

SERBIA

Flavours of pure nature

Hall 4.2, Pavilion A 061g - A069g





CONTENT

About Serbia	4
Euro Frigo	7
Friglo	9
Frigo-paun	11
Frikom	13
Hibrid	15
ITN Group	17
Jugprom	19
Laki	21
Master Fruits	23
Menex	25
Mirax Agrar	27
PIK Bečej	29
Sicoberry	31
Sweet Home	33
Voćar	35

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

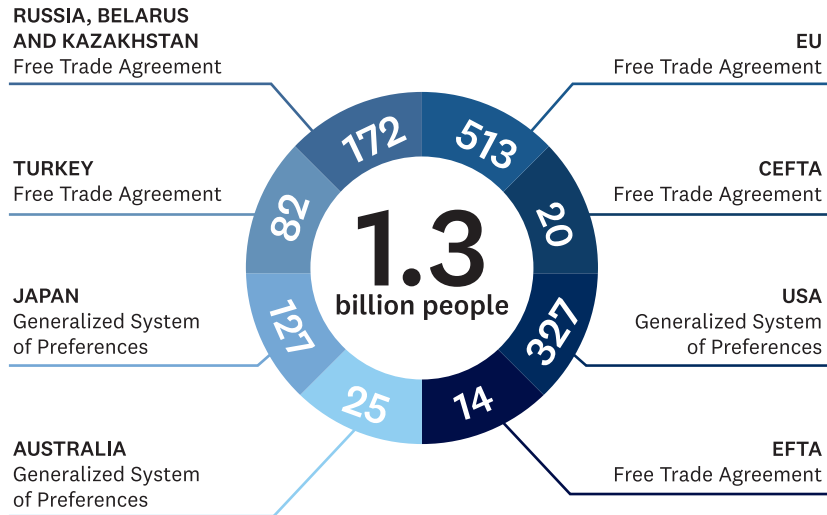
- Tax rate on personal income of 10%
- Corporate profit tax rate of 15%
- VAT rate:
General – 20%
Special – 10%

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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EURO FRIGO

Euro Frigo Company has been engaged in procuring, processing and exporting fresh and frozen raspberry, blackberry, plum and apricot. It was founded in 1998 as small family business. Today, 30 years later with great experience and same devotion to work, Euro Frigo operate according to cutting-edge technology, as their processes are IFS certificated. The quality of the goods and their customer's trust distinguish them as the leader of this region. The fruit they export is later used in the production of desserts, ice cream, juices, marmalades, baby food, dairy products and other products in the food industry.

Their buyers have been their business partners for years and are always sure Euro Frigo shall fulfill their requirements and expectations.

Products: DF Raspberry IQF, DF Raspberry Crumble, DF Raspberry Whole & Broken, DF Raspberry Block, DF Blackberry Confiture, DF Blackberry Pure, DF Blackberry Block, DF Red Mix, DF hand cut seed free Plum, DF hand cut seed free Apricot.

Production capacities: 2.700 t

Export markets: Germany, France, Austria, Italy, England, Netherlands, Belgium

Standards and certifications: IFS, Kosher





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FRIGLO

Since its establishment in May 2017, Friglo has been ensuring the full control of frozen food production process and offering to its customers the products of top quality at affordable prices.

The factory with the cold storage of the total area of 10,000 m² was built on a 15-hectare lot.

Friglo is located in the raw material centre, in the same system with the company Sveti Nikola, one of the leading agricultural companies in Serbia, which grows various crops on the area of over 4,500 ha of first-class agricultural land.

Products:

- monocomponent deep-frozen vegetables: peas, green and yellow beans, sweetcorn, broccoli, spinach
- deep-frozen vegetable mixes: royal mix, stew, golden mix, Russian salad, broth
- deep-frozen fruit: strawberry, raspberry, sour cherry and one fruit mix (raspberry, strawberry, sour cherry and redcurrant)

Production capacities: ca. 15,000 tons

Export markets: Belgium: 35.75%; Russia: 21.41%; Germany: 12.32%, Bosnia and Herzegovina: 7.45%; Slovenia: 4.49%; Spain: 2.47%; Denmark: 2.46%; Bulgaria: 2.45%; Croatia: 2.44%; Macedonia: 2.37%; Albania: 2.05%; Poland: 1.90%; Montenegro: 0.70%; Italy: 0.50%; France: 0.50%

Standards and certifications: BRC, IFS and GlobalGap. The certification process for the IFS standard provides Friglo with the Confirmation on compliance with principles and guidelines of HACCP Codex Alimentarius on annual level.





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FRIGO-PAUN

Frigo-Paun is a family owned company established in 1993. Since its beginning, the company has been engaged in repurchasing, processing, packing and exporting fruits for retail and industrial production. The company constantly works on modernization of equipment, expansion of processing capacities and adoption of quality and food safety policy. Frigo-Paun has signed contracts on growing berries with more than 1,000 farmers.

Products: Frozen fruit

Production capacities: 3,000 tons/year

Export markets: Germany, the Netherlands, Israel

Standards and certifications: IFS Food 6, Kosher, Organic





FRIKOM

Frikom is a local company with more than four decades long tradition, whose leading position in the production and distribution of frozen food and ice cream industry is based on many years of experience and abundant selection of products that are constantly being expanded and adapted to the new market requirements. The product selection of Frikom is aimed at a wide range of customers, which is reflected in the fact that in addition to a broad selection of ice creams it also offers an assortment of frozen vegetables, frozen pastry, and frozen fish, as well as a selection of organic products. High quality of products, along with innovations relating to the improvement of the assortment of products and improvement of production processes have contributed to Frikom becoming synonymous with quality in the domestic market. Investment in the development and quality of production, distribution and human resources is imperative of Frikom's business management that ensures a leading position in the market and in the future.

Products: Ice cream, frozen vegetables, fruits and pastry.

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Production capacities:

- Ice cream production capacity is 30 million liters per year in 18 production lines
- Total vegetables production capacity is 35,000 t per year
- 1000 employees, 20,000 point of sales, 160 vehicles, 50,000 freezers

Export markets: UAE, Russia, France, Bulgaria, Romania, Czech Republic, Greece, Montenegro, Northern Macedonia, Croatia, Slovenia, Bosnia and Herzegovina.

Standards and certifications: IFS Food, version 6; ISO 9001:2015; ISO 14001:2015; OHSAS 18001:2007; HACCP.





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HIBRID

Hibrid was founded in 1953. It has 3 profit centers:

- FRIGO - purchasing, freezing, processing and exporting,
- Seed production – production and sale of seed crops,
- Port Danube - Bogojevo – port services.

Hibrid owns 2 cold stores used for freezing, processing and storing of berries.

We offer 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.

Products: raspberry, blackberry, plum, red current, black current and fruit mix

Production capacities: 2500 t

Export markets: EU, USA, Japan, Russian Federation

Standards and certifications: HACCP, IFS, BRC, Kosher, Organic Certificate and GlobalGap, also Sedex and BSCI Initiative





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ITN GROUP

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 Kosjerić (the factory for processing and packaging of IQF fruit and vegetables).

Products: Primarily IQF raspberries, sour cherry, blackberry, strawberry, plum, blueberry, forest fruits as well as vegetables – pea, sweet corn, green bean, etc. Products have been packed under the All Fresco brand, as well as different private label brands. In addition to that, all assortment can be packed in Click-lock boxes, PE bags, doy-pouch bags with re-sealable mechanism PET punnets and industrial packaging.

Production capacities: Today, ITN Eko Povlen Kosjerić manages to process and pack over 9,000 tons of berries.

Export markets: EU, Russia, Asia.

Standards and certifications: The factory has applied all the latest technology quality standards such as: HACCP, ISO 9001/2015, BRC, IFS, SMETA, Halal, Kosher, Global Gap, Organic and Wal Mart.



JUGPROM

The current enterprise Jugprom Leskovac started its business as a private auto-transport company, as far back as in 1984, dealing with transport, purchasing and cooperation with manufacturers of fresh fruit in the field. The enterprise was founded by Slobodan Stojanović.

A constant growing of the enterprise gave a result in 2005 by buying two cold storage plants in Leskovac and Bela Crkva with full equipment for fruit and vegetables freezing, capacity of 13.000 tons of simultaneous storing, which clearly indicates that the enterprise is constantly growing.

The enterprise Jugprom Leskovac has been repurchasing and processing about 13,000 tons of various kinds of fruit for several years, enabling so the export of 17,000 tons of finished frozen products in the markets of the European Union, and generating foreign currency inflow of up to € 20,000,000.

Products: IQF Strawberry, IQF Sour Cherry, IQF Raspberry , IQF Blackberry , IQF Plum, IQF Blueberry , IQF Rose hips, IQF Pepper, IQF Pear, IQF

Apple and IQF Apricot. Also we product natural alcohol drinks „ODABRANA”.

Production capacities: 13.000 tons of simultaneous storing

Export markets: markets of the European Union

Standards and certifications: FSSC 22000:2011 (ISO 22000 + PAS220) and Global GAP system





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LAKI

Laki was founded in 1992 in Arilje, and since then it has been privately owned by the Obradović family. The core business is production of frozen berries: raspberries, blackberries, strawberries, blueberries, plums, cherries and others. Company is primarily orientated towards export and our clients are well-known retailers from all over the world and companies from food industry. The newly built factory, that is IFS and BRC certified, is in the centre of raspberry production in Serbia, and worldwide known region – Arilje. Starting from 2016, Laki has been engaged in close cooperation with MPI fruit company and has started exclusively production of well-established brand First Fruit. With the storage capacity of 2,500 MT and the highest industry standard equipment, the production is in a position to accommodate specific partner's requests. Laki is constantly seeking the highest standards of quality and food safety, as well as to be trustful and reliable partner of choice for business.

Products: raspberries, blackberries, strawberries, blueberries, plums, cherries and others berries.

Production capacities: 2.500 MT

Export markets: worldwide – EU, USA, Canada, Middle East, Far East, Australia

Standards and certifications: IFS, BRC, KOSHER, SEDEX.





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MASTER FRUITS

Master Fruits is dealing with repurchasing, freezing, processing and exporting of berries and tropical fruit. Our cold store with production is located in Milićevo Selo in Arilje, Western part of Serbia, traditionally recognized as place of birth of Serbian aaspberry. The products that we are offering to place to the EU market are deep frozen berries, frozen fruit puree, as well as tropical fruit.

Master Frigo Group includes two dairies, Master Milk and PK Zlatibor that are fully automated. Milk processing is done in their own dairies with a daily capacity of 200,000 l.

Our range of healthy 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.

Products: deep frozen - raspberry (whole, whole and broken, crumble), blackberry, mix of red berries, blueberry, plum, strawberry, sour cherry, red/black currant; tropical fruit pineap-

ple, papaya, mango, tropical mix and frozen fruit puree.

Production capacities: 40t of fruit per day / storage capacity: 6,000 t.

Export markets: Norway, Sweden, Finland, Denmark, the Netherlands, France, Switzerland, Spain, the United Kingdom, Israel, Japan, USA, Russia, Australia, New Zealand, Saudi Arabia and China.

Standards and certifications: IFS (Higher level), BRC (A level), GLOBAL G.A.P., HACCP, ISO 22000:2005, SEDEX, KOSHER.





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MENEX

For more than 25 years, Menex has been providing frozen fruits and forest fruits from areas surrounding the National Park Kopaonik. Our own fruit production and farmers are mostly located at 1000m² above sea level that enables the absence of insects, no pollution and extensive agricultural production.

Having our own fruit fields, giving advices and taking care from our Protection Service to farmers, we provide complete traceability of our fruit portfolio. This is supported by the unique software we have developed, which allows our customers trace fruit production in realistic time from the exact yields that they will purchase.

Products: Organic portfolio: elder flower, elder berry, strawberry, wild strawberry, sour cherry, raspberry, blackberry, wild blackberry, plum, blueberry, apple and rosehip.

Production capacities: more than 4,000mt

Export markets: EU, Middle East., Asia, USA

Standards and certifications: HACCP, FSSC

22000, Social standard, Organic, Global G.A.P., GRASP, Bio Suisse





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MIRAX AGRAR

Mirax Agrar is a modern company whose core business is wholesale and distribution of fresh and frozen fruit and vegetables. It was founded in 2013. The Company is ready to meet the most demanding needs of the agrarian sector, which makes it one of the Serbian leaders in export to the Russian and European markets, primarily owing to the long-lasting experience and the highly skilled and professional team of educated people employed in the company.

The Company strictly complies with and regularly improves on the principles of Global Gap, in order to ensure health safety and the quality of primary production of fresh food and vegetables, while the HACCP System is the measure which, through control of health risks, monitors products in the process of production and distribution to the final consumers.

Products: fresh fruit (apples, peaches, nectarines, apricots, cherries, sour cherries, strawberries and plums), fresh vegetables (cabbage, potatoes, cucumbers, tomatoes), frozen fruit (blackberries, raspberries and sour cherries), fro-

zen vegetables (green and yellow string-beans, maize, Mexican mix, Italian mix and Chinese mix) and industrial fruit.

Production capacities: -

Export markets: EU and Russia

Standards and certifications: IFS broker





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PIK BEČEJ

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, by using modern techniques and technologies (to 18,000t per year) and offers to the market a rich variety of products of distinctive quality that meets the requirements of the global market.

Flora products are made of natural raw materials, with natural spices and are preserved by physical means, heat and cold, without additives, artificial colours, flavours or preservatives. The most important products in the export are sterilized peas and sweet corn, as well as frozen peas, sweet corn and beans.

Products: Frozen and canned vegetables and fruits

Production capacities: 18,000mt

Export markets: Russia, ex-YU countries, EU, Middle East.

Standards and certifications: FSSC 22000, HALAL, HACCP, ISO 9001:2015





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SICOBERRY

Sicoberry was founded in 2006.

They are producing, transforming and distributing a wide range of frozen IQF fruits and frozen fruit toppings. Sicoberry is equipped with the most modern production line of frozen fruit, such as a special tunnel for deep freezing, machine for washing certain fruits, laser sorting machine Tomra-Blizzard, x-ray machine Ishida, all in order to ensure food safety and customer satisfaction. They own their own fruit plantations, as well as directly cooperate with more than 300 farmers and farm cooperatives from the producing regions, with the aim of ensuring full traceability of their products and to limit the time between harvesting and IQF freezing process. The fruits are collected and frozen immediately after picking to preserve all their natural qualities (taste, colour, texture and nutritional values).

Products: IQF frozen fruits: Raspberry variety Willamette and Meeker, Strawberry variety Senga Sengana, Cultivated Wild Strawberry Reine des Valées (Regina), Wild and Cultivated Blackberry, Sour Cherry variety Oblacinska, Wild Blueberry,

Plum/Quetsche variety Stanley, Blackcurrant, Redcurrant and Mix of Red Fruits.

Frozen Toppings: Raspberry, Strawberry, Blackberry, Sour Cherry, Mix red fruits, Other, according to customer's request.

Production capacities: 2,000 tons

Export markets: Europe, Japan, South Korea

Standards and certifications: HACCP, FSSC 22000, ISO 22000:2005





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SWEET HOME

Sweet home is a family owned and run company with 20+ years in frozen fruit industry. They are one of the top 15 frozen fruit exporters from Serbia (over 4,000t/annum) with stable customers base in Europe. Fruit is sourced directly from the farmers through a network of collection points throughout Serbia, while supervising cultivation and ensuring shortest possible time from harvest to freezing of the fruit. In addition to sourcing from the farmers, they cultivate raspberry, blackberry and strawberry on over 10ha. Devoted to absolute food safety, without compromises, Sweet home delivers the highest quality raw material to its customers, on time, all year round. Their production facilities are IFS Food and BRC Food certified. They provide their partners with complete logistics service with minimal engagement after placing the purchase order, via Sweet home, Slovenia. As a family business, their goal is to develop long-term partnerships with their partners for high quality frozen fruit from Serbia.

Products: organic and conventional: apricots, strawberries, sour cherries, raspberries, blackberries, wild blackberries, wild blueberries, plums.

Production capacities: 3,500t.

Export markets: EU, Switzerland, India, USA, Canada, Russia.

Standards and certifications: IFS Food, BRC Food, EU organic, Kosher, Halal.





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VOĆAR

Voćar deals with purchasing and processing of fruits and vegetables. In addition, it organizes the production and cold processing of fruits and vegetables, pre-cooling, freezing and storage at a temperature of +15° C to -25° C. Their products are designed for industries for final processing of fruits and vegetables, production of juices, compotes, jams, fruit yogurt and ice cream for confectionery and bakery industry.

Products: Deep frozen mash made of: strawberries, sour cherries, peaches, apricots, blackberries, raspberries, pears and plums in mush boards

Deep frozen pitted sour cherry - „IQF“, sour cherry with stone-original, marks cherry juice and pre-cooled sour charrly in tanks

Deep frozen pitted plum machine cut, cubes 6x6 mm , 10x10 mm and 12x12 mm , d/f plum with stone original

Deep frozen blackberries in quality: „IQF“, „confitura“ and „block“

Deep frozen red pepper, shaded, green, as: strips 6-7 mm, 7-8 mm, cubes: 6x6mm, 10x10 mm and 20x20 mm

Deep frozen cauliflower, broccoli, onion, carrot and other fruits and vegetables from our area

Production capacities: Storage capacity is 3000 T in below-zero mode. The processing capacity is in the range of 20 - 60 T per day in the flow tunnel and 20-80 T in the classic tunnel freezer. The average annual production of fruits and vegetables is up to 5 000 T.

Export markets: EU, Russian and American markets

Standards and certifications: FSSC 22000 V 4.1



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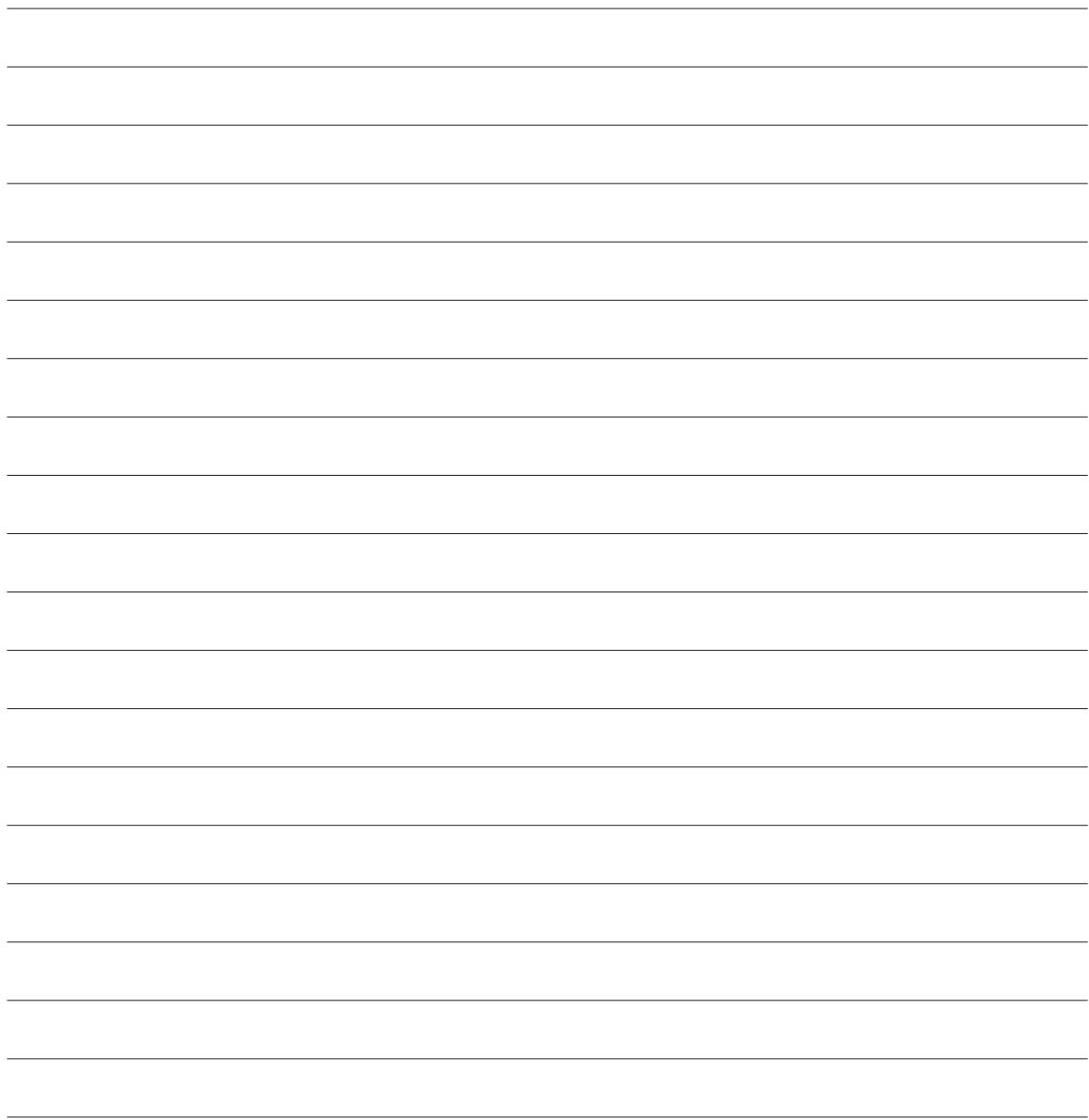
Development Agency of Serbia (RAS) is a government organization offering a wide range of services including support to direct investments, competitiveness and export promotion, leading the implementation of projects aiming to improve Serbia's attractiveness and reputation and increase economic and regional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

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