

# SERBIA

## Flavours of Pure Nature

Hall No. 1, Stand No. 312





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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 km<sup>2</sup>
- 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): €42.8 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

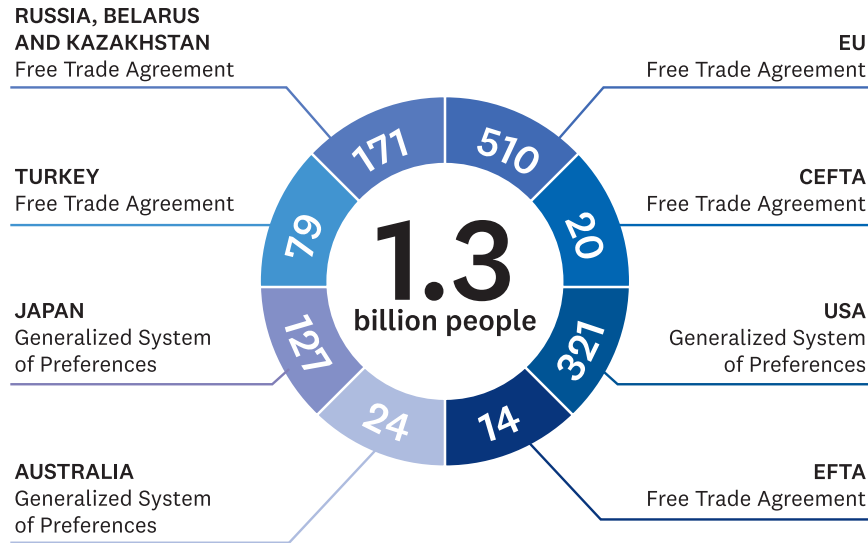
- Tax rate on personal income of 10%
- Corporate profit tax rate of 15%
- VAT rate:  
General – 20%  
Special – 10%

## 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)



## 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.





[www.agranelasrbija.com](http://www.agranelasrbija.com)

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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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# AGROPARTNER

AGROPARTNER is a company specialized in producing frozen fruits, and its business is set up to provide control over all production stages: growing and harvest, reception and processing, packing and distribution.

AGROPARTNER products are: deep frozen raspberry (whole and crumble), blackberry, berry mixes, smoothies, sour cherry, strawberry and plum.

AGROPARTNER produces 6000t of frozen fruits per year.

**Our customers are:** retail chains, food service, industry companies, confectioneries and bakeries.

AGROPARTNER quality management is in accordance with BRC, IFS, Global Gap, ISO 9001, 14001, HACCP, OHSAS 18001 standards, BSCI and SMETA SEDEX Ethical Trade.





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# BMN MALINAS

The core business of the company “BMN Malinas” is the purchasing of fresh raspberry and blackberry, deep freezing and processing of all these products. The favourable conditions for fruit growing, continuous education, counselling of fruit growers by an expert team of employees in the company are the factors which contribute to the quality of products. The cold storage facility has been constructed in compliance with all the global standards.

## **Products:**

- Raspberry: Rolend and Crumble; Willamette and Meeker varieties
- Blackberry: Confiture; Thornfree, Black Satin, Triple Crown, Cacanska Bestrna varieties

**Production capacities:** The cold storage capacity is 2,500 tons. The cold storage facility contains deep freezing tunnels and the daily freezing capacity is 80 tons.

**Export markets:** West Europe, Russia

**Standards and certifications:** IFS, Global Gap

# 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 vegetables juices and smoothies, variety of cold pressed nut milks including almond, hazelnut, cashew, peanut and oat milk as well as various vegan nut butters like almond, almond - coconut, chocolate - hazelnut or choco - peanut. The latest addition are 100% fruit spreads, probiotic shots 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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**Social media:**  
[www.instagram.com/coldpressok/](https://www.instagram.com/coldpressok/)  
[www.facebook.com/coldpressok/](https://www.facebook.com/coldpressok/)

**Products:** vegan products cold pressed juices and smoothies, cold pressed nut milks, vegan nut butters, 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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**Social networks:**  
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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, 20 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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**Social media:**  
Facebook: INTERFOOD 60

# 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





[www.itn.rs](http://www.itn.rs) | [www.allfresco.rs](http://www.allfresco.rs)  
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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.





[www.mffruits.com](http://www.mffruits.com) | [www.pkzlatibor.com](http://www.pkzlatibor.com)

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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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**Social media:**

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Instagram: [@florapikbecej](https://www.instagram.com/florapikbecej)

# 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, Kosher certificate

Honey-Land







Sanum per  
fructus

[www.honey-land.com](http://www.honey-land.com) | [www.medodjija.com](http://www.medodjija.com)

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**Social media:**

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# SANUM PER FRUCTUS

Sanum Per Fructus LTD is a company that packs very quality honey from Serbia and exports it all over the world. Sanum Per Fructus is a young premium food company founded in 2016 with a long lasting tradition of beekeeping in Serbia. Since its establishment, Sanum Per Fructus has been focused on specialty products made of honey and fruits, which paved their way to the shelves in stores from Melbourne to New York. The company only uses the high quality Serbian honey harvested from sustainable apiaries and tested in the leading laboratory.

**Products:** All types of honey and all types of packages, from 25gr – 300kg (Bulk)

**Production capacities:** 1,000 tons- per year

**Export markets:** Norway, Australia, Montenegro, UAE, Qatar, USA, France, England,

**Standards and certifications:** HACCP, FSSC 22000, Organic



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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.

A top-down view of a round, woven bamboo basket filled with a variety of fresh mushrooms. The basket is placed on a dark, rustic wooden surface. The mushrooms include a large cluster of white enoki mushrooms with long, thin stems and small heads; several large, light-colored mushrooms with gills and thick stems; a cluster of dark brown, ruffled mushrooms; several large, brown, textured mushrooms with gills; and a cluster of small, round, light brown mushrooms with a bumpy texture. The word "Notes" is written in a large, white, sans-serif font across the center of the basket.

Notes

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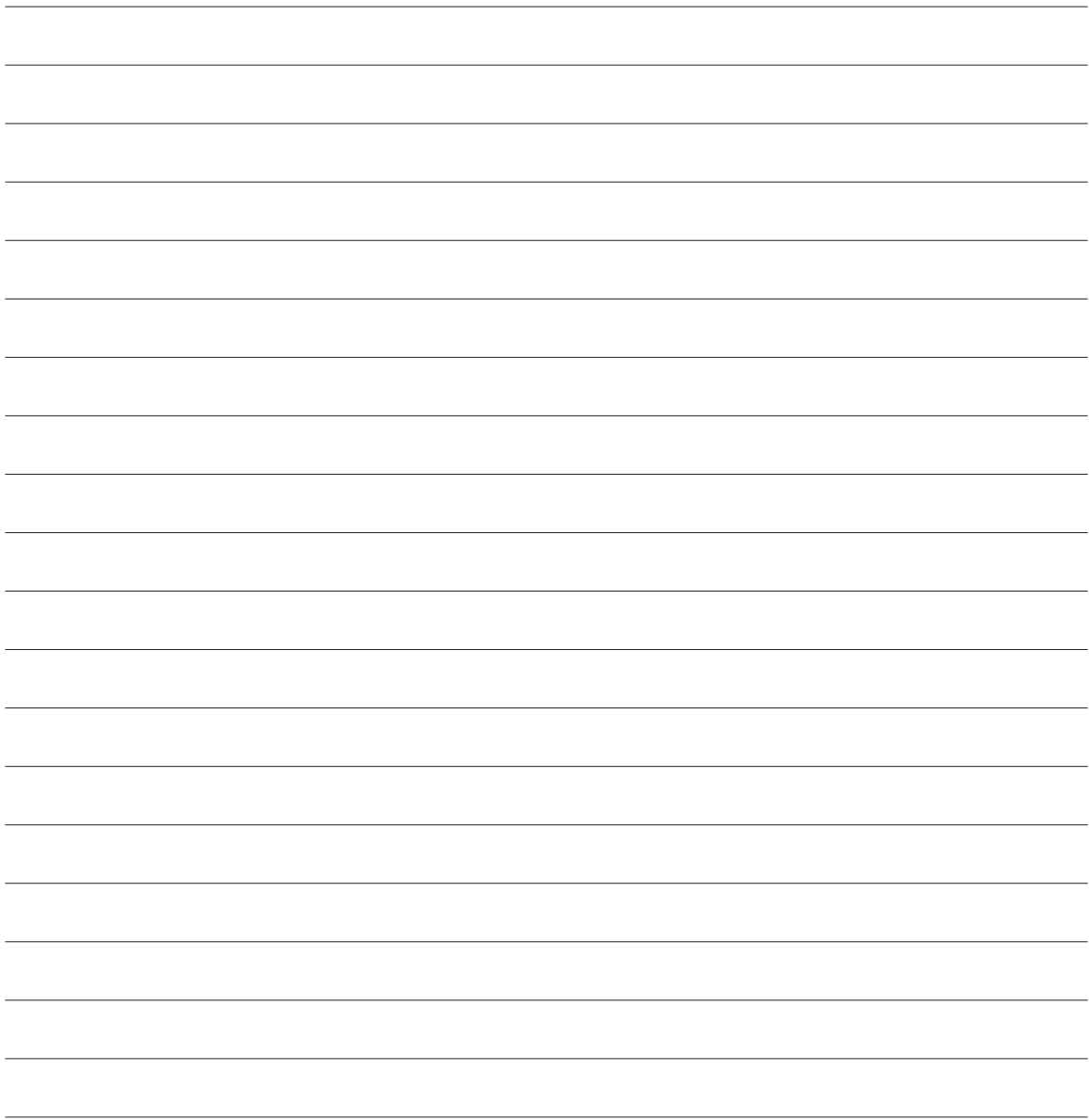
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COMMERCE AND  
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