

SERBIA

Flavours of pure nature

Hall 11.3 Pavilion E-010g





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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 1.7 million inhabitants
- State organization: Parliamentary Republic
- Official language: Serbian
- National currency: Serbian Dinar RSD
- Time zone: GMT+1
- GDP (2018): €42.8bn

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

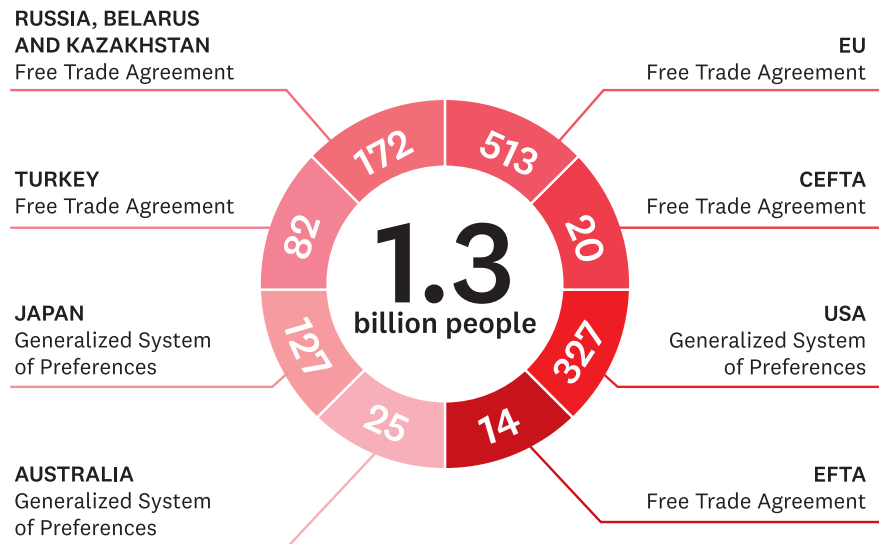
- Tax rate on personal income of 10%
- Corporate profit tax rate of 15%
- VAT rate:
General – 20%
Special – 10%

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)



AGRICULTURE

- Serbia has favorable natural conditions for the development of a variety of agricultural products: cereals, industrial plants, grapes, fruits and vegetables, seeds and planting material, medicinal herbs, and livestock.
- Primary agricultural production enabled the development of food processing industry: confectionary, vegetable oils industry, sugar industry, breweries, juices production, vegetables processing industry, production of flour, meat, etc.
- Priority objective of Serbian agriculture is to increase general level of competitiveness, finds new markets, adapt to rules and standards of the EU and WTO, conquers new know-how and technologies that will change the existing structure of agriculture and be ready to meet competition on local and international market.





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AGRANELA

Agranela's long term commitment and main goal is production of high quality, healthy product that complies with international standards and regulations.

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 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.

Products:

- Pateurized, NON sorbated Prunes (pitted or unpitted) with long shelf life
- Conventional Prunes (pitted or unpitted) preserved
- Dried sour cherries

- Dried pears
- Chocolate coated prunes and apricots

2019 Superior Taste Award - Dried plum without preservatives product was awarded by International Taste Institute, the leader in taste evaluation and certification.

Standards and certifications: HACCP; BRC; IFS standard





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AROMA ZAČINI

Aroma was founded in 1954, in Futog, in the fertile Vojvodina basin, not far away from Novi Sad, as Mill industry for pepper processing. With its product assortment, Aroma occupies a solid position in Serbian market and in the region, and it is conquering European and world markets. Our top brands are FUTOŠKA ZAČINSKA PAPRIKA (Futog spice pepper) as a universal spice and PRIRODNO ALKOHOLNO SIRĆE (natural alcoholic vinegar) as a high – quality product, made in the traditional way. The wide range of products is expanded every year with new products with modern design and packaging shape.

Products:

- Production of ground spice pepper
- Vinegar production
- Production of food additives with vegetables and spices
- Production of gluten - free diet products
- Production of powders for pudding of powders for whipped and foam cream

of powders for ice cream dessert
of powders for vanilla sugar and baking soda

Packaging of: spices, mill products, bakery products, cereals, processed fruit, additives and other food products.

Production capacities:

- Vinegar production cca 3.000t
- Production of ground spice pepper cca 250-300t
- Production of food additives with vegetables and spices cca 200t
- Production of powders product cca 500t
- Packaging (spices, mill products, bakery products, cereals, processed fruit, additives and other food products cca 1000t

Export markets: America, Canada, Australia, EU, Switzerland, Bosnia and Herzegovina, Montenegro, North Macedonia.

Standards and certifications: HACCP, IFS



BASKET
MADE BY ITALY

HRSKAVE HELJINE PLOČICE

Heljine su najpopularniji i najkvalitetniji heljini u Italiji. Heljine su najpopularniji i najkvalitetniji heljini u Italiji. Heljine su najpopularniji i najkvalitetniji heljini u Italiji.

MADE BY ITALY



BASKET
MADE BY ITALY

INTEGRALNI MIX

Mix integralni sa sušenim voćem i orahovim jezgrom. Integralni mix sa sušenim voćem i orahovim jezgrom. Integralni mix sa sušenim voćem i orahovim jezgrom.

MADE BY ITALY



BASKET
MADE BY ITALY

SLANI MIX

Mix slani sa sušenim voćem i orahovim jezgrom. Mix slani sa sušenim voćem i orahovim jezgrom. Mix slani sa sušenim voćem i orahovim jezgrom.

MADE BY ITALY



BASKET
MADE BY ITALY

HRSKAVE OVSENE PLOČICE

Ovsene pločice su najpopularnije i najkvalitetnije ovsene pločice u Italiji. Ovsene pločice su najpopularnije i najkvalitetnije ovsene pločice u Italiji. Ovsene pločice su najpopularnije i najkvalitetnije ovsene pločice u Italiji.

MADE BY ITALY



BASKET
MADE BY ITALY

INTEGRALNE STANGLICE SA SEMENOM BUNDEVE

Integralne stanglice sa sušenim bundevnim sjemenom. Integralne stanglice sa sušenim bundevnim sjemenom. Integralne stanglice sa sušenim bundevnim sjemenom.

MADE BY ITALY



BASKET
MADE BY ITALY

PECIVO SA DIMLJENIM ŠIKROM

Pecivo sa dimljenim šikrom. Pecivo sa dimljenim šikrom. Pecivo sa dimljenim šikrom.

MADE BY ITALY



BASKET
MADE BY ITALY

HRSKAVE PLOČICE SA KOPRIVOM

Hrskave pločice sa koprivom. Hrskave pločice sa koprivom. Hrskave pločice sa koprivom.

MADE BY ITALY



BASKET
MADE BY ITALY

KREKERI BASKET 5

Krekeri su najpopularniji i najkvalitetniji krekeri u Italiji. Krekeri su najpopularniji i najkvalitetniji krekeri u Italiji. Krekeri su najpopularniji i najkvalitetniji krekeri u Italiji.

MADE BY ITALY



BASKET
MADE BY ITALY

ŠTAPICI SA SPELTOM

Štapići sa speltom. Štapići sa speltom. Štapići sa speltom.

MADE BY ITALY



BASKET
MADE BY ITALY

ŠTAPICI SA SUSAMOM I MAKOM

Štapići sa susamom i makom. Štapići sa susamom i makom. Štapići sa susamom i makom.

MADE BY ITALY



BASKET
MADE BY ITALY

INTEGRALNE STANGLICE SA SEMENOM SUNGOKRETA

Integralne stanglice sa sušenim sjemenom sunčokreta. Integralne stanglice sa sušenim sjemenom sunčokreta. Integralne stanglice sa sušenim sjemenom sunčokreta.

MADE BY ITALY



BASKET
MADE BY ITALY

INTEGRALNI ŠTAPICI SA SUSAMOM

Integralni štapići sa susamom. Integralni štapići sa susamom. Integralni štapići sa susamom.

MADE BY ITALY



BASKET
MADE BY ITALY

HRSKAVE LANENE PLOČICE

Hrskave lanene pločice. Hrskave lanene pločice. Hrskave lanene pločice.

MADE BY ITALY



BASKET
MADE BY ITALY

RAŽENKO

Raženko su najpopularniji i najkvalitetniji raženki u Italiji. Raženko su najpopularniji i najkvalitetniji raženki u Italiji. Raženko su najpopularniji i najkvalitetniji raženki u Italiji.

MADE BY ITALY

BASKET ZDRAVIJA HRANA MADE BY HAND

Basket is a family run company, based in Golubinci, in the heart of the fertile Srem plain.

Basket products are made with various types of whole grain flour: wheat, buckwheat, oats, barley, rye and spelt, which in the final product manage to keep their fibers, minerals, B-group vitamins, fats, amino acids and sprout proteins. Combined with seeds (sesame, flax, pumpkin, sunflower, caraway, poppy, peanut and hazelnut) they provide enough energy to help maintain the balance of carbohydrates, proteins and micronutrients, contain no additives, preservatives and emulsifiers, and fall into the category of yeast free products.

Basket products are baked goods, and since the baking ovens heat the air by themselves, there are no additional fats or calories in the final products. This way of thermal food processing, with lower temperatures over longer baking time, enable us to preserve the nutritional composition of our products. We like to say healthier rather than healthy. Healthy is hard to define

and depends on person. Healthy is something we choose for ourselves, and in order to be able to choose we need to have facts at our disposal. In the context of food, those facts are the nutritional values of the products, as well as the production process itself.

Products: Whole grain mix, Crunchy oat thins, Spelta sticks, Crunchy buckwheat thins, Crunchy nettle thins, Crunchy flax seed thins, Mr Ray, Salty mix, Basket 5 cracker, Whole wheat sticks with sesame and poppy seeds, Whole wheat sticks with sesame seeds, Whole wheat bats with sunflower seeds, Whole wheat bars with pumpkin seeds, Basket smoked cheese pastry, Crunchy thins with turmeric, Crunchy spinach thins

Production capacities: 2t per day

Export markets: the UAE, the United Kingdom, Macedonia, Hungary, Montenegro

Standards and certifications: HACCP, ISO 9001, FSSC 22000





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BIBLI

Bibli is a meat production and processing company that manufactures unique products based on traditional local food preparing processes. Carefully selected cuts of meat are cooked in a traditional manner.

The product range includes the traditional pork meat snack called čvarci, sometimes internationally recognized as pork rinds or pork scratchings, but with a somewhat different texture and taste, and also traditional pork fat (lard), increasingly popular due to its nutritious and cooking properties.

Products: Traditional pork lard, Traditional pork scratchings, Chilli traditional pork scratchings, Tiny traditional pork scratchings.

Production capacities: 200 tons per year

Export markets: Republic of Bosnia and Herzegovina, Republic of North Macedonia

Standards and certifications: ISO 22000 and HACCP system

FRESH NUT MILK

ONLY 2 INGREDIENTS

- ✓ NO ADDITIVES
- ✓ NO FILLERS
- ✓ NO ADDED SUGAR
- ✓ DAIRY FREE
- ✓ LACTOSE FREE
- ✓ GLUTEN FREE
- ✓ SOY FREE
- ✓ VEGAN



12% NUTS





COLD PRESSOK

Established in 2013, Cold Pressok is the most trusted nutrition brand in Serbia. Our range of products consists of cold pressed fruit and vegetable juices and smoothies, fermented shots, variety of cold pressed nut milks including almond, hazelnut, cashew, peanut as well as various vegan nut butters like almond, almond - coconut, chocolate - hazelnut or choco - peanut.

The latest addition are 100% fruit spreads and super food protein granola, made with quinoa, chia, millet, buckwheat, almond butter. 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. Using the most innovative technology and the highest quality ingredients, our products result in strong integrity, functionality and transparency. We do not say it is easy, but we proved it is possible.

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Products: vegan products cold pressed juices and smoothies, cold pressed nut milks, vegan nut butters, 100% fruit spreads, protein granola.

Production capacities: juices and milks 1.5 mil. lit, nut butters and granola 1000t

Standards and certifications: FSSC 22000, HACCP, KOSHER





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DAMAR CONFIT

Damar Confit deals with processing and selling fresh truffles and its main objective is to present the Serbian truffle, with its supreme features, to the entire world.

Over the past years, driven by our love towards truffles and our strong will to achieve our goal, we have succeeded in opening new markets and obtaining better position and placement – which has made the foundation for our further development.

Though permanent technological enhancements, we have succeeded in developing unusual recipes, composed in such a manner so that they preserve natural properties of truffles and provide maximum flavour and fragrance, at the same time.

By improving our operations and innovating our range of products, we have managed to establish a relationship of trust with our market and consumers.

Products: Truffle products

Production capacities: @damartartufiserbia

Export markets: EU, Russia, Asia, USA

Standards and certifications: ISO 9001, HACCP



MÓMENTO

Momento 2in1
Coffee drink
without sugar
10g

Momento 3in1
Coffee drink
with sugar
14,5 g

Momento 3in1 Strong
Strong Coffee drink
with sugar
16g

Momento Black Hot Chocolate
Hot Chocolate - Classic
25g

Momento White Hot Chocolate
Hot Chocolate - White
25g

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FRUITICA

Fruitica is a 23 years- old family owned manufacturer that is specialized mainly in production and packaging of powdered beverages and coffee mixes like 3in1 coffee, cappuccino, hot chocolate with focus on innovations like coffee drink with low carb content or hot chocolate with protein.

Since 2013, the company has been producing its products in Čantavir (Subotica) according to the basic food safety standards.

Besides the brand Momento Caffé, Fruitica is producing private labels for retail chains and wholesalers.

Products:

- Momento instant coffee,
- Momento ground coffee,
- Momento 3in1 and 2in1 coffee mixes,
- Momento Low Carb 3in1 mixes,
- Momento hot chocolates,
- Momento hot chocolate with protein,
- Momento Cappuccino and

- Coffino non-diary creamer for coffee and tea.

Production capacities: coffee mixes: 300 t/year.;
hot chocolate: 50 t/year.

Export markets: Hungary, Bosnia and Herzegovina, North Macedonia.

Standards and certifications: HACCP; ISO 9001, IFS





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FUNGO JUG

Established in 1991, Fungo Jug is a company specialized in manufacturing deep frozen fruits and mushrooms. The annual production is approximately 3 000 t. In 2010 the company launched a new range of products under its one brand Artfood - like just homemade.

Products: Artfood is a brand for healthy food products: cold pressed fruit juices, smoothies, fruit syrups, compotes and jams, all for diabetics.

Production capacities: 10 containers/months

Export markets: Slovenia, Australia, Hungary, Macedonia

Standards and certifications: HACCP&ISO 9001





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GENEZA

Geneza is a producer of conventional air-dried vegetables and herbs in Serbia. Our company owns two complex dehydration plants, which allows us to offer a wide range of the best local natural products with a variety of quality measures and granulation.

Thanks to our fully controlled farms and our laboratory on hand, we are ready to provide full traceability to the delivered articles.

Our dehydration plant is working with a unique pre-drier system, which makes our products outstanding in their micro results, also allows them to keep their very natural colour.

Products:

- Parsley leaves flat and curly,
- Dill tips,
- Coriander leaves,
- Spinach leaves and powder,
- Kale powder,
- Pumpkin cubes and powder,

- Carrot cubes and power,
- Parsley root,
- Cauliflower powder,
- Parsnip root,
- Beetroot,
- White beet,
- White cabbage,
- Savoy Cabbage,
- Potato cubes,
- Oregano,
- Savory,
- Mint.

Export markets: over 300 partners globally in Europe, the USA, South-America, Australia and Canada.

Standards and certifications: EURO origin statements, Kosher, GMP and ISO certificates, Production capacities: 2 000 tons of dried herbs and vegetables



INTERFOOD 60

Interfood 60 is a private company established in Čačak in 1989.

The core business of the company is processing and exporting forest products, mushrooms and fruits.

Our mission is to continue with delivering the highest quality products to our customers worldwide. We pride ourselves on the excellent quality of our products and our customers' satisfaction.

The company is among top exporters of agricultural products in Serbia.

Products: Dried and frozen fruits; fresh, frozen, dried mushrooms

Production capacities: 200t of dried fruits, 500 t of frozen fruit, mushrooms: 500t

Export markets: EU, Russia, Japan, Israel, USA

Standards and certifications: ISO 22000, ECO-CERT ORGANIC STANDARD, KOSHER





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| playnjamb | noblice | ocake_keks | takslanikreker | jaffakrem

Youtube: JaffaCrvenka

JAFFA CRVENKA

Jaffa Crvenka was established in 1975 and today is one of the leading manufacturers in the confectionary industry in Southeastern Europe.

In 2017, Jaffa merged with another industry leader – the Banini company (founded in 1979) joining forces in order to better satisfy consumers' needs and strengthen their position in the market.

Most of their products are sold in the Balkan region, but the companies are also present in other European countries, Canada, Australia and the USA.

Jaffa Crvenka and Banini brands are deeply associated with long tradition, high quality and trust.

The company mission is to deliver top quality products and contemporary brands in order to meet demands of the market.

Products: Jaffa cakes, Munchmallow, Jaffa Napolitanke, Ocake, Tak krekeri, Noblice, Toto, Domaćica, Njamb Napolitanke, Kasato sweet dessert, Trik salty snacks

Production capacities:

- Jaffa factory – 12.000 m² product area, 500 employees, 25.000 t product capacity
- Banini factory – 17.000 m² product area, 200 employees, 30.000 t product capacity

Export markets: EX YU (Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Makedonia), EU, USA, Canada, Australia, Cyprus, Albania

Standards and certifications: BRC, IFS, SGS, ISO, HACCP, Halal





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MEDINO

Medino is the largest honey producer and exporter in Serbia. Main activities are the purchasing, processing and packing of 100% pure natural honey only. All products are under strict control in Medino's internal lab, followed by the analysis from Intertek Food Services GmbH and QSI, Bremen. Therefore, only the highest quality natural honey comes from Medino and reaches out our customers.

Products: Honey in jars, HoReCa program, product based on honey and other bee products, honey in bulks.

Production capacities: Production capacity is about 4.000 metric tons of Acacia, Sunflower, Polyfloral, Meadow, Linden and Rape honey.

Export markets: Germany, Italy, Spain, France, Austria, Norway, Japan, USA, Poland, Slovakia, Czech Republic, Hungary, Romania, Switzerland, Belgium, Holland, UAE, North Macedonia, Montenegro and Bosnia and Herzegovina.

Standards and certifications: FSSC22000, ISO9001: 2008 and HACCP.





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TISACOOOP

Company Tisacoop has more than 25 years of experience in trading with food products on international markets. In 2018 the company has launched a new project by building up a new processing plant for honey with a yearly capacity of 1000mt.

They are collecting 100% natural honey directly from beekeepers in Serbia which they are processing and selling in different packaging of bulk (industry), jar (retail) and sachets (HoReCa). They are offering different types of honey like acacia, linden, flower or silk grass.

The company's own laboratory and international quality standards assure high quality of end products offered to customers all across the world.

They have created their own brand „Tisamed“, however can offer private label solutions as well if required.

Products: Honey in jars, sachets and bulk

Production capacities: 1000 tons/year

Export markets: EU, Middle East

Standards and certifications: ISO22001, IFS, HALAL





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ZDRAVO ORGANIC

Zdravo Organic, Selenča, Republic of Serbia, is a company for processing fruits and vegetables, and was founded on 29 October 2007. In the middle of 2018, Zdravo Organic was bought by the Slovak company Kon-Rad of Bratislava and became its 100% owner.

Zdravo Organic produces a wide range of quality products from fruits and vegetables using the process of pasteurization, no preservatives, flavorings and other additives. It is built in accordance with European standards and equipped with most modern equipment and technology.

Products:

- Natural, freshly squeezed juices (NFC), without added sugar and water (apple juice, beetroot-apple juice, beetroot- blueberry -apple juice, carrot-apple juice, pear-apple juice, blackberry-apple juice, raspberry-apple juice, strawberry-apple juice, sour cherry-apple juice, apricot-apple juice, peach-apple juice, orange-apple juice,

grapefruit-apple juice, tomato juice, spicy tomato juice) ;

- Organic juices without added sugar and water (organic apple juice, organic beetroot-apple juice, organic carrot-apple juice, organic tomato juice);
- Sour salad (beetroot, cucumber, peppers, hot peppers, grilled peppers, etc.), ajvar and jams (apricot jam, strawberry jam, raspberry jam, plum jam).

Production capacities: More than 3.000 t products on an annual basis.

Export markets: Slovakia, Czech Republic, China, Russia, Montenegro, Slovenia, Ireland, Portugal, Canada, Ukraine, Lithuania... etc.

Standards and certifications: Zdravo Organic successfully applied the quality standards: ISO 9001, HACCP and Organic certificate.

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 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.

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



RAS

Development Agency of Serbia

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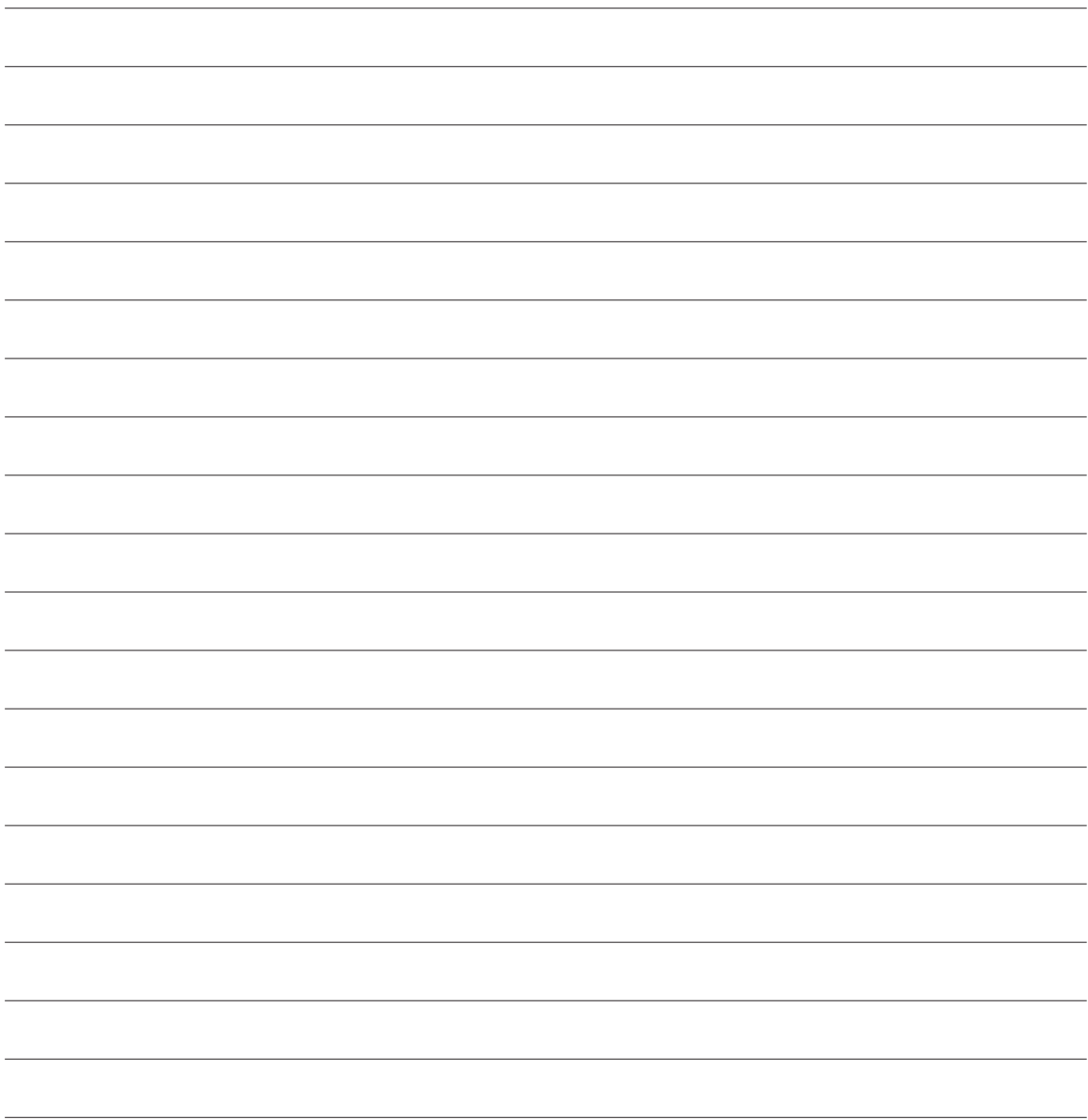
Development Agency of Serbia (RAS) is a government organization offering a wide range of services including support to direct investments, competitiveness and export promotion, leading the implementation of projects aiming to improve Serbia's attractiveness and reputation and increase economic and regional 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.



Notes





RAS

Development Agency of Serbia

www.ras.gov.rs



CHAMBER OF
COMMERCE AND
INDUSTRY OF SERBIA

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Visit us at

SERBIA

Flavours of pure nature

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