



# Municipality of Cuprija







## *Cuprija as a Center*

The municipality of Cuprija is located in central Serbia, 147 km from Belgrade and 92 km from Nis. Municipality is made out of 18 urban areas with a total surface area of 287 square kilometers. According to 2011 census Cuprija's municipality has 30 896 inhabitants, out of those about 20 000 live in the town itself.



## *All Roads Lead to Cuprija*

Because one of Europe's most important highways, Pan-European Corridor X goes right through the municipality, Cuprija has got a favorable geographic position. It is situated on the road which connects western and southeastern Europe. Municipality itself has got a very good regional and local road network. Lately, intention to build a logistics hub which would benefit from town's access to road and railroad is becoming clearer.





## *Bridges Connect Epochs and People*

Industrial development, which occurred during late 19<sup>th</sup> and early 20<sup>th</sup> century, owes a lot to the bridges on the Velika Morava River. The very meaning of the word "Cuprija" is 'bridge', and our idea is to build bridges of cooperation with anyone who can help us reach better tomorrow faster.

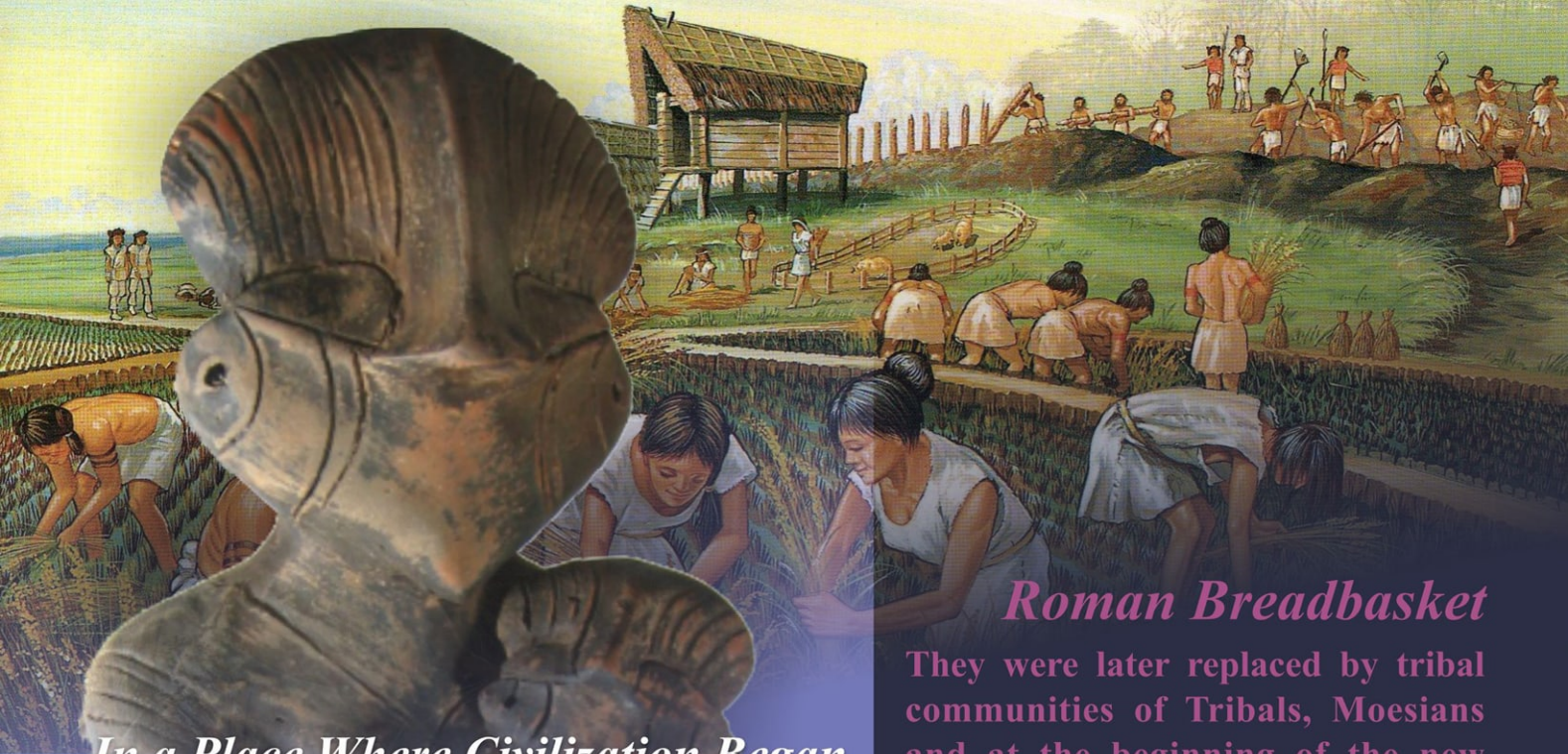
## *Seven Mile Leaps*

Local government wants to reindustrialize Cuprija, but also to speed up its development by improving agriculture, education, healthcare and sport tourism.

In the last two years a modern industrial zone was built, and preparations to build another one are ongoing, so in the next couple of years Cuprija is expected to have dozens of hectares of industrial land, right by Pan-European Corridor X.







## *In a Place Where Civilization Began*

Cuprija is a town with two rivers and eight bridges. The rivers were always there but the number of bridges varied through history. At times there were more at times less, but they were always built here. Cuprija was named after a bridge.

The fertile land which was flooded every year and favorable climate predestined Cuprija's history. Almost ideal condition for growing food brought the Neolithic ancestors of Cupria's inhabitants to its river banks. In the vicinity of Cuprija there is an archeological site called Stublina; one of the most important localities of the 'Vinca culture' which is believed to have existed around 4000 BC.

## *Roman Breadbasket*

They were later replaced by tribal communities of Tribals, Moesians and at the beginning of the new millennium Romans came pushing for their eastward expansion. They will build the first fortified settlement and name it the "breadbasket of Morava" (Horreum Margi). For the next few centuries the Roman settlement will be one of the more prominent in the region even becoming the seat of the local bishop.





## *On the way of Emperors*

The fact that the town is located on the banks of a navigable river and on the most important road to southern Europe brought many benefits but it also brought troubles. History recorded many destructions of the settlement on the Morava bank. Many chroniclers passed through the settlement, or more often, through its ruins. Frederic Barbarossa passed through on his way to a crusade and Stefan the First-Crowned met Hungarian king Andrew II.

## *The Great Prince's*

The construction of the Ravanica monastery, an endowment of Great Prince Lazar Hrebeljanovic, began in 1375 and was finished in years preceding the First Battle of Kosovo. One of the most important monuments of Serbian mediaeval architecture and painting and it represents the pinnacle of Byzantine art. The stone decorations around windows and the central roseate especially stand out.



## *Endowment*

At the time of construction the church was consecrated to Christ's resurrection; it was lavishly decorated with golden ornaments by its benefactor and no wonder that there is an inscription by an unknown monk which says 'the prince gilded the church'.





## *Unique School of*

A visionary idea brought Professors Lazar Marjanovic and Jovan Rakic gather all of the greatest music talents to one place gave birth to one of the most important music education institutions. Every person from Cuprija usually boasts with pride to his guests about the fact that similar schools only exist in Moscow and London.

In the music world everyone has heard about Cuprija and before Google Maps showed up it was a great problem for music educators to find this place where all of these virtuosos come from.

## *Music Wunderkinds*

Music talent school today is a school with special curriculum and it has 80 students from all over Serbia. Current school leadership plans revive the idea of its founders to gather talents from the entire region.

Roman Simovic, Nemanja Radulovic, Gordan Nikolic, Maja Avramovic, David Horvat... the list of great violinists and master fiddlers is quite long. One thing they've got in common is that they learned their first notes and played their first concerts in Cuprija. They gladly return to their school and their town.







## *Town of Talents*

The road to success leads through education. The fact well known and even more important today in the age of incredibly fast technological progress. This is one of strategic goals of this municipality. To make investment in schools and education a cornerstone of every future development as there wouldn't be any development without it. There is good foundation for that in Cuprija. Three primary schools with subsidiaries in every village. Three secondary schools, out of which two are vocation schools (Technical high school and Medical high school), and two music schools, primary school which is one of the best in Serbia and the world renown talent school.

Cuprija can take pride in having another school. College for Applied Healthcare Studies in Cuprija, with its subsidiaries around the country, positioned itself as one of the top higher education colleges in Serbia. A few thousand students study various educational profiles in one of the most beautiful schools in the country.

When there are preconditions for a good idea it is easy to get support for it. Ministry of education recognized and supported the idea to make Cuprija a regional center for students gifted in natural and technical sciences. That way Cuprija would go from being a town with musical talents to being generally a town of talents.







Support from Serbian government ministries was never in doubt. One can't measure whether cooperation and support between the local government and Ministry of Economics is better than the support from the Ministry of Sport and Youth, or more comprehensive than with Ministry of Education; or can it possibly be better than relations with the government's Agency for State Property.

## *Reliable Partner*

In only two years two years local authorities managed to switch from policy of stagnation to proactive policy of development, all with the help of Serbian government. That support often had physical form. The town got 16 hectares of land, which was later used for development of the industrial zone, from the agency for state property without it asking for compensation; later the state transferred property rights to local stadium and the running track used in European indoor championship competition in 2017.



If we can exclude election campaigns, for very few municipalities it can be said that they were visited by the president and by Prime Minister Aleksandar Vucic twice, in only six months.







Last quarter of the year was marked by a visit from his Excellency the Ambassador of People's Republic of China in Serbia, Lee Manchang, who charmed everyone with his directness and good fluency in Serbian language. People from the union of industrialists of PR China, who came during ambassador's visit and on that occasion announced that they will open their subsidiary in Serbia, deserve to be mentioned. Recent period was also marked by Mayor Ninoslav Eric's two visits to China. One which came with an invitation from the mayor of Chu Yang was crowned with a signing of memorandum of understanding.

Also, Mayor Eric visited England in late 2016 where he was invited by Serbian ambassador Ognjen Prebicevic and where he had a series of meetings which resulted in arrival of company Interwater to Cuprija.

## *International Cooperation*

Another ambassador marked relations between his country and Serbia in a special way. The man in question is Mehmet Kemal Bozay, now former ambassador of Republic of Turkey in Serbia, who made one of his last official visits as foreign dignitary to Cuprija where he attended the opening of 'Tibet Moda' factory.



It should be mentioned that there has been a very intense cooperation between the local government and the Nordic Business Alliance recently.



## *Industrial Zone*

According to data given by the National Agency for Statistics working age population makes about 61% of the total population, and there are 3 817 people currently unemployed, according to the National Bureau for Employment.

Nevertheless, the fact that there are, according to the same bureau, almost 23.000 unemployed in the 20 km radius around the industrial zone, in Jagodina, Paracin and Cuprija, is of much more importance to would be investors.



## *for New Enterprises*

Newly built and completely equipped industrial zone which offers to new investors 119 153 square meters of land. Land subdivision is also an option. The zone is located between E-75 expressway and railway, literally in the heart of Corridor X which goes south to Thessaloniki, east to Sophia, north to Budapest, and northwest to Zagreb and Ljubljana. Also right next to the industrial zone R-214 state road passes, it connects Velika Plana, Lapovo, Batocina, Jagodina, Cuprija, Paracin and Pojate.



In the vicinity of the industrial zone there are a few 'brown field' locations. Parts of former printing works 'Mladost' (two production facilities and an administrative building) were acquired by the local government and are on offer to potential investors.





## *A Dynamic and Open Town*

A Turkish investor Tibet Moda, until it constructs its own facilities, started its production line right there. Not far from there a Chinese investor used a 'brown field' location to set up a new Eurofiber production line.







## *Athletics Park - Capital Investment*

The Serbian government ceded property rights to a local football stadium and its practice ground to the local government without asking reimbursement. This marked the beginning stage of an idea to build a new athletics stadium in the town where the Ravanica meets the Velika Morava.

In early November 2016, right there, close to the estuary the Balkan Cross country race was held. Even then one could sense that Cuprija might add track and field infrastructure to its rich tradition in athletics and become one of the main centers of the "queen of all sports".







## *Home of the Queen of Sports*

On the last day of March 2017 the mayor Ninoslav Eric and director of the agency for government's property Jovan Vorkapic signed a contract which transferred a modern running track used during the 2017 indoor athletics European Championship. This confirmed that Cuprija will get a cutting edge athletics park; next to the reconstructed stadium a new modern athletics gymnasium will also be constructed next autumn to replace the stadiums practice ground.

This project is valued at more than three million dollars and besides its significance for the sport it will bring many economic benefits to Cuprija, most of all the development of sports tourism.

**Athletics Park will be a sort of homage to Prof. Aleksandar Petrovic and his students of athletics, European and World champions: Vera Nikolic, Snezana Pajkic and Dragan Zdravkovic.**







## *Guardians of identity*

There is an anecdote from the old days which says that local people made all sorts of exotic meals for Prince Milos Obrenovic when he visited the town but he picked and liked the grilled intestine. That's how people got their nickname, 'crevari'. To honor their identity people of Cuprija organize a celebration every August called 'Crevarijada'.



## *Homage to Founder of Surrealism*

'Maticevi dani' which has been held since 1982, is an event celebrating one of the most important citizens of Cuprija, Dusan Matic. He was a poet, a thinker, a professor, a romance man. DiploMatic, as he was called, was the first surrealist to become a member of the Serbian Academy of Arts and Science. Every year an award called "Matic's Scarf" is being given during this celebration to a poet who must be under 30 years of age.



## *Turning to the Future*

NOU Fest- a fair of science, education and arts, is one of the youngest events in Cuprija. It is organized so well that it has already made reputation for itself as better than similar events held in other university towns. Anyone who is inclined towards science, education or art has Cuprija in his March schedule.



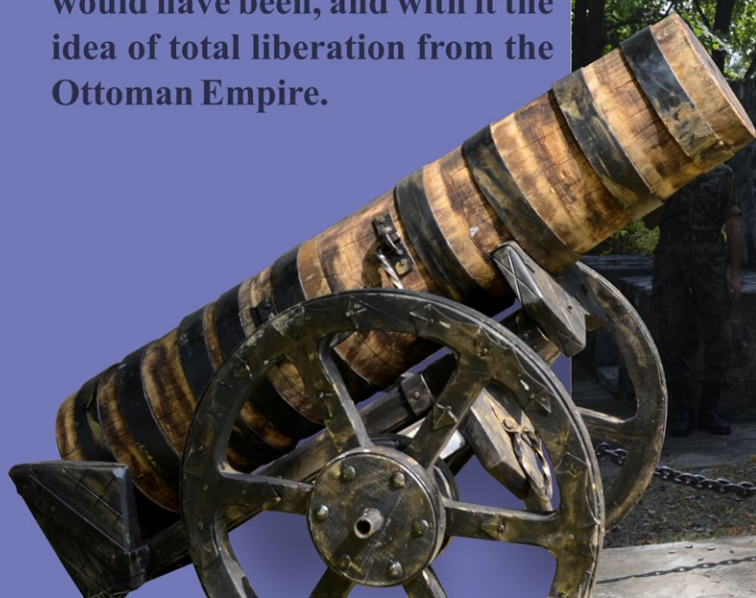


## *The First Victory*

The beginnings of the modern Serbian state are directly connected to the Battle of Ivankovac, the first victory of Karadjordje's Serbian army against Turkish regular forces. It was the first victory of Serbian army fought against the Ottoman Empire, and if generals Milenko Stojkovic and Petar Dbrnjac hadn't defeated the army of Hafiz-Pasha, who knows what the development of The First Serbian Uprising would have been, and with it the idea of total liberation from the Ottoman Empire.

## *Collective Memory*

Undoubtedly, the significance of Vidovdan comes from the events which took place on June 28<sup>nd</sup> and it is only natural that the festivities celebrating Vidovdan are held in Cuprija, because of Great Prince Lazarar's endowment-monastery Ravanica is located in Cuprija and his remains are kept there as a relic.







## *Agriculture and*

The entire territory of Cuprija municipality has great potential for primary agricultural production and therefore is a good basis for the development of food industry. Last year municipality had 1 537 hectares of arable land in possession of the local government.



This is a good opportunity for investors to use this resource in the most efficient way considering the long history of agriculture in this region, its position, and the quality of land in this municipality.



## *Food Industry*

In Cuprija there is one enterprise which still hasn't been privatized. Confectionary factory 'Ravanica'. Once a giant of Yugoslav candy industry it "survived" a turbulent period and it's still a well known brand in western Balkans region. Nevertheless, it needs a strategic partner to compete in today's market on even terms. Current quality of its products can be summed up in the slogan "All you have to do is taste..."

