

Why to Invest In Cuprija?

April,
2021





Macro Economics

BRIEF OVERVIEW OF CUPRIJA AREA / Pomoravlje District



147,011

Number of Inhabitants



1,299 km²

Area



73,079

Working Population



1,961

Number of Business
Enterprises



22,421

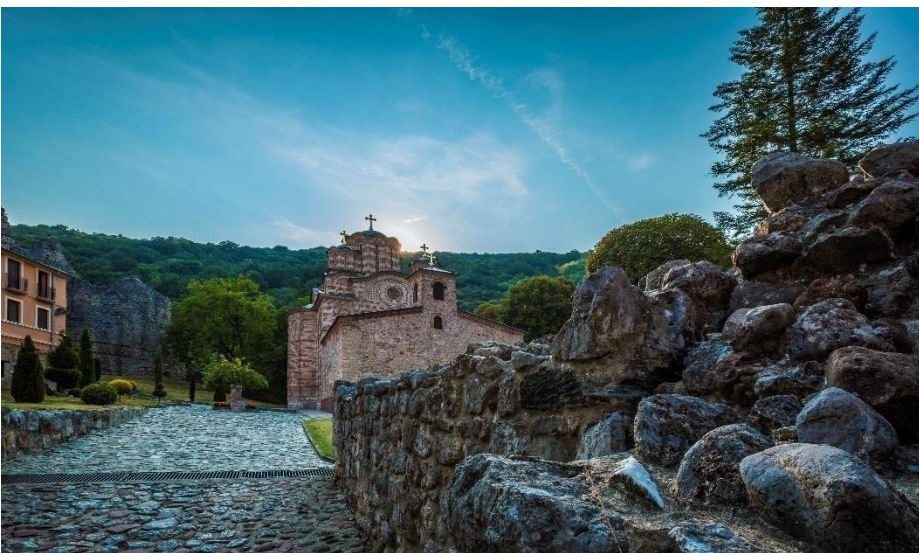
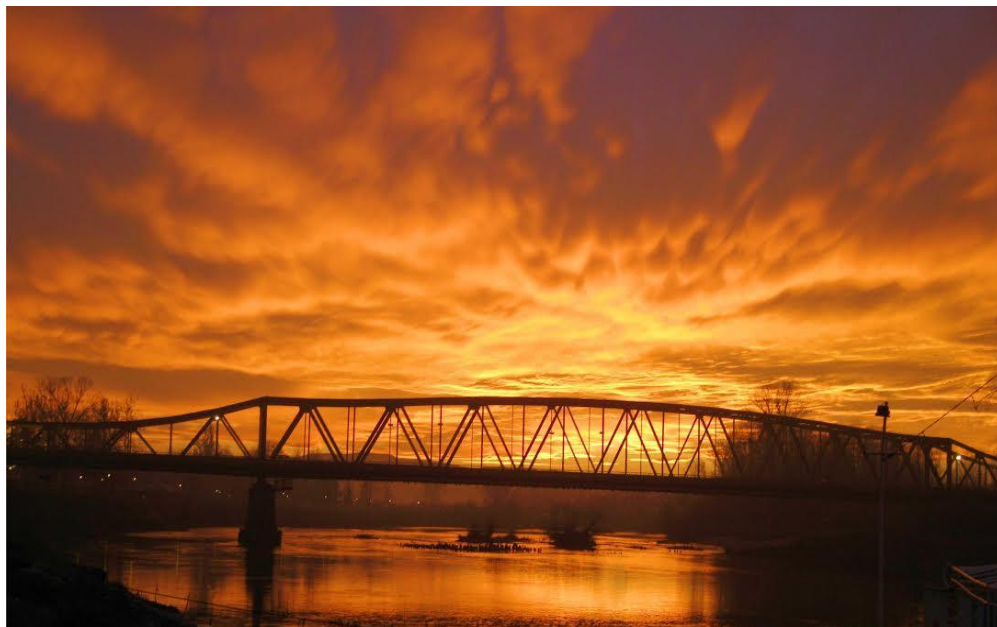
Registered Unemployed



377 €

Average Net Salary

WELCOME TO CUPRIJA AREA!



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)



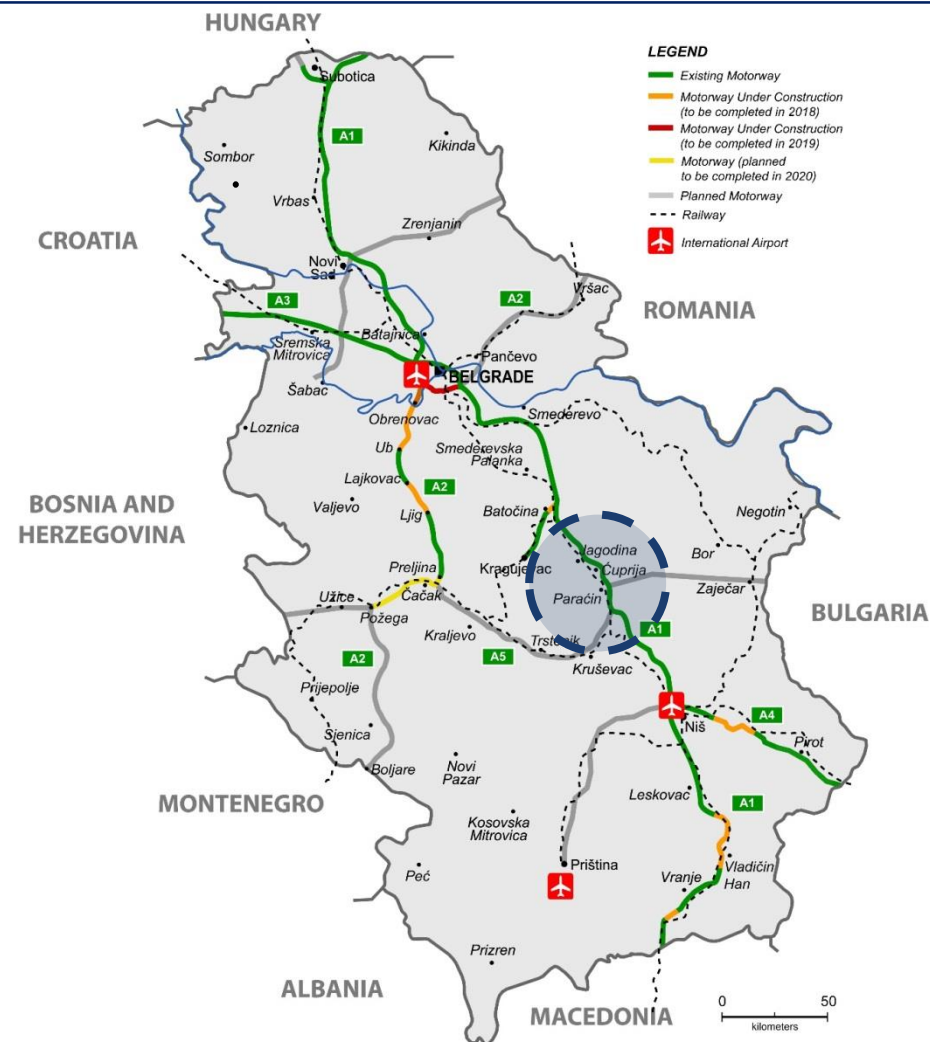
Belgrade, Serbia (165 km)



Niš, Serbia (90 km)



Accessibility overview:



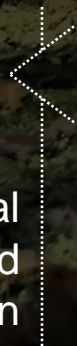
Destination	Distance from Cuprija (km)	Estimated Travel Time (h)
Niš Airport	90	1h
Belgrade City Center	150	1h 30m
Belgrade International Airport	165	1h 40m
Sofia, Bulgaria	249	3h
Skopje, Macedonia (FYROM)	289	3h
Thessaloniki, Greece	491	5h
Budapest, Hungary	524	5h
Munich, Germany	790	11h 15min



Why to Invest
in Cuprija?



1



Industrial
Heritage and
current situation

2



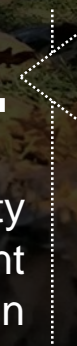
Available
Qualified
Labor Force

3



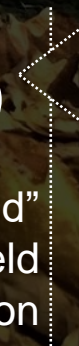
Competitive
Operating
Costs

4



High Priority
Government
Location

5

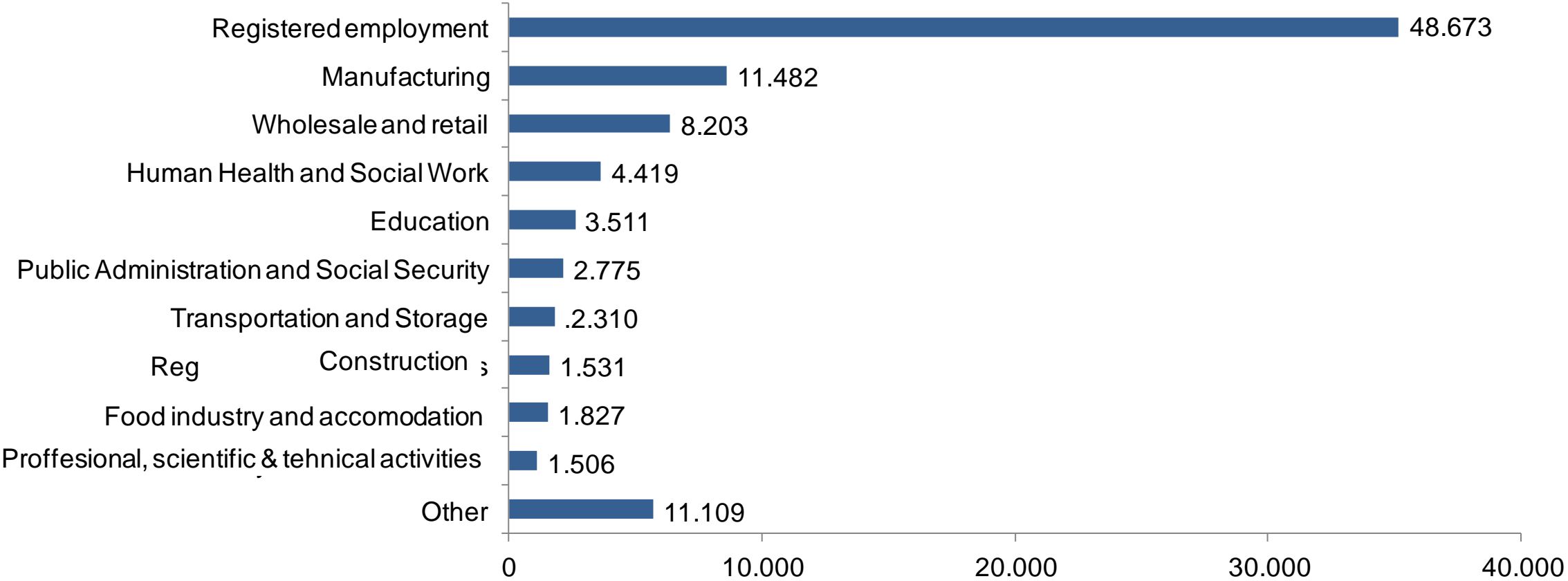


“Ready to Build”
Greenfield
Location

- 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
Velmortrans	Transportation	400	0	Bankruptcy
Mladost	Graphics and printing	350	0	Bankruptcy
TOTAL		2,950	442	

Registered employed, Cuprija Area, Pomoravlje District



Source of Data: 1)Statistical Office of the Republic of Serbia (Municipalities and regions of the Republic of Serbia, 2020);

CURRENT SITUATION / TOP 10 EMPLOYERS IN CUPRIJA AREA

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

FDI	ANDREA CONFEZIONI, Jagodina Textile manufacturing	800	PS MIHAJLOVIC, Paracin Trade and manufacturing	350	
FDI	SMP, Cuprija Automotive industry		FDI	STANDARD FURNITURE, Cuprija Furniture	290
FDI	AUNDE, Jagodina Textile for automotive industry	500	FDI	MOBILTURI, Jagodina Furniture	150
FDI	CRH, Paracin Construction material	360			
FDI	VIBAC, Jagodina Tape production	350			

Note: FDI - Foreign Direct Investment

CURRENT SITUATION / TOP EMPLOYERS IN CUPRIJA

FDI	Standard Furniture Furniture industry	290		MIP Timo Metal Industry	44
	VP Cuprija Hydro Construction	139	FDI	FEKA automotive Automotive industry	40
	Ravanica doo Confectionery production	113	FDI	Eurofiber Textile industry	40
	MIP Procesna oprema Metal Industry	110		NIP Spasic Manufacturing of plastics	31
	MIP RŠV Metal Industry	76		Gerovit Doo Production of mulch foils, aschel bags	30
FDI	SMP Automotive Automotive industry	75		CH Komerc Transport	30
	Gile gas Fuel trade	60	FDI	DE HEUS Animal Nutrition	30

HIGH SCHOOLS

High schools in Cuprija, Paracin and Jagodina.

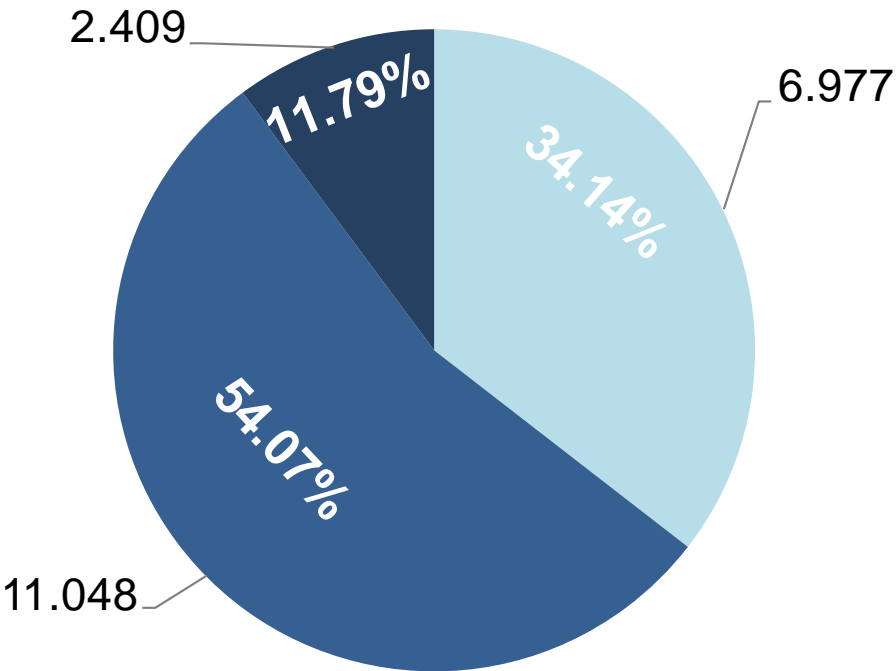
High Schools:	Main Study Programs	Final year students 2020	No. of students in Cuprija 2020/2021	Total students
Technical Schools	Electronics, IT, Auto mechanic, Driver, Welder, Machinery operator, Computer control (CNC) technician, Energetics, Cooling systems	605 (2,3)	296 (2)	2382 (1,3)
Schools of Economics 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	336 (2)	1549(2,3)
Music Education	School for Musical Talents	10	80 (2)	80 (2)
Other	Lab technician, Physiotherapist, Pharmaceutical Technician, Environmental Science	252	509 (2)	1109 (2,3)
TOTAL		1,604	1221	6,590

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

(2) High Schools in Cuprija

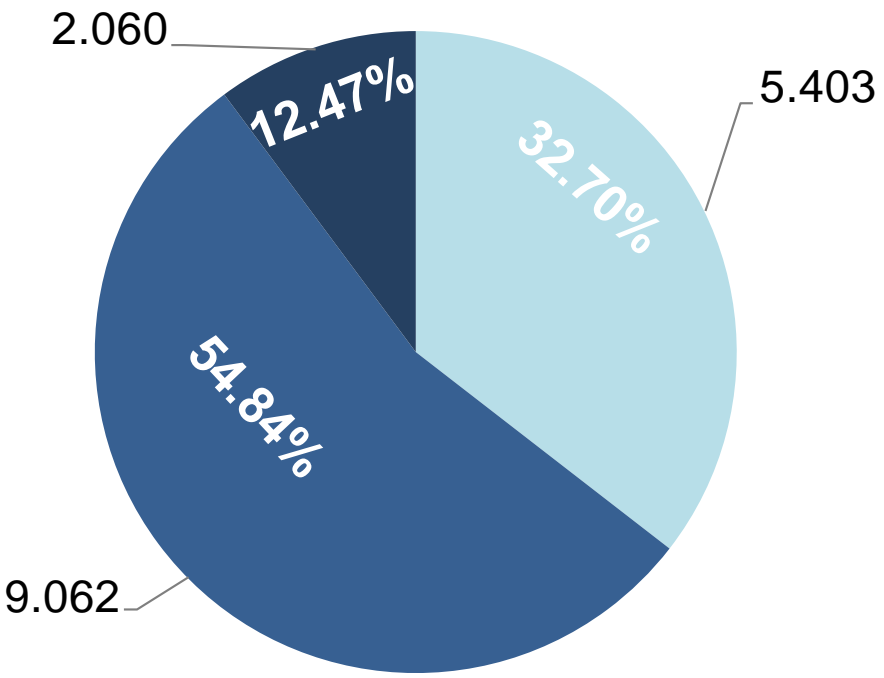
(3) <http://srednjeskole.edukacija.rs/drzavne-srednje-skole>

Unemployed – Educational Level in Pomoravlje District



- Primary School Education
- Secondary School Education
- Higher and High Education

Unemployed – Educational Level in Cuprija, Jagodina and Paracin

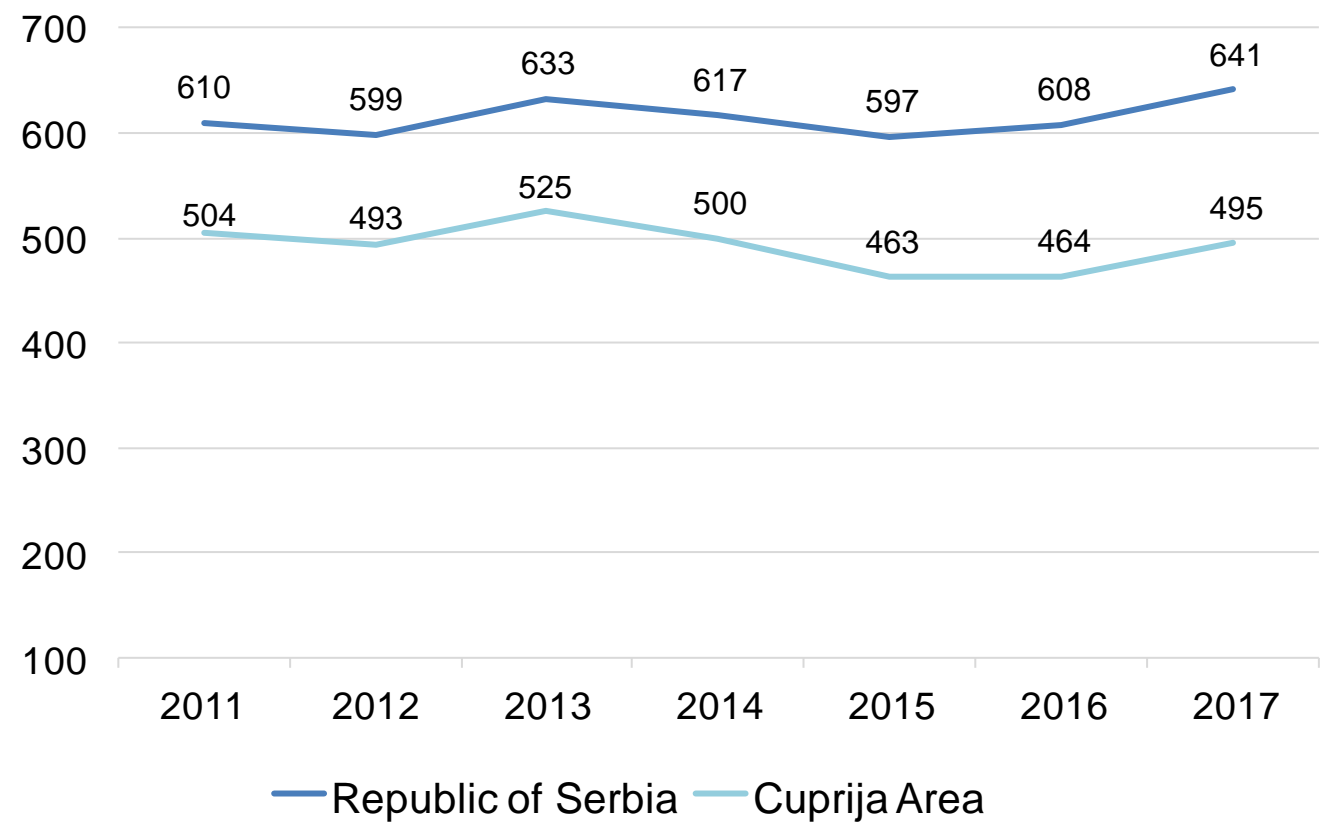


- Primary School Education
- Secondary School Education
- Higher and High Education

Source: National Employment Service of Serbia, December 2020

COMPETITIVE OPERATING COSTS – LABOR COST





TOTAL SALARY COST (EUR)



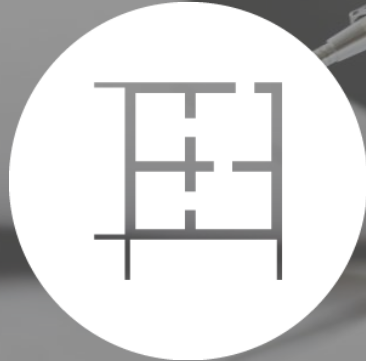
Labor Cost, Cuprija Area	Amount
Average Net Salary	377 €
Contributions and Taxes (Employee)	112 €
Contributions and Taxes (Employer)	90 €
Average Total Salary Cost	579 €

* Average salary in Pomoravlje District, Source: Statistical Office of the Republic of Serbia; Municipalities and Regions of the Republic of Serbia 2020

COMPETITIVE OPERATING COSTS – UTILITIES

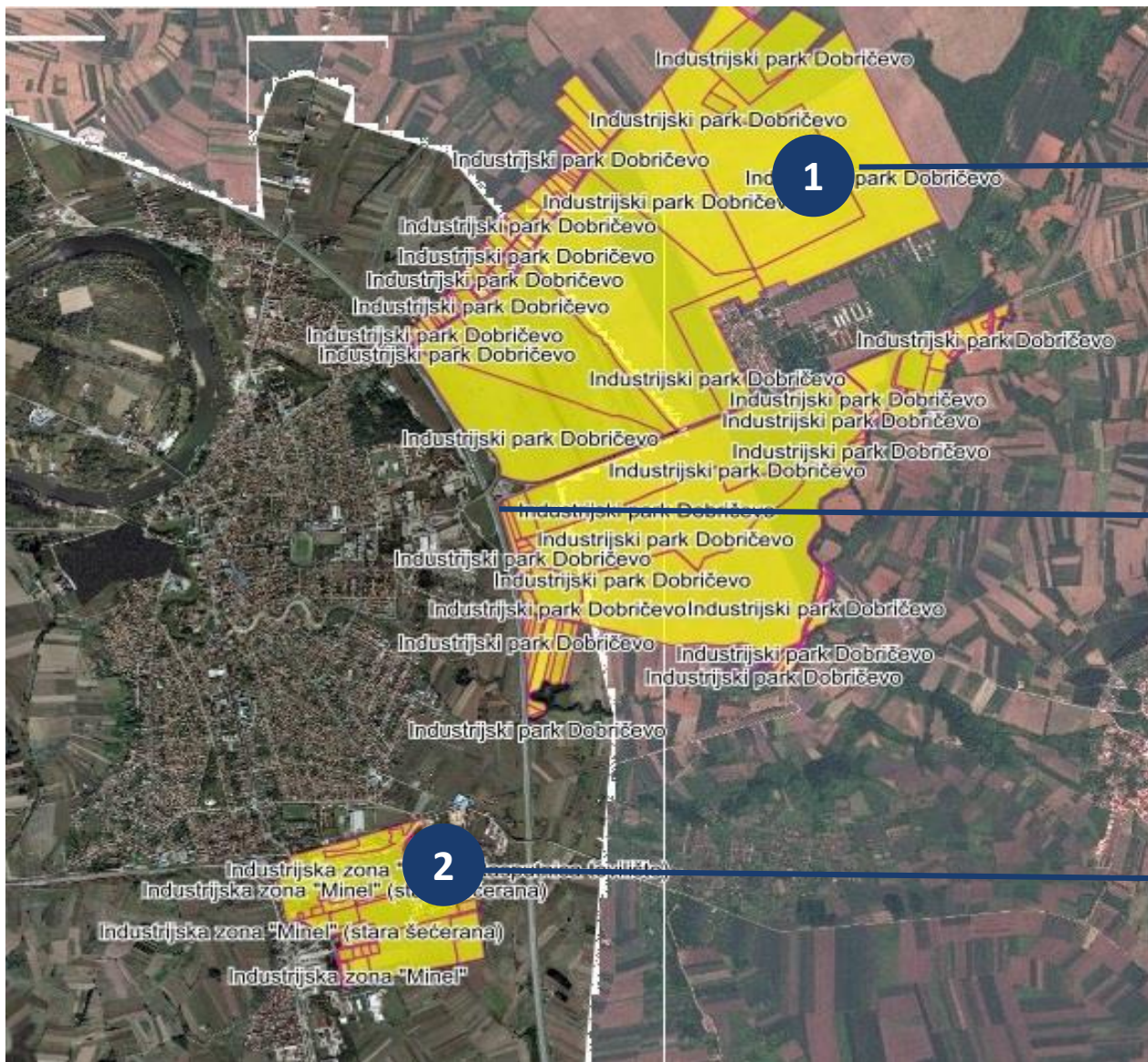
WATER	SEWERAGE	ELECTRICITY	GAS
			
0,77 EUR/m3	0,47 EUR/m3	0,10 EUR/kwh	0,29 EUR/m3

All prices are average and do not include VAT



Proposed
Locations in
Cuprija

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



Two industrial zones at European route E75

Industrial park Dobricevo - 636ha of available Greenfield land;

Corridor 10 / European route E75
Distance from Belgrade 147km, from Nis 89km

Industrial zone Minel - 7,5ha of available Greenfield land with complete infrastructure;

1. INDUSTRIAL PARK DOBRICEVO / HIGH PRIORITY GOVERNMENT LOCATION



E-75 - European route / Highway

Industrial park “Dobričevo” is central industrial zone for the District of Pomoravlje and has been declared as location of high priority of the Government of Serbia. Complete location is Greenfield and covers 636 ha of available construction land, mainly as a public estate.

Location Information	
Ownership	Republic of Serbia
Available Land	636 ha
Distance from the city center	Cuprija(2 km), Paracin(11 km) Jagodina(15km)
Plots	Possibility of forming plots for sale according to the needs of investors.
Infrastructure	Road infrastructure; Communal infrastructure was partially built

2.INDUSTRIAL ZONE MINEL

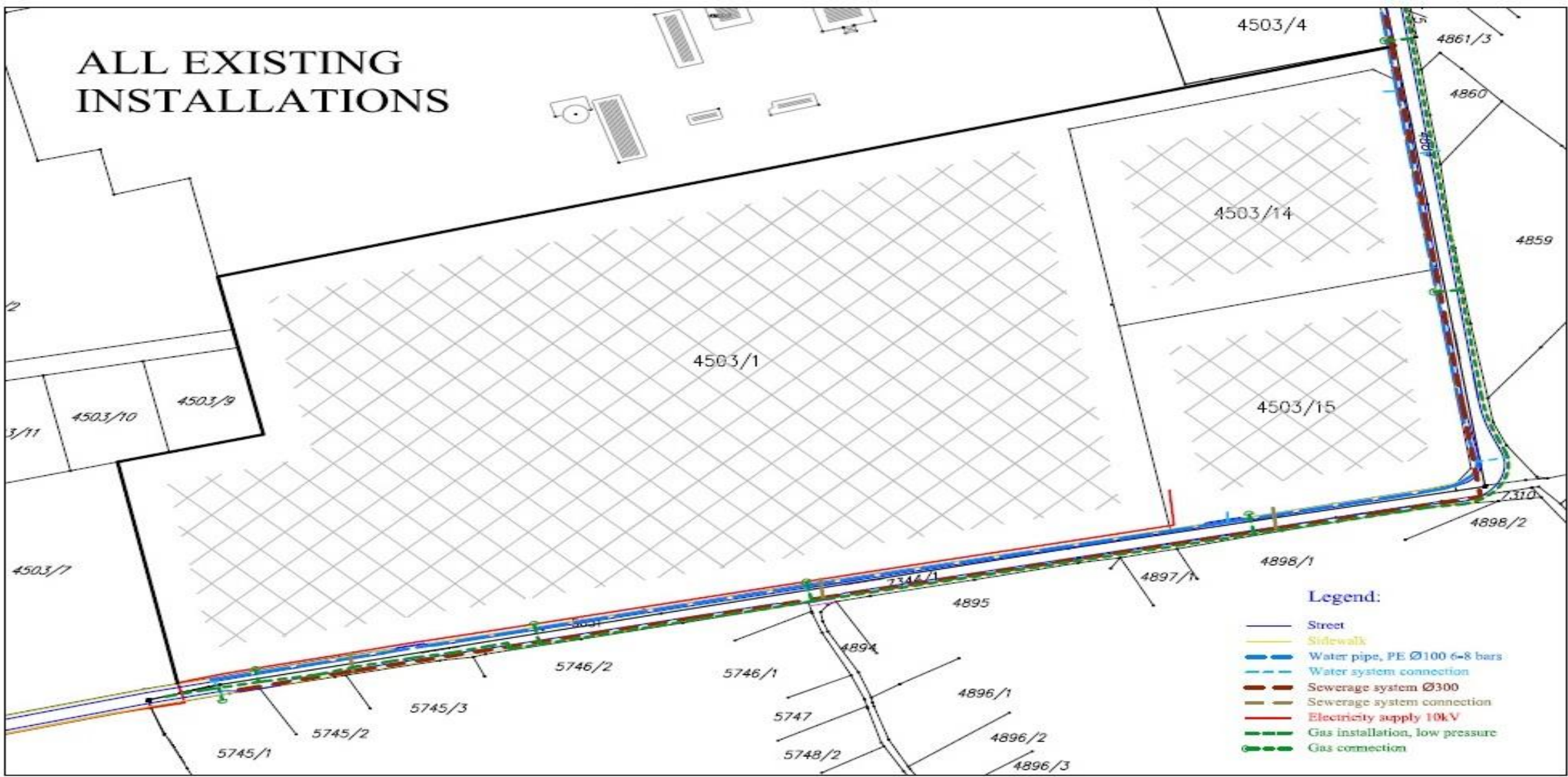
According to General Regulation Plan of Čuprija, this area has 242ha mainly in private ownership, while available government ownership land is 7,5ha.



Location Information	
Ownership	Municipality of Cuprija
Available Land	7.5 ha (could be extended for additional 7ha)
Distance from the city center	Cuprija (2,5 km), Jagodina (14 km), Paracin (5km)
Electricity	Yes, 12 MW (could be extended up to 16MW)
Gas	Yes (6-8 bar, Ø100)
Water	Yes (Ø300)
Sewer	Yes

Ownership of the Municipality

INDUSTRIAL ZONE MINEL





1. Former Sugar Factory

Ownership	Private
Size	24 ha 6 ar and 27 m ²
Communal Infrastructure	Complete
Location	between the highway E75 and the national road A II Class – 158 (Čuprija– Paraćin)
Distance	2.5 km from the center of Cuprija, 4,5km from European route E75



2. Bus Station of Cuprija

Ownership	The facilities and land has a different ownership structures
Size	Bus station space with platforms from 8 ha and multisorety office building
Communal Infrastructure	Complete
Location	Location is on the national road A II Class – 158 (Čuprija– Paraćin) 300 m from
Distance	1.5 km from the center of Cuprija, 4,5km 300m from European route E75



3. Former Angropromet administrative building	
Ownership	Private
Size	753,97 m ²
Communal Infrastructure	Complete
Location	National road A II Class – 158 (Ćuprija–Paraćin)
Distance	800 m from the center of Cuprija and 800 m from the European route E75



4. Former object of „Merkator”	
Ownership	Private
Size	Multi-storey building (PO+PR+SP2+PK +2), surface 2145 m ²
Communal Infrastructure	Complete
Location	Downtown of Ćuprija
Distance	1,4 km away from the European route E75



Benefits for
Investors!

BFC SEE - Municipalities



Business Friendly Municipality

Čuprija has a status of Business Friendly Municipality since 2019, as the only one in the central Serbia. Business Friendly Certification Program (BFC SEE) represent a local government business environment and business quality. The Certification provide quality of services, information and infrastructure expected by investors and businesses.

Dedicated and efficient local self government

1.300 SMEs (food processing, metal industry, wood processing, automotive industry, tourism and hospitality)

BENEFITS FOR INVESTORS

1. At industrial land, the municipality is able to form plots according to the needs of investors, provide construction site equipped with infrastructure, alienate public property by price lower then market price or without fees, provide the rent of business premises and to provide incentives for investment, and all by *Decree on conditions, manners and the procedure under which construction land in public property can be alienated or rented for the price lower than the market price.*
2. The Municipality of Čuprija, every year plans a budget which includes, inter alia, funds for Local economic development. According to Budget Act of Čuprija Municipality for 2021, the planned resources for Local economic development and Active employment policy are 25.500€.
3. For incentives in agriculture in 2021, the planned resources in Budget at Čuprija Municipality for the support of Agricultural development policy are 20.000€, and for Rural development 41.500€.
4. The Municipality of Čuprija, also provides tax relief through Local administrative fees and Local utility taxes.

BENEFITS PROVIDED BY DECREE OF LOCAL UTILITY TAXES AND FEES AT THE ĆUPRIJA MUNICIPALITY

5.By Decree of Local utility taxes and fees, The Municipality of Ćuprija provided discount for Legal entities as a part of SMEs, for the one which doesn't perform activities of electricity, banking, telecommunications, postal services jobs, property and personal insurance, production and trade of oil and oil derivatives, cement manufacturing, tobacco products, casinos and bookmakers. These Legal entities and entrepreneurs are required by law to pay a Local utility tax of two average gross earnings for the previous year.

By these Decree, division is made based on business income which they realized, so those who have a business income from 425.240€ to 850.479€ pays Utility tax in the amount of one average gross earnings for the previous year, and the one which has business income from 850.479€ to 1.275.718€ pays Utility tax in the amount of one and the half average gross earnings for the previous year. Amount of two average gross earnings pays the one which has business income over 1.275.718€.

These benefits are valid for 2021.

BENEFITS PROVIDED BY DECREE OF LOCAL ADMINISTRATIVE FEES AT THE ĆUPRIJA MUNICIOPALITY

6.By Decree of Local Administrative Fees, in the field of urbanism, the administrative expenses are lower (from 86€ to 9€) for issuance or requirements of business location change for the category of facility G, to encourage citizens and economy to use natural gas more as a source of energy in order to protect the environment.



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

- 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/European route E75, 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!



Municipality of Cuprija

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<https://cuprija.rs/sr/kategorija/en/economy/>