



EMBASSY OF THE REPUBLIC OF SERBIA
STOCKHOLM - KINGDOM OF SWEDEN

Newsletter September 2014

Recap of the highlights: Vibrant start of the Newsletter autumn season

We hope you had been enjoying the summertime and have collected sufficient energy for the upcoming business activities. Our autumn Newsletter season has started with a vibrant swift bringing so many buzzing highlights. Hence, we are delighted to make a short recap of the highlights so far by presenting most recent embracing Serbian market trends, trade and investment opportunities. Thank you for staying with us and we hope you will enjoy this reading journey.

Want to get in contact with us? [Feel free to send us an e-mail.](#)



EU IPA II: Serbia may expect 200 million euro annually from the IPA funds

The European Commission has unveiled details of how the EU will support reform efforts in the Western Balkans and Turkey for the next 7 years. The funding, agreed by the EU last year, totals €11 billion and will be available through the new Instrument for Pre-accession Assistance (IPA II).

“Serbia may expect 200 million euro annually from the IPA funds of the EU for the non-refundable financial assistance to the candidate countries, but under the condition that we offer well prepared projects”, stated Serbian Minister for European Integrations Jadranka Joksimovic. She said that in 2014 the cities and municipalities in Serbia will have 180 million EUR from the IPA funds on the disposal, but a large part of those assets has been redirected for the sanitation of the flood areas. EU financial assistance will target strategic priorities for the countries wishing to join the EU as well as strengthening regional and territorial cooperation and investments. Key areas include governance and public administration reform, rule of law and fundamental rights, as well as support to economic growth and competitiveness. [Read more](#)



DELOITTE TOP 500: Serbian Public Companies Among Central Europe's Big Earners DELOITTE TOP 500

International business consultancy firm Deloitte's annual list of the top 500 Central European companies revealed that some of the most successful Serbian firms are at least partly state-owned. Although the vast majority of state-owned companies in Serbia are debt-makers, Deloitte's latest report showed that in terms of the most successful companies in the country, firms in which the state holds a stake are ahead of private businesses.

This year's list of top 500 companies from Central Europe, based on their sales revenues in 2013, includes ten companies from Serbia, two more than the last year. With 2.29 billion euro revenues in 2013, Petroleum Industry of Serbia, NIS, which is majority owned by Russia's Gazprom with the state holding just over a quarter of the stock, is the best-ranked and holds 63rd place in the overall 500. The second best-ranked Serbian company is Serbian Electric Power Industry, EPS, which was ranked 85th, while the third-ranked is Fiat in 115th place. Fiat, which received subsidises from Serbian government when entering the country, made the Deloitte list for the first time. [Read more](#)



INVESTMENTS: City of Niš Announces New Investment Projects

Office of Mayor has announced four investment projects in City of Niš as part of broader efforts to enhance agricultural development, create new jobs and increase economic activities in the City. All investment projects - including Development of Fruit Growing, Center for Medical Herbs, Production of Compost, Development of Livestock Breeding - are designed to support foreign direct investments in form of public-private partnerships. Agriculture represents a large, untapped resource for the City and creates a

great Greenfield investment opportunity. Find more information on these projects click [HERE](#) or please contact [Ms Marija Petkovic](#), Mayor's Office, City of Niš.



SEEBA presents new IT/Media event “Outsource to Europe 2014”

South Eastern European Business Agency SEEBA is proud to announce the next seminar and matchmaking event “Outsource to Europe 2014” taking place at the Royal Coin Cabinet in Stockholm on November 28, 2014. SEEBA is inviting IT/Media companies from South-East Europe to meet Nordic potential partners in Stockholm in November this year.

SEEBA has established several important relations between companies from South-East Europe and Scandinavia in the recent period. The last event “Outsource to Europe 2013” represented a good platform for building connections between these two markets. In order to continue creating and supporting the outsourcing process between these two regions it has been decided to organize the next “Outsource to Europe” event. This year’s topic will be “Collaborate securely” with focus on building secure and trustful relations between Scandinavian and South-East European companies. For more information about the event, please visit the website: www.outsource2.eu, or watch the [promo video](#) for “Outsource to Europe 2014” event.



TELECOMMUNICATIONS
Telenor opens first online bank in Serbia

Telenor has announced the opening of its first wholly-owned financial institution, Telenor Banka in Serbia, providing customers with mobile and online banking services. The digitization of cash payments and the convenience of online and mobile banking are expected to stimulate financial and economic growth in Serbia, where some 80 percent of transactions are currently performed in cash.

Customers will be able to open a current account that comes with a contactless MasterCard debit card. They will be able to carry out domestic and international transactions.

Telenor banka's launch is the consequence of Telenor's acquisition in April 2013 of 100% of Serbia's KBC Banka. Today, Telenor banka is the first financial institution that is a wholly-owned subsidiary of Telenor company. [Read more](#)



NOITAZITAVIRP
Serbian companies in restructuring attracted 1732 offers

Serbia's Minister of Economy Zeljko Sertic said that for 403 companies in restructuring, 1,732 offers arrived. The largest number of offers came from Serbia, followed by Germany (72), the United States (35), Russia (26), Bulgaria (34) and the UK (21), said the Minister. Sertic announced that the offers will be considered in cooperation with unions, management, and representatives of ministries.

"Decisions about how a company will have to file for bankruptcy will be made soon. A specific plan and programme is made for each company", Sertic said during his interview for national broadcaster RTS. He also added that no offers arrived for 99 companies.

Sertic said that the domestic economy will have to invest efforts to be competitive in the global market reports the Government. [Read more](#)



INVESTMENTS
Johnson Electric opened its Serbian factory in record time

Johnson Electric has invested 20 million EUR and employed 250 workers in its new factory in Niš, southern Serbia. The plant was opened by the company's president and CEO, Patrick Wang, and Serbian Economy Minister Zeljko Sertic. Minister highlighted that only a year had passed since the decision on the opening of the plant was made, assessing that as a record period for opening such a large factory.

Mr Wang said that, having arrived in Serbia, company had shown it could serve both local and global clients. By the end of 2016, the factory is planning to employ 1,050 people, mostly experts in the field of electronics.

Johnson Electric is a global electric engine factory, employing more than 30,000 people in 30 countries all over the world. [Read more](#)

MILICA STOJANOVIĆ, MANAGING DIRECTOR SEAVUS LLC
SERBIA



Swedish company Seavus is constantly growing in size in Serbia

Milica Stojanović is Managing Director of the company Seavus LLC, presenting a Serbian entity, member of Seavus Group. The company in Serbia currently employs more than 100 people in 4 offices. Ms. Stojanović is responsible for the company's strategic development in Serbia.

Seavus Group was founded in 1999 on Malmo, Sweden, with idea to establish a quick and direct contact with the clients. Company's development hubs are located in the biggest academic centres in the Balkans, which enables the access to the pool of highly skilled and knowledgeable software development resources. Today, while celebrating its 15th anniversary, Seavus Group employs over 600 people and serves more than 3500 clients.

The Nordic cooperation model is an inspiration for the ways how different members of Seavus Group collaborate, both between themselves and with the clients. The members of Seavus groups are located all over Europe (Sweden, Serbia, Macedonia, Switzerland, Belarus) and in the US, therefore, there are many different cultures present in the group. However, following the example and the culture that our company comes from, it has been easy to overcome the cultural barriers, first within the group and then with our clients.

The openness that is present in the cooperation in the Nordic region leads to the fact that the Nordic countries are open to other cultures and what is more, they embrace and use the knowledge that they constantly gain from each other in the best possible way – to single themselves out as the most innovative region in the world.

This drive for open sharing of experiences, the passion for innovation and the creativity have been particularly well accepted by our Serbian company, which doesn't cease to delight our customers, mainly the companies from the Nordic region.

There is quite a number of teams that are working for our Nordic clients from our Serbian offices, but feeling as if they are within our clients' premises. There are several reasons for this. First of all, the geographical proximity is very important. Our locations in Serbia are easily reachable from any large Nordic city, which is a great benefit in comparison to having the outsourced teams at an offshore location in Far East, for example. The same time zone is also a huge plus when it comes to working closely with the clients' in-house teams.

It should be said that onsite presence at our clients' premises in the Nordic region is also not a problem for the Serbian teams, as they do not need business visas.

Moreover, Seavus is managed by Nordic standards and expectations of quality, knowledge, passion for innovation and excellence. The culture of the organization and constant involvement in projects dominantly from the Nordic region as well as Western Europe and US in general have sensitized the employees about the expectations of the level of communication and professional etiquette necessary to operate in such environment and background. What adds even more to the quality of the relationship between our Nordic clients and the Serbian teams is the fact that the official language in Seavus Group is the English language.

Finally, Seavus is constantly growing in size in Serbia. Our Serbian HQ is located in Niš and we have our largest Serbian office in Belgrade, the capital. Moreover, the newest additions to our map are the centres in Kragujevac and Novi Sad, while there are a few more on our road map.

By embracing and following of the Nordic examples, Seavus singles itself out as the software services leader in the region, becoming the first choice for clients and partners from abroad. Needless to say, we believe that the expected growth will only strengthen the proven formula for a successful software services partnership between the Nordic region and Serbia.

Find out more about the company Seavus on their [website](#).

We wish to express our highest appreciation to the Serbia Investment and Export Promotion Agency for a graphical design of applied map of Serbia.

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