

SERBIA

Flavours
of pure nature

LOVE IT.
TASTE IT.
ENJOY IT.



16 - 20 FEBRUARY 2020 | DUBAI WORLD TRADE CENTRE
TRADE CENTRE ARENA | STAND /S-E16.F15.

Gulfood



SERBIA

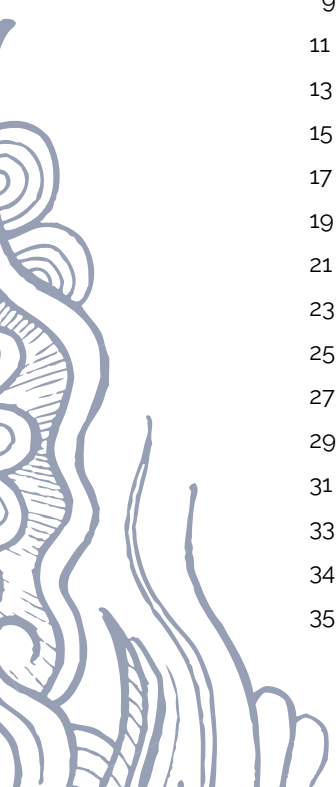
THE SENSE OF TASTE

Gulfood

16 - 20 FEBRUARY 2020
DUBAI WORLD TRADE CENTRE

**TRADE CENTRE ARENA
STAND /S-E16.F15.**

- 2 ABOUT SERBIA
- 7 BABY FOOD FACTORY
- 9 COLD PRESSOK
- 11 FRIGO VRELO
- 13 FRUVITA
- 15 GMP JARMENOVCI
- 17 MAMBIKOM AGRAR
- 19 MASTER FRUITS
- 21 MEDINO
- 23 NATURA GUSTO
- 25 PIK BEČEJ
- 27 PIP NOVI SAD
- 29 REAL RED RASPBERRY
- 31 SICOBERRY
- 33 TISACOOP
- 34 CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA
- 35 DEVELOPMENT AGENCY OF SERBIA (RAS)





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 Metohija 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 (2018): €42.9 bn

FAVOURABLE BUSINESS ENVIRONMENT

- Functional infrastructure
- Low operating costs
- Fastest average Internet speed in the region
- Lowest Value Added Tax and Corporate Tax in the region
- Credit ratings: Fitch: BB/ stable; Moody's: Ba3/ stable; S&P: BB/ positive

ADVANTAGES OF INVESTING IN SERBIA

- Favorable geographic position allows shipments to 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



FREE TRADE EXPORT OF SERBIAN GOODS

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



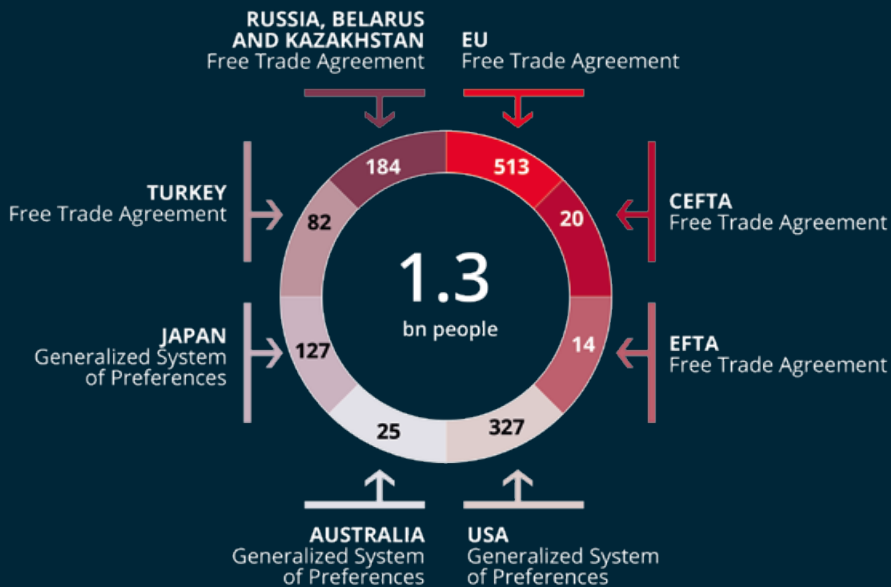
Tax rate on personal income of 10%

Corporate profit tax rate of 15%

VAT rate:

- general – 20%
 - special – 10%
-









BABY FOOD FACTORY

Baby Food Factory is newest factory of its kind in South Eastern Europe. It is greenfield investment worth 34 million EUR, that started production in November 2018. Headquarters and production facility are located in Serbia, close to capital Belgrade. What makes this factory one of the most modern in the world and unique in the region, is high-tech equipment that guarantees production in accordance with the highest standards of quality and food safety. Factory spreads on 13.500 m² and has 5 production lines

Production system is based on 4 basic principles: high-quality raw materials, controlled production process, clean room panels and environmentally friendly equipment. One of key points of differentiation is innovative packaging. Doypack, TetraPak and Full Sleeve Foil increases functionality (safer products, more convenient to carry and store) and provide visual enhancement of the products.

Products: BFF produces a wide range of baby food products: dry cereals, ready to drink cereals, juices and purees in jars and pouches (fruit, vegetable and meat purees). Besides baby food, there are also products for children and adults in factory portfolio.

BFF products are already present in 7 markets: Russia, Serbia, Bosnia & Herzegovina, Montenegro, Macedonia, Albania and Moldova. BFF brand is Nutrino but factory produces other brands and Private Labels too. Factory's big production capacity (22.000 t/annually) enables it to manufacture and market products worldwide.

Standards and certifications: The raw materials used are approved for the production of baby food to the strictest EU standards, while the product portfolio is designed to meet the nutritional needs of each stage of the child's development. The international certificates HACCP, FSSC 22000, GMP and ISO 9001 certify that the business and production are in accordance with best international practices.

BABY FOOD FACTORY
Maršala Tita 206, 11272 Dobanovci, Serbia
P: +381 11 73 58 800
M: +381 64 83 19 048
E: vukasin.cicmil@bff.rs
www.babyfoodfactory.com
www.nutrinoebebe.com



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, a 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 additions are protein superfood granola and 100% natural fruit spreads like raspberry, cherry, apricot, black currant and pineapple with no added sugar and no pectins, only 100% fruits. All products are vegan, gluten-free, dairy-free, lactose-free, NO additives, NO preservatives, NO added sugar, NO processed ingredients. Cold Pressok exclusively uses HPP - High-pressure processing instead of heat pasteurization, to preserve freshness and nutritional value of our juices and nut milks. 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.

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

COLD PRESSOK
Dobračina 23a, 11000 Belgrade, Serbia
P: +381 11 26 32 314
M: +381 65 20 29 458
E: sandra@coldpressok.com
www.coldpressok.com





FRIGO VRELO

Frigo Vrelo is a producer of fruit nectar and dairy products under the brand name “Vajati”. The production began in 2018. Besides that, the activity of the company is buy-off and export of frozen products to the Russian Federation market.

The product range consists of 9 high quality nectar juices, 3 types of cheese and two types of cream.

Production is based solely on the traditional recipe and adapted to the HACCP standards of the renowned Austrian HACCP Company - Quality Austria GmbH

In Serbia, Vajati brand products can be found at over 750 stores, restaurants and cafes, as well as in “Vajati” stores in Belgrade, Guča and Lučani.

Products:

Natural juice:

- Raspberry
- Apricot
- Black currant
- Blackberry
- Blueberry
- Cherry
- Strawberry
- Organic strawberry

Production capacities: 1,800 bottles per day

Export markets: Switzerland, the Russian Federation, Montenegro

Standards and certifications: Quality Austria HACPP

FRIGO VRELO
Gornja Kravarica BB, 32230 Guča, Serbia
M: +381 60 02 27 608
E: aleksej.radicevic@vajati.rs
www.vajati.rs





FRUVITA

Fruvita is a privately owned company from Serbia that produces 100% fruit juices, nectars and soft drinks. The two state of the art production facilities are located in the center of Smederevo and Grocka region, one of Serbia's most famous fruit cultivation regions. This unique location allows the use of only fresh fruit in the production of high quality juices.

Having been on the market for 16 years, Fruvita is still one of the top Serbian producers of non-carbonated drinks. Its portfolio consists of three healthy, well distinguished brands:

Products:

1. **Fruvita Only Fruit & Nothing Else** -fruit juices (apple, apple& peach, apple & pear, apple & cherry, apple & apricot, apple & blackberry, apple & lime, beetroot & apple) and Fruvita 100% fruit juice -fruit juices (apple, orange, red grapefruit)
2. **Fruit Valley** -nectars & drinks (apple, peach & apple, pear & apple, apricot & apple, cherry & apple, quince & apple, strawberry & apple, blueberry & apple, elderflower)
3. **Hello!** – drinks (multivitamin, orange, mandarin, orange & nectarine, lemonade, green apple) each fulfilling a different consumer need.

Production capacities: 45.000.000 lit/year

Export markets: Montenegro, Bosnia and Hercegovina, Russia, Slovakia, Germany, North Macedonia and Albania

Standards and certifications: ISO 9001:2015, ISO 22000:2005, FSSC 22000, HACCP

FRUVITA
Tošin bunar 274v, 11070 Belgrade, Serbia
P: +381 11 260 71 70
E: office@fruvita.com
www.fruvita.com





GMP JARMENOVCI

GMP Jarmenovci Company is located in the central Serbia, and it is engaged in hot and cold processing of the best-quality fruits and vegetables, using modern technology. The company is best-known for its diverse product range. All of their products are 100% natural with no preservatives or artificial additives. Their products are exported to markets all over the world. Their satisfied customers and business partners who cooperate with them for years, are the best indicator of their high-quality products.

Products: IQF sour cherry, IQF plum, IQF pepper stripes and dices, jams, compotes, pasteurized salads, ajvar.

Production capacities: 2000t deep frozen products, 500t jams, 500t compotes, 1000t salads, 300t ajvar

Export markets: USA, Germany, Austria, Italia, the Russian Federation, Poland, Hungary, the Czech Republic, Bosnia and Herzegovina, Montenegro...

Standards and certifications: ISO22000, Halal, Kosher

GMP JARMENOVCI
Jarmenovci bb, 34318 Jarmenovci, Serbia
P: +381 34 86 26 006
M: +381 62 80 75 212
E: gmpjarmenovci@gmail.com
www.gmpjarmenovci.com





MAMBIKOM AGRAR

Mambikom agrar is a Serbian company, founded in 2012, in Belgrade.

The company is engaged in trading and production of fruits and vegetables.

Fruit and vegetable production consists of growing, buyoff, freezing, drying and processing. The work process is in accordance with the food quality control standards. The production is IFS certified with the factories located in the towns of Šabac and Pirot.

In addition to the cooperation with farmers, Mambikom agrar invests in development of its own fruit supply in order to ensure stability in the procurement of raw materials and to increase the safety of products. Our fields of strawberry variety Senga Sengana on 25ha are close to the production facilities in Pirot. The location of these fields allows us to minimize the time between harvesting and freezing.

Products: Frozen and dried fruit

- IQF sour cherries pitted, unpitted
- IQF strawberries
- IQF raspberries
- IQF blackberries
- IQF plums halves (hand cut and machine cut) and quarters
- Dried plums/prunes
- Osmotic dried fruit

Production capacities: 120 mts/24h

Export markets: EU and Russian Federation

Standards and certifications: IFS

MAMBIKOM AGRAR
Jurija Gagarina 154, 11000 Belgrade, Serbia
P: +381 11 31 90 142
M: +381 69 70 57 31
E: office@mambikom.rs
www.mambikom.rs



MASTER

FRUITS



**Frozen Fruit
puree**



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 raspberry. 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 a dairy PK Zlatibor which is fully automated. Milk processing is done in our 2 dairies (on 2 locations Zlatibor and Blace) with a daily capacity of 400.000 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 - pineapple, 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.

MASTER FRUITS
Velikoremetaska 6, 11211 Belgrade, Serbia
P: +381 11 33 25 159, 33 28 770
E: milena@masterfrigo.com
www.mffruits.com | www.pkzlatibor.com





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.

MEDINO

Bulevar oslobođenja 29, 11319 Krnjevo, Serbia

P: +381 26 82 10 80

M: +381 64 86 42 350

E: office@medino.rs

www.medino.rs





NATURA GUSTO

Since the beginning of 2016, “Natura Gusto” has produced quality and healthy food, using only what can be found in the nature – this means no artificial colours, aromas, preservatives, flavour enhancers... Though it might not be easy, we are a team of dedicated food makers with two decades of experience in making and merging quality and taste. For the past three years, we have managed to create a variety of extremely healthy, but also extremely delicious products.

This is how our GMO, gluten & cholesterol free, vegetarian, vegan & diet friendly products came to be: rice cakes, rice chips and hummus spread, each in four delicious tastes. We are constantly exploring and developing new products to create unique combinations of natural food easy to digest, that has many multiple health benefits, and tastes incredibly – making it the absolutely perfect snack.

Products: Rice cakes, rice chips, hummus spread

Production capacities: Rice cakes 250,000 pcs. Rice chips 250,000 pcs. Hummus 100,000 pcs. per month.

Export markets: Bulgaria, Romania, Northern Macedonia, Montenegro, Slovenia, Hungary

Standard: HACCP, ISO 2200:2007

NATURA GUSTO
Cepure bb, 35250 Paracin, Serbia
M: +381 63 60 02 13
E: m.radivojevic@naturagusto.com
www.naturagusto.com





PIK BEČEJ

PIK-Bečej was established on 1 January 1959. The company operates in the fields of agriculture and agricultural production. The property of PIK Bečej business system includes approximately 9,000 ha of fertile land.

Processing of Vegetables – “Flora”

The vegetable processing plant Flora is processing vegetables, using modern techniques and technologies, and it offers a rich variety of products of distinctive quality that meets the requirements of the world market. Flora products are made from natural raw materials, with natural spices, preserved by physical means, hot and cold, without additives, added artificial colours, flavours or preservatives. The most important export products are sterilized peas and sweet corn, as well as frozen peas, sweet corn and beans. They are exported to the Russian market, to the EU countries (Hungary, Germany, Greece) and to markets of Republics of former Yugoslavia.

Products: Frozen and sterilized vegetables and fruits

Production capacities: 18,000 tons of raw material

Export markets: European Union, Russia, Belarus, CEFTA countries, the Middle East.

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

PIK BEČEJ
Novosadska 2, 21.220 Bečej, Serbia
P: +381 21 69 11 180
M: +381 64 82 65 835
E: pikexecution@pikbecej.rs
www.pikbecej.rs





PIP NOVI SAD

PIP Novi Sad has been operating successfully since 1992. We have two modern and functional factories. One production plant deals with the production of improvers and mixtures for baking industry. The second production plant relates to the production of wheat tortillas, which is also the unique production brand of this part of the Balkans intended for large trading systems, catering facilities of all kinds. Tortilla product does not contain ingredients of animal origin.

PIP Novi Sad possesses the following certificates:

1. ISO 9001 for complete activity and business
2. HACCP quality system for the production and marketing of improvers,
3. Mixtures and tortillas
4. IFS standard for the production and marketing of tortillas
5. HALLAL
6. KOSHER

PIP NOVI SAD
Tekelijina 43, 21000 Novi Sad, Serbia
P: +381 21 42 33 30
F: +381 21 52 39 54
E: jk@tmex.rs
www.tortilja.rs





REAL RED RASPBERRY

Real Red Raspberry Ltd. is a company based in Serbia that deals with production of raspberry and healthy raspberry products. Real Red Raspberry is a family business, built on a rich agricultural and academic tradition.

“We use our knowledge and passion to experiment, and details to produce high quality raspberry and healthy food products.”

Real Red Raspberry products, raspberry spreads and light jams, contain up to 80% raspberries and are used as a healthiest choice among jams and also in healthy meals such as porridge, smoothie.

Real Red Raspberry product “Raspberry Spread with Fructose, 80% raspberry” is the Superior Taste Award winner and has A Star for superior taste and quality of an International Taste Institute in Brussels, one of the European most prestigious food awards.

Products:

- Raspberry Spread with Fructose, 80% raspberry
- Raspberry Jam LIGHT, 72% raspberry (low calorie)

Production capacities: 100 pallets per mount (1 pallet approx. 1,500 jars)

Export markets: US, Iraq, Slovenia, the Czech Republic, Montenegro

Standards and certifications: HACCP, ISO 22000, HALAL

REAL RED RASPBERRY
Zmaj Jovina 134, 21220 Bečej, Serbia
M: +381 64 44 37 619
E: tatjana.avramov@gmail.com
www.realredberry.com



SICOBERRY

Sicoberry was founded in 2006 by two French companies.

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 Vallées (Regina), Wild and Cultivated Blackberry, Sour Cherry variety Oblacinska, Wild Blueberry, Plum/Quetsche variety Stanley, Blackcurrant, Redcurrant, Mix of Red Fruits.

Frozen Toppings:

Raspberry, Strawberry, Blackberry, Sour Cherry, Mix red fruits, and other, according to customer's request

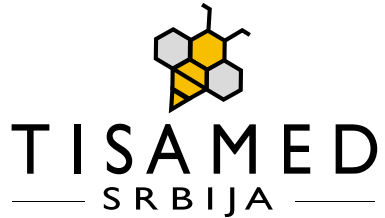
Production capacities: 2,000 tons

Export markets: Europe, Japan, South Korea

Standards and certifications: HACCP, FSSC 22000, ISO 22000:2005, ECOCERT ORGANIC, HALAL.

SICOBERRY
Ratina 278G, 36212 Ratina, Kraljevo, Serbia
P: +381 36 58 62 446
M: +381 65 88 62 446
E: office@sicoberry.co.rs
www.sicoberry.com





TISACOOOP

Tisacoop company has 30 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

TISACOOOP

Put Narodnih heroja 6, 24420 Kanjiža, Serbia

P: +381 24 87 30 99

M: +381 62 766 740

E: zoltan.kormoci@tisacoop.rs

www.tisamed.rs

A RELIABLE PARTNER

Chamber of Commerce and Industry of Serbia (CCIS) 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. CCIS is defined by the Law as an association of companies and entrepreneurs. 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. Linking the entire Serbia's economy in a single system, classified by economic sectors in 19 business associations and by regions in 17 regional chambers, including the City of Belgrade. 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.

CCI ACTIVITIES:

- 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**
Resavska 13-15, 11000 Belgrade, Serbia
P: +381 11 33 00 910
E: bis@pks.rs
www.pks.rs



RAS

Development Agency of Serbia

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.

DEVELOPMENT AGENCY OF SERBIA (RAS)
Kneza Miloša 12, 11000 Belgrade, Serbia
P: +381 11 33 98 900
F: +381 11 33 98 550
office@ras.gov.rs
www.ras.gov.rs







CHAMBER OF
COMMERCE AND
INDUSTRY OF SERBIA



RAS

Development Agency of Serbia