

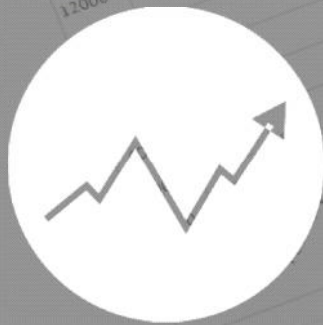
# Why to Invest in Cuprija Area?

## Municipalities:

- Cuprija
- Jagodina
- Paracin







# Macro Economics



# BRIEF OVERVIEW OF CUPRIJA AREA

Cuprija Area also encompasses cities of Paracin and Jagodina which are both located around 10 km from Cuprija



**149,770**

Number of Inhabitants  
(est. 2017)



**1,299 km<sup>2</sup>**

Area



**97,323**

Working Age Population  
(est. 2017)



**1,961**

Number of Business  
Enterprises



**20,219**

Registered Unemployed  
(June 2018)



**305 €**

Average Net Salary  
(2017)

Source: Statistical Office of the Republic of Serbia; National Employment Agency; Business Registers Agency





WELCOME TO CUPRIJA AREA!







# CONNECTIVITY

Located on the Corridor X, Cuprija Area has an excellent strategic position

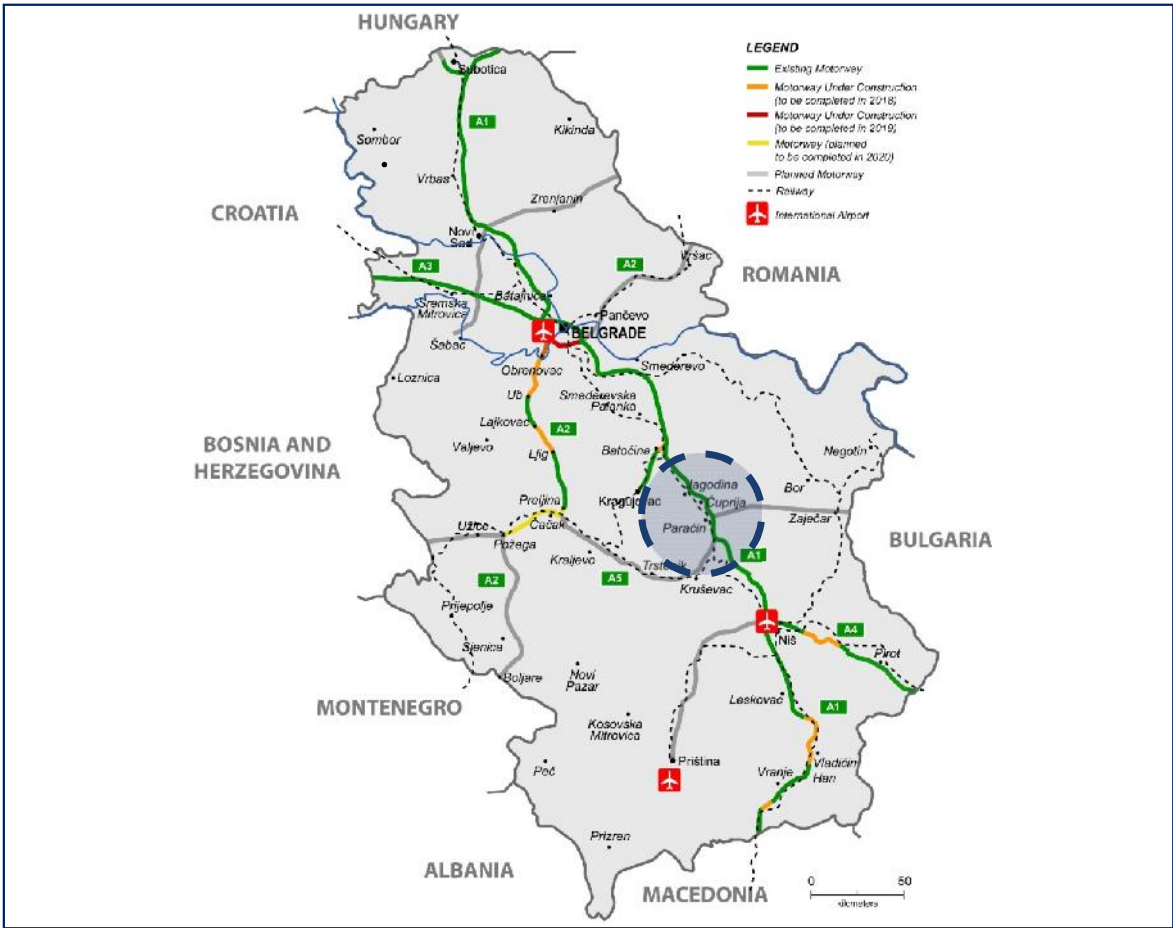


### Cuprija Area accessibility:

-  **Motorway A1 (0 km away)**
-  **Corridor X (0 km away)**
-  **Belgrade, Serbia (165 km)**
-  **Niš, Serbia (90 km)**



### Accessibility overview:





CONNECTIVITY

Destination	Distance from Cuprija (km)	Estimated Travel Time (h)
Niš Airport	90	1h
Belgrade City Center	150	1h 30m
Belgrade International Airport	165	1h 40m
Sofia, Bulgaria	249	3h
Skopje, Macedonia (FYROM)	289	3h
Thessaloniki, Greece	491	5h
Budapest, Hungary	524	5h
Munich, Germany	790	11h 15min



Why Invest?





1

Industrial  
Heritage

2

Available  
Qualified  
Labor Force

3

Competitive  
Operating  
Costs

4

“Ready to Build”  
Greenfield  
Location

5

High Priority  
Government  
Location

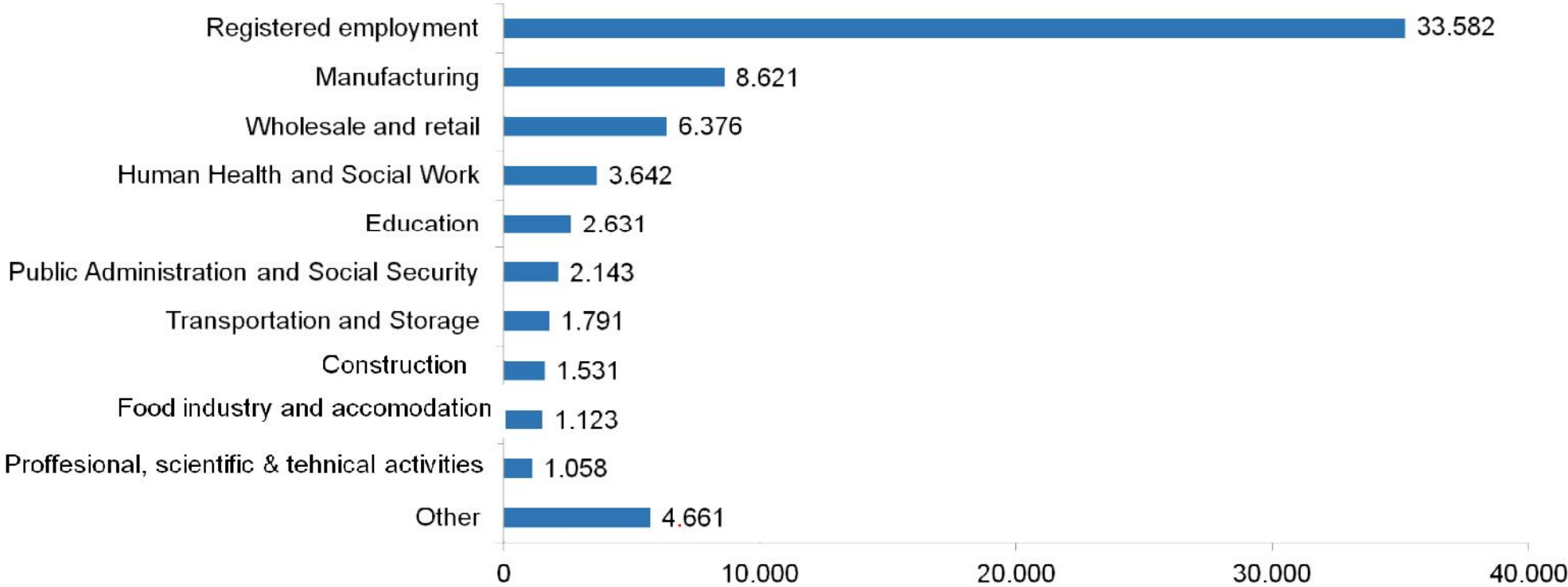
## INDUSTRIAL HERITAGE

- During the period between 1960 and 1990, Cuprija Area was an important industrial and economic center
- Just five largest companies operating in Cuprija had almost 3,000 employees
- Unfortunately, the majority of workers lost their jobs due to financial crisis in 1990's and failed privatizations

Company Name	Products manufactured	Number of employees in 1989	Current number of employees	Current status
Selk 911	Sugar and citric acid	1,000	0	Privatized
MIP	Metal tanks, reservoirs and containers, metal structures and parts, iron castings	800	208	Privatized / bankruptcy
Ravanica	Confectionary products	400	234	Privatized
Velmotrans	Transportation	400	0	Bankruptcy
Mladost	Graphics and printing	350	0	Bankruptcy
<b>TOTAL</b>		<b>2,950</b>	<b>442</b>	



Registered employed, Cuprija Area (2018)



Source of Data: 1)Statistical Office of the Republic of Serbia (Municipalities and regions of the Republic of Serbia, 2018);

## TOP 10 EMPLOYERS IN CUPRIJA AREA

Cuprija Area is recognized as a region very receptive to foreign direct investments

<b>FDI</b>	<b>ANDREA CONFEZIONI, Jagodina</b> Textile manufacturing	<b>800</b>	<b>PS MIHAJLOVIC, Paracin</b> Trade and manufacturing	<b>350</b>	
	<b>GLASS FACTORY, Paracin</b> Glass production	<b>595</b>	<b>RAVANICA, Cuprija</b> Chocolate and confectionery products	<b>110</b>	
<b>FDI</b>	<b>AUNDE, Jagodina</b> Textile for automotive industry	<b>500</b>	<b>FDI</b>	<b>STANDARD FURNITURE, Cuprija</b> Furniture	<b>290</b>
<b>FDI</b>	<b>CRH, Paracin</b> Construction material	<b>360</b>	<b>FDI</b>	<b>MOBILTURI, Jagodina</b> Furniture	<b>150</b>
<b>FDI</b>	<b>VIBAC, Jagodina</b> Tape production	<b>350</b>			

Note: **FDI** - Foreign Direct Investment



## TOP EMPLOYERS IN CUPRIJA

FDI

### Standard Furniture

Furniture Industry

**290**

### VP Cuprija

Waterpower engineering

**139**

### MIP Process Equipment

Metal Industry

**110**

### Ravanica doo

Chocolate and confectionery products

**110**

### MIP RŠV

Railway vehicles repair

**78**

### Gile gas DOO

Fuel trade

**60**

FDI

Foreign Direct Investment

## HIGH SCHOOLS

High schools in Cuprija, Paracin and Jagodina.

High Schools:	Main Study Programs	Final year students 2019/2020	No. of students in Cuprija 2019/2020	Total students
Technical Schools	Electronics, IT, Auto mechanic, Driver, Welder, Machinery operator, Computer control (CNC) technician, Energetics, Cooling systems	605 (2,3)	291 (2)	2378 (1,3)
Schools of Economics and Trade	Business Administration, Financial Administration, Commercial, Tourist Technician	360	/	1470 (3)
Gymnasiums	Natural and Social Sciences studies, Special courses for students with interest in IT	377	333 (2)	1549(2,3)
Music Education	School for Musical Talents	10	80 (2)	80 (2)
Other	Lab technician, Physiotherapist, Pharmaceutical Technician, Environmental Science	252	470 (2)	1070 (2,3)
<b>TOTAL</b>		<b>1,604</b>		<b>6,537</b>

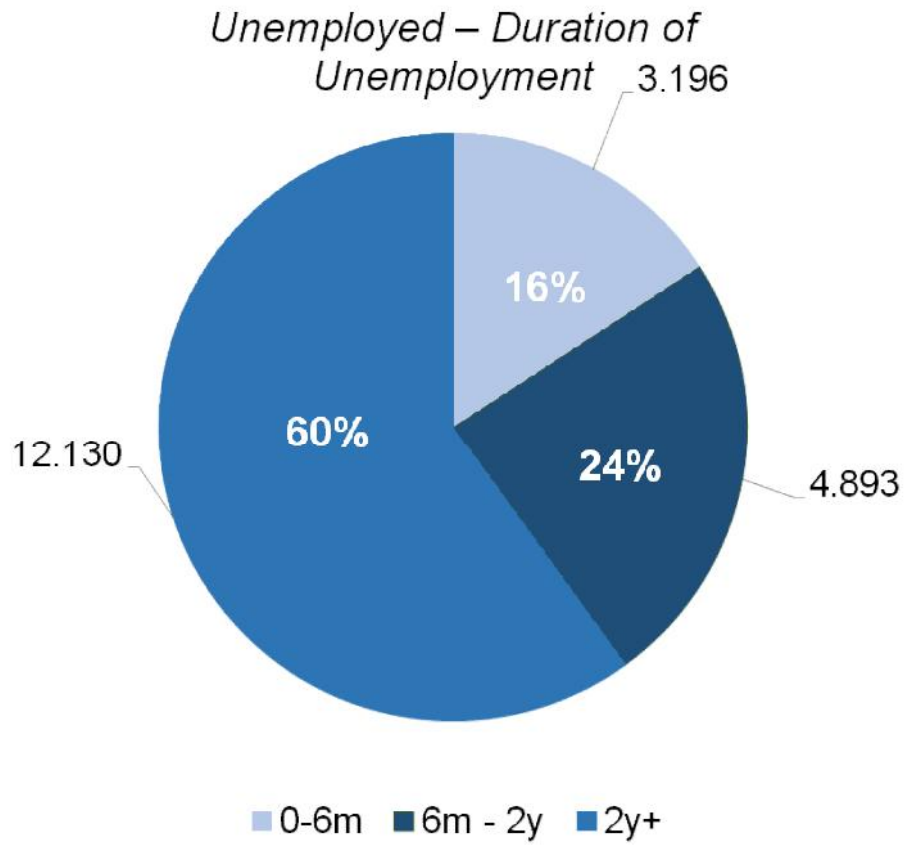
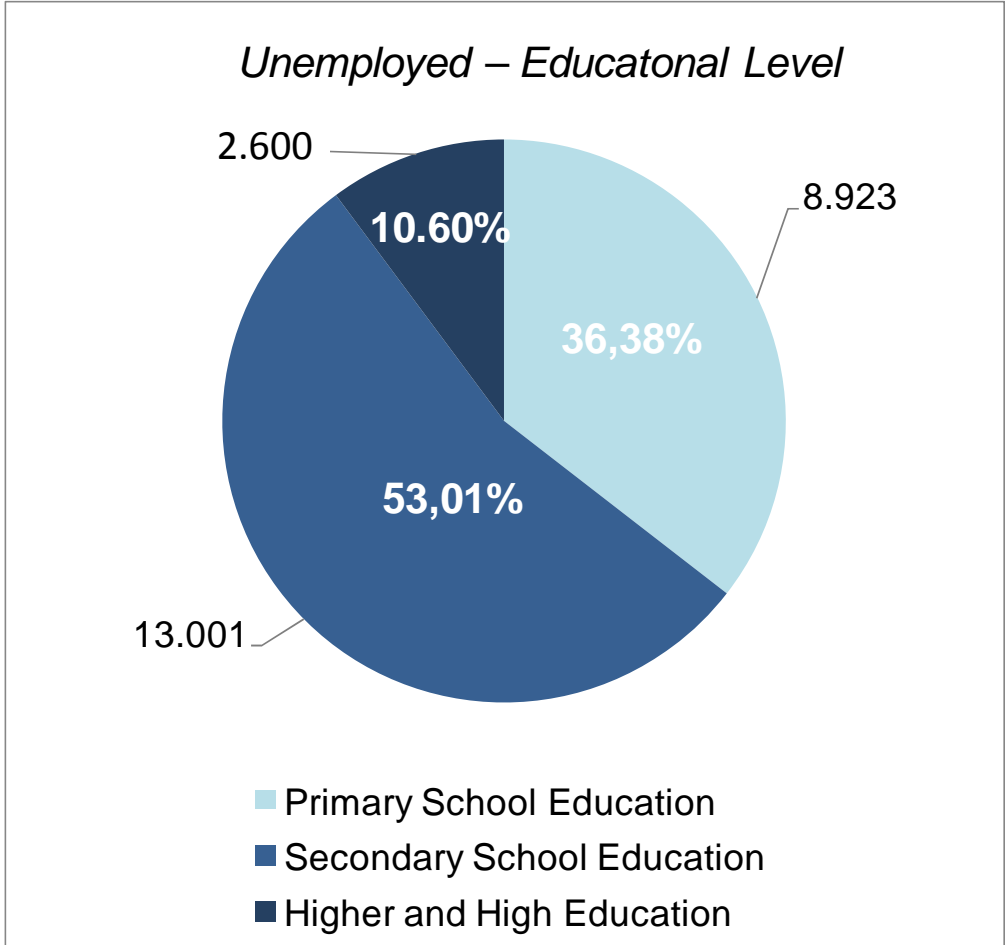
**Source:** (1) Statistical Office of the Republic of Serbia Edition 2018., Municipalities and Regions of the Republic of Serbia,

(2) High Schools in Cuprija

(3) <http://srednjeskole.edukacija.rs/drzavne-srednje-skole>

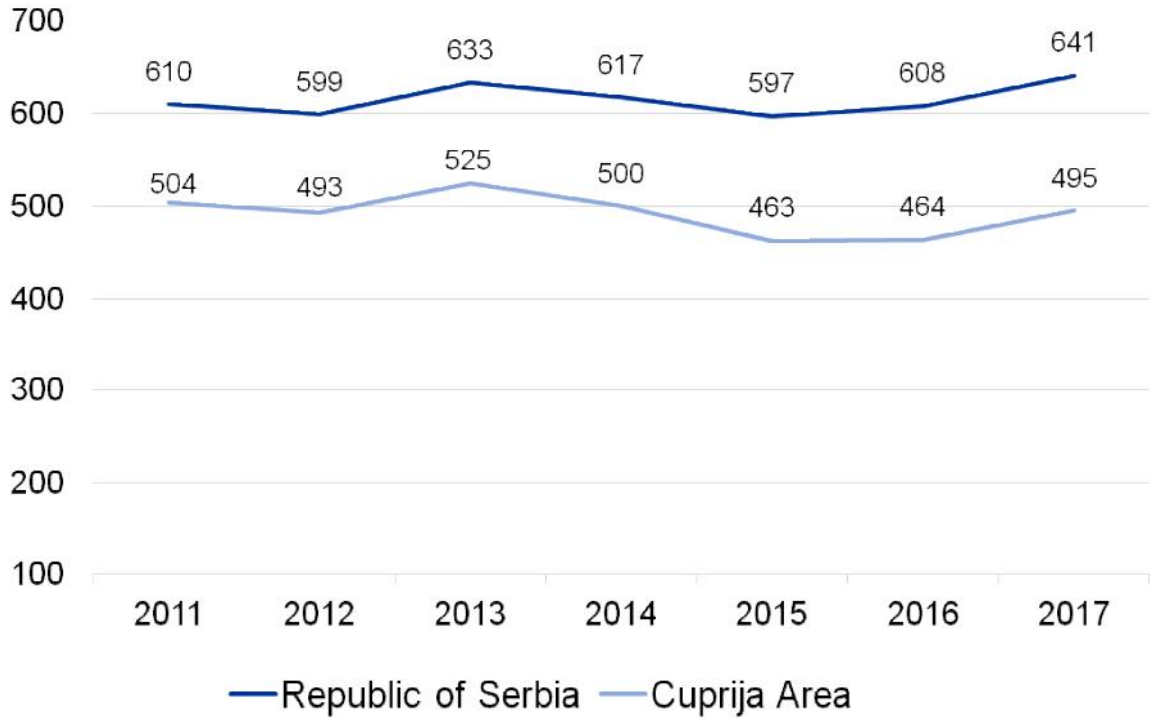


AVAILABLE QUALIFIED LABOR FORCE



# COMPETITIVE OPERATING COSTS – LABOR COST

TOTAL SALARY COST (EUR)







Labor Cost, Cuprija Area	Amount
Average Net Salary	305 €
Contributions and Taxes (Employee)	115 €
Contributions and Taxes (Employer)	75 €
Total Contributions	190 €
<b>Average Total Salary Cost</b>	<b>495 €</b>

\* Cuprija Area encompasses Cuprija, Paracin and Jagodina. Average area salary is calculated as weighted average of total salary cost for each municipality where weights used represent respective number of registered employed for 2017

Source: Statistical Office of the Republic of Serbia; RAS calculations

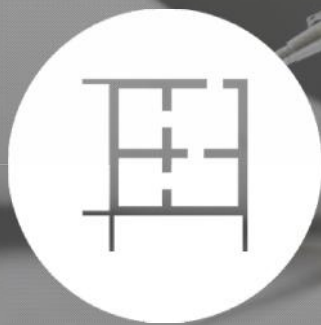


COMPETITIVE OPERATING COSTS – UTILITIES

<p>WATER</p>  <p>0,77 EUR/m<sup>3</sup></p>	<p>SEWERAGE</p>  <p>0,47 EUR/m<sup>3</sup></p>	<p>ELECTRICITY</p>  <p>0,10 EUR/kwh</p>	<p>GAS</p>  <p>0,29 EUR/m<sup>3</sup></p>
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All prices are average and do not include VAT

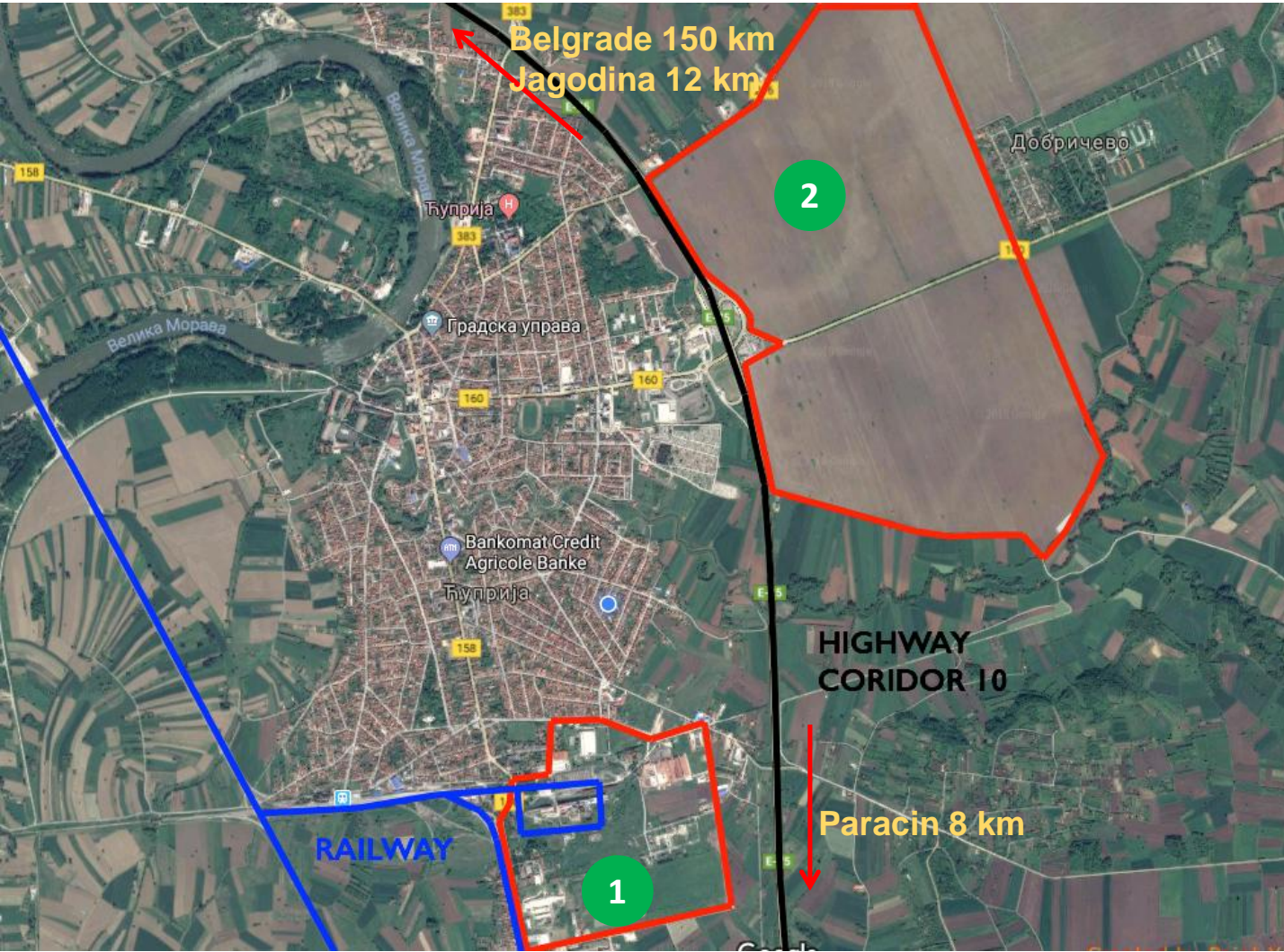




Proposed  
Locations



GREENFIELD LOCATIONS: 1.INDUSTRIAL ZONE MINEL / 2.CENTRAL INDUSTRIAL ZONE







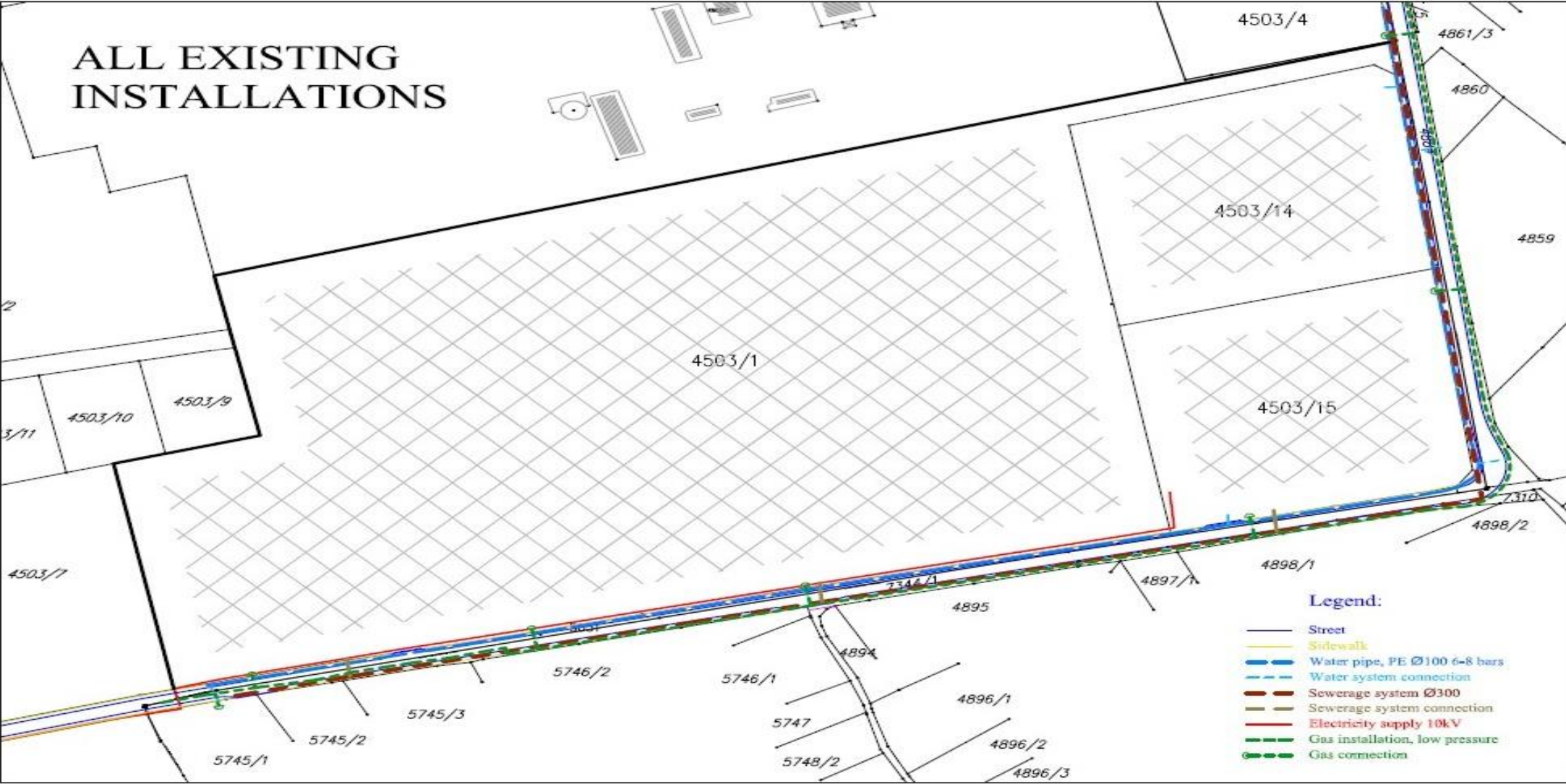
# GREENFIELD LOCATION 1 / INDUSTRIAL ZONE MINEL

- GF location 1 has an excellent strategic position – it is located just outside the City of Cuprija, with the railway station on one side and the motorway Corridor X on the other



-  Possible extension (private ownership)
-  Ownership of the Municipality

# INDUSTRIAL ZONE MINEL





GREENFIELD LOCATION 1

Location Information	
Ownership	Municipality of Cuprija
Available Land	16 ha (could be extended for additional 15ha )
Distance from the city center	Cuprija (2,5 km), Jagodina (16 km), Paracin (7km)
Electricity	Yes, 12 MW (could be extended up to 16MW)
Gas	Yes (6-8 bar, Ø100)
Water	Yes (Ø300)
Sewer	Yes



# GREENFIELD LOCATION 2 (IN DEVELOPMENT PROCESS)



Location Information	
Ownership	Republic of Serbia
Available Land	700 ha
Distance from the city center	Cuprija(2 km), Paracin(11 km) Jagodina(15km)
Electricity	In development
Gas	In development
Water	In development
Sewer	In development



# GREENFIELD LOCATION 2 (PLANNED TRADE BUSINESS ZONE)



Business Zone

Trade Zone



Airport Zone

Entertainment Zone





# BROWNFIELD LOCATION

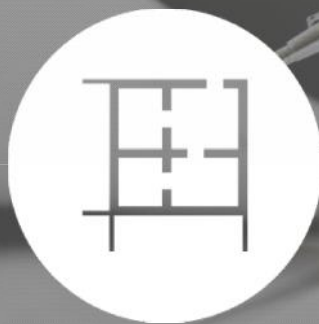
- Three buildings are already present in the brownfield location – the area of the two attached buildings is 6.000 m<sup>2</sup> and the area of the separate building is 1.000 m<sup>2</sup>



## Location Information

Ownership	Private
Building Size	7.000 m <sup>2</sup>
Electricity	Yes
Gas	Yes
Water	Yes
Sewer	Yes





High Priority  
Government  
Location



## HIGH PRIORITY GOVERNMENT LOCATION / CENTRAL INDUSTRIAL ZONE

- The *Central Industrial zone* has a status of high priority location of the Government of Serbia for the whole district of Pomoravlje in central Serbia.
- Government of the Republic of Serbia is strongly oriented towards fostering balanced regional economic development
- Cuprija is located in one of the less developed regions – Region of Central and Western Serbia and together with Jagodina and Paracin is among areas with highest number of registered unemployed people
- As such, It is in focus of Government policy to attract investors by offering a competitive incentive package and all the necessary administrative support with the aim of attracting new investments that would create positive economic effects to the local community



E-75 - European route / Highway

DATA OF AVAILABLE INFRASTRUCTURE IN BUSINESS ZONES

No	Location name	Road network	Electricity	Tehcnical / drinking water	Sewage	Gas	Telecommunications	Plans
1	<i>Greenfield zone</i> "Minel" 8.5ha CPN 4503/18, 4503/17 and 4503/1 in CP. Ćuprija - town subdivision is possible	City road, 7m wide, with connection to the national road class A II - 158, Ćuprija-Paraćin;	SS "Ćuprija 5" 35/6kV; SS "Toviliste 1" 10/04 kV; SS "Toviliste 2 2" 10/04 kV; The transmission line capacity 35 kV	Technical and drinking water, a cross-section of the main pipeline Ø 80	Sewage, cross section diameter is Ø 300; Raining sewage system is implemented	Distributive network of gas with working pressure up to 4 bar	Conducted cable, sewage, telecommunications available by installing Optical Cable	The storm and sewer network upgrade is planned; The expansion of distributive network of gas with working pressure up to 4 bar is planned
	<i>Brownfield zone</i> "Mladost" Rented: facility 17: 424 facility 19: 2232 for Rent: facility 15: 1428 facility 16: 2302 facility 18: 587 facility 20: 125 CPN 4940 in CP Ćuprija town	The national road class A II - 158, Ćuprija-Paraćin;	SS "Ćuprija 4" 35/10 kV; SS "Mladost" 10/04 kV; The transmission line capacity 35 kV	Technical and drinking water, a cross-section of the main pipeline Ø 80	Sewers, cross section diameteris is Ø 350; Raining sewage system is planned	Distributive network of gas with working pressure up to 16 bar; Distributive network of gas with working pressure up to 4 bar	Conducted cable, sewage, telecommunications, Optical Cable is implemented	The storm and sewer network upgrade is planned; The expansion of distributive network of gas with working pressure up to 4 bar is planned
3	<i>Brownfield zone</i> "Brownsugar" CPN 4498/1 in CP Ćuprija town	The national road class A II - 158, Ćuprija-Paraćin;	SS "Ćuprija 3" 35/6 kV; SS "Ćuprija 5" 35/10 kV:	Technical and drinking water, a cross-section of the main pipeline Ø 80	Sewers, cross section diameteris is Ø 350; Raining sewage system is implemented	Distributive network of gas with working pressure up to 16 bar; Distributive network of gas with working pressure up to 4 bar	Conducted cable, sewage, telecommunications, Optical Cable is implemented	The water supply network is planned
	<i>Brownfield zone</i> "Carićin grad" CPN 4937/1 in CP Ćuprija town	The national road class A II - 158, Ćuprija-Paraćin;	SS "Ćuprija 5" 35/10 kV: SS "Mladost " 10/4 kV; The transmission line capacity 35 kV;	Technical and drinking water, a cross-section of the main pipeline Ø 80	Sewers, cross section diameteris is Ø 350; Raining sewage system is implemented	Distributive network of gas with working pressure up to 16 bar; Distributive network of gas with working pressure up to 4 bar	Conducted cable, sewage, telecommunications, Optical Cable is implemented	
5	<i>Greenfield zone</i> "Central industrial zone"	Motorway A I, European route E75; The national road class A II - 160, Ćuprija - Despotovac; The national road class A II - 186, Ćuprija - Krepoljin;		The steel plumbing pipeline Ø 600		Transport pipeline 50 bar; Distributive network of gas with working pressure up to 4 bar		The complete utility equipment is planned which include construction of roads, construction of appropriate TT network, atmospheric and sewerage system, water supply system





# Living and Tourism



- Cuprija Area is a safe and visitor-friendly region where living is easy. It is the perfect middle ground between the bustling city life and laidback country lifestyle
- Located in the Great Morava Valley, Cuprija Area is surrounded by beautiful natural scenery and abundant wildlife
- The area is known for many monasteries: Ravanica (14. century), Sisojevac (14. century), St. Petka(14. century), Manasija(15. century)...
- There you have great possibilities for recreational sports: athletics, ultralight flying, outdoor and indoor swimming pools, tennis courts, basketball, small football, volleyball and handball playgrounds
- Cultural institutions – art galleries, museums, theaters – keep the audiences entertained and engaged



LIVING AND TOURISM





Conclusion



## CONCLUSION

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- Cuprija has a strong industrial background which creates excellent opportunities for investing in various production sectors.
- With Its attractive strategic position on the International Corridor X, Cuprija is very well connected with the rest of Serbia and major European corridors
- Large percent of high-qualified unemployed individuals of all ages and educational levels represent a strong base for successful business.
- With available Greenfield and Brownfield locations and excellent position on the International Corridor X, the Municipality of Cuprija has a policy of fast acting, in order to allow investors to start activity as soon as possible.
- Cuprija represent one of the most attractive investment location in Serbia which is primarily reflected in the quality of the environment and the quality of work and production conditions.

**WELCOME!**

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CONTACT US!

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