coffee drink with Stevia” “LOW CARB Instant coffee drink with Stevia and protein”, and “LOW CARB Instant hot chocolate with Stevia and protein”.



Hibrid

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Company Hibrid was founded in 1953.
It has three profit centers:

- FRIGO – for purchasing, freezing, processing and export
- Seed production – production and sale of seed crops
- Port Danube-Bogojevo (international port) – port services

Hibrid owns two cold stores used for freezing, processing and storing of berries in capacity of 2500 tones.

Their offer includes deep frozen products in packaging:

- Industrial production – bags, boxes and bags 5 - 20 kg
- Retail and direct consumption – 0.125 - 2.5 kg, click-clock, PET containers 0.125 - 0.300 kg or bags

- Picky consumers – BerryKing – click-clock 0.300 kg, PET containers 0.125 - 0.300 kg or bags

Following world's trends, Hibrid invested in Econo-pack line with ability to pack fruits of high quality and safety ensuring traceability. Also, Visys digital laser sorter is a part of equipment designed for cleaning and sorting of berry fruits.

The high quality, freezing after a harvest, modern technology and implementation of HACCP system is a guarantee of healthy and safe products confirmed with certificates IFS, BRC, Kosher, Bio-certificate Okop and GlobalGap. Through Sedex group they have implemented good, ethical labor standards.



ITN Group

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www.allfresco.rs



ITN Group is a company established in 1992, with the aim to implement new technologies in food industry.

The company consists of ITN AgroTech (agriculture machinery and engineering in agriculture), ITN FoodTech (production equipment, designing and engineering in the field of food industry) and ITN Eko Povlen Kosjeric (the factory for processing and packaging of IQF fruit and vegetables). Today, ITN Eko Povlen Kosjeric manages to process and pack over 9,000 tons of berries, primarily raspberries, sour cherry, blackberry, strawberry, plum, blueberry, forest fruit as well as vegetables – peas, sweet corn, green beans, etc.

Products have been packed under the All Fresco brand, as well as different private label brands. In addition to that, all our assortment can be packed in Click-lock boxes, PE bags, doy-pouch bags with re-sealable mechanism, PET punnets and industrial packaging.

The factory has applied all the latest technology quality standards such as: HACCP, ISO 9001/2008, BRC, IFS, SMETA, Halal, Kosher, Global Gap, Organic and WalMart.



Jaffa Crvenka

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Jaffa Crvenka was established in 1975, and today it is one of the leading manufacturers in the confectionery industry in the region. Its products are sold on the markets of the Adriatic Region, USA, Germany, Austria...

Jaffa brands are a synonym of quality. Besides two leading brands in the region – Jaffa cakes and Munchmallow, there are also Jaffa Wafers, whole grain biscuits O'Cake, Tak crackers and tea biscuits Riznica.

In 2017, Jaffa Crvenka acquired Banini Kikinda, a famous confectionery manufacturer. Sandwich biscuits Noblice and Toto, plain biscuits and Tarts Domacica and Gustav, Njamb wafers, Rum Kasato dessert and salty baked snacks Trik are now assortment of Jaffa Crvenka.

Jaffa Crvenka and Banini Kikinda operate according to the standards BRC, IFS, ISO 9001, ISO 22000, FSSC 22000, and HACCP principles. Product are also HALAL certified.



Konlid

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The company Konlid was established in 2009. and it is engaged in the production of milk, cocoa and hazelnut spread in the production plant in Nova Pazova, Serbia.

In addition to the Serbian market, their products are available in the markets in Sweden, Slovenia, Croatia, Bosnia and Herzegovina, Moldova, Republic of North Macedonia, Montenegro and Albania.



Konlid`s recognizable products are: „Nuggi cream” and „Nuggi pek”, as well as private label at the customer`s request. Konlid produces private label „Aro” for Metro Serbia, Metro Croatia and Metro Moldova, “365” and “Premia” for Delhaize Serbia, “Bas Bas” for Univerexport Serbia etc.



Laki

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Laki was founded in 1992, in Arilje, and since then, it has been privately owned by the family Obradovic.

It's main business activity is production of frozen berries: raspberries, blackberries, strawberries, blueberries, plums, cherries and others. They are primarily orientated towards export and their clients from all over the world are well-known retailers and companies from food industry.

Laki is newly built factory, that is IFS level 6 certified, is located in the center of

raspberry production area in Serbia, and the worldwide known region – Arilje. In 2016. company engaged in close cooperation with MPI fruit company and started exclusive production of the well-established brand "First Fruit".

With the storage capacity of 2,000 MT, and the highest industry standard equipment, company is in the position to accommodate specific partner's requests. Constantly seeking highest standards of quality and food safety makes us trustful and reliable partner of choice for business.



Master Fruits

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www.mffruits.com
www.pkzlatibor.com



Master Fruits is dealing with repurchase, freezing, processing and export of berries and tropical fruits.

Processing capacity is 20t of fruit per day and the storage capacity is 6000t. Master Fruits cold store with production is located in Milićevo Selo in Arilje, Western part of Serbia, traditionally recognized as a place of birth of Serbian Raspberry.

In accordance with the food quality control standards, Master Fruits has implemented BRC (A level), IFS (Higher level), ISO 22000:2005, HACCP, KOSHER, GLOBAL GAP and BSCI. The products that they

want to place to the EU market are deep frozen raspberry (whole, whole and broken, crumble), blackberry, mix of red berries, blueberry, plum, strawberry, sour cherry, red/black currant, pineapple, papaya, mango, tropical mix and frozen fruit puree.

Masters Fruits two dairies Master Milk and PK Zlatibor are fully automated. Milk processing is done in their own dairies with a daily capacity of 200.000 l. Their range of health products with geographical origin includes: milk, yogurt, sour milk, sour cream, peppers in sour cream, peppers filled with cheese, cheese in slices, yellow cheese, skimmed cheese and kajmak.



Min-Commerce

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MIN Commerce is a family company, founded in 1994, whose main activity is the production of high-quality food products, including ketchup, mayonnaise, sauces & soups, tomato juice and passata, canned vegetables, compotes, fruit fillings and marmalade.

MIN Commerce operates in the Industrial zone of Belgrade, where the business and the modern production-storage complex is located.

The production plant, with top-notch equipment for processing and preserving fruits and vegetables, plastic packaging material production, labelling and packaging of products, is certified according to the highest requirements of HACCP, ISO 9001:2008 and BRC standards.



MIN-COMMERCE

MIN Commerce employs an experienced team of experts and technologists who are turning ideas into first-class products to the satisfaction of a large number of gourmets recognizing product quality.

Products under the brand Gurman (Gourmet) successfully positioned themselves in the main retail chains in Serbia, with a significant presence increase in the countries of the Western Balkans, Hungary, the Netherlands and Germany. In accordance with high processing technology and quality standards, B2B cooperation has been developed with many renowned companies (retail and horeca professionals), through a wide range of services and various food articles produced under their PRIVATE LABEL`S. MIN Commerce... A friend of good taste.



Par Pak

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Par Pak is a modern company, producing high quality dietary supplements. Besides the main product line MaxMedica that currently covers 34 products, Par Pak has the wide range of production capacities so their offer also includes packaging and production services.

Max Medica is a product line that has been present on the market for more than a decade and all products are divided into three categories:

- 1) Basic - products intended to improve general health and quality of life;
- 2) Therapeutic - products that serve as the first line of defense and complementary therapy in certain health conditions;

3) Supreme - products that support healthy lifestyle and can improve the overall physical appearance.

The expertise and experience make them desirable partners for formulation, development and production of PL products.

Health Product Safety System - HACCP plan is applied in their production facility for development, production and wholesale of food supplements.



Packom International

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Jake
vitamincandy®

Packom International is a producer of high compressed sugar free candies enriched with vitamins.

Currently, product range includes 10 fruit flavours that are distributed to over 30 countries worldwide.

Owing the unique and specific aromas and high quality, and premium packaging

of "Jake vitamin candy" assortment, the number of loyal consumers has been increasing constantly.

Packom International also provides goods for clients with request of private label candies with possibility to have customized formulation, shape of the candy, size of the packaging and design.



PIP Novi Sad

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www.tortilja.rs



PIP Novi Sad has been operating successfully since 1992. They have two modern and functional factories. At one plant they produce the mixes and improvers for baking industry.

At the second plant they produce TORTILLAS under the brand "Tortilla Mexicana", but also under private labels per request. They are proud to say that they are the only producer of tortillas throughout Balkans region.

They have the following certificates:

- ISO 9001
- HACCP quality system
- IFS standard
- HALAL
- KOSHER

Currently they export to around 20 countries, with focus on more international markets in future.



Venac

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Venac from Stara Pazova is a family owned company, established 60 years ago. Their main activity is fruit processing. The company specializes in production of jams and fruit preserves.

Venac produces spreads, toppings and fillings as well. Their products are in various sizes of glass jars, plastic buckets and portions, under their brands and private labels.

Products are in full compliance with relevant regulations and produced according to GMP. Venac has been HACCP, ISO and IFS certified.

The company Venac is committed to maintaining the trust of their customers by providing continual quality, competitive prices and full traceability of raw materials they use.

They are always open to listen to their clients and to provide tailor made products, from formulation of recipe to package design.

Venac exports products to EU countries, South-Eastern European countries and Russia.



RELIABLE PARTNER

Chamber of Commerce and Industry of Serbia 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.

Our 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.

A century and a half of the Serbian chamber system tradition 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.

We have been and will remain your responsible partner and support to your business through:

- 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

Chamber of Commerce and Industry of Serbia is the member of the Enterprise Europe Network (EEN) and the coordinator of the EEN Serbia Consortium (www.een.rs)

Development Agency of Serbia (RAS) offers a wide range of services on behalf of the Government of the Republic of Serbia, including support of direct investments and export promotion, and leads the implementation of projects with the aim of improving Serbia's competitiveness and reputation in order to support the economic and regional development.

As a newly established agency, RAS builds upon the knowledge of the former Serbia Investment and Export Promotion Agency (SIEPA) and National Agency for Regional Development (NARD) and brings improvements required to meet the needs of a modern economy.

RAS will serve as a one-stop-shop 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.



YOUR NAME OUR QUALITY

SWEET

YUMMY



**CHAMBER OF
COMMERCE AND
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www.pks.rs



RAS

Development Agency of Serbia

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