



Newsletter *outsourcing*

Trade Fairs Season

As we look forward to the start of trade fair season in Sweden with its hallmark in outsourcing and machinery industry - Elmia Subcontractor 2013, we are glad to announce that eight companies from Serbia have recognized an importance of this event and will gather within Serbia national stand for the first time. We invite you to visit Serbian national stand at Elmia that provides a great opportunity to encounter and discuss the business cooperation Serbia has to offer. We look forward to seeing you at ELMIA Subcontractor 2013 and in meantime take a look at new Newsletter edition.

INSIDE THIS ISSUE:

- Serbian Companies at Elmia Subcontractor 2013, 12-15 November, Jönköping, Sweden
- Serbia manufacturing industry highlights
- Anton Swensson, CEO, EWES AB – “Why we decided to invest in Serbia”
- 50 years of Tetra Pak in Serbia

Serbia manufacturing industry highlights

Over the past several years, the Serbian economy has experienced growth due to strong foreign investment and continuous improvement of its business environment. Serbia has increased export in the 1st half of 2013 by 24,0%, and increase of manufacturing output in August 2013 (comparing with August 2012) by 5.6%, which shows an boost of competitiveness of Serbian products in world market. For decades, Serbia fostered the extensive relationships with leading western economies.

Offering the high quality products with competitive price, Serbia gained Germany and Italy as the biggest trade partners in the manufacturing industry. Large number of Serbian companies are already exporting to the highly competitive Western market, and they are eager to step into the Nordic market. Development of manufacturing industry in Serbia is also supported by attracting many Foreign Direct Investments, where the majority of projects are focused in manufacturing in Serbia.

“Ernst and Young European attractiveness report” for 2013 demonstrates positive actions which Serbia took to improve its business climate. As a consequence, CEE overtook Western Europe to become the leading destination for FDI jobs in Europe, and Serbia scored very high in both categories, with 78 FDI projects and over 10,000 jobs created in 2012. Despite the ongoing debt crisis in Europe, manufacturing industry in Serbia shows increase of the export. More information at [SIEPA](#)

Top suppliers from Serbia entering Nordic market through “Elmia Subcontractor 2013”

This year eight companies from Serbia will exhibit at the Northern Europe’s leading trade show for subcontractors in the manufacturing industry – “Elmia Subcontractor 2013”, 12-15 November 2013, Jönköping, Sweden in order to look for the new business opportunities.

Serbian companies will be exhibiting as co-exhibitors of national stand of Serbia at “Elmia Subcontractor 2013” (Hall D, D03:24) supported by Serbia Investment and Export Promotion Agency (SIEPA). For more information please contact Mr. Mateja Milenkovic Inumaru, SIEPA at mateja.milenkovic@siepa.gov.rs.



Sneak preview of national stand of Serbia at “Elmia Subcontractor 2013”: [Perform](#), [Promek](#), [IRMA projekt system](#), [Metalurg](#), [Stantech](#), [FKL](#), [Ewes Europe East](#), [Tobler Skele](#).



FIAT Serbia tops list of exporters

With reached export value of EUR 1.136 millions in the first nine months of 2013, FIAT Serbia took the top spot among the biggest exporters in Serbia. The success has been reflected in the fact that since the official launch of serial production of Fiat 500L in July 2012, Serbia has become a growth market for FIAT operations in this part of Europe. Today, the production in the plant in Kragujevac is mostly dedicated for export to Europe, USA with development plans to enter the Russian market.



50 years of Tetra Pak in Serbia

Tetra Pak's 50 anniversary in Serbia has been marked by a series of innovations in food processing and packaging solutions with constant dedication to achieving food safety goals. Today, the factory in Gornji Milanovac produces and exports different types of food packaging material in 52 countries worldwide, and with as much as 70% of the total production being exported Tetra Pak is one of the biggest exporters in Serbia. Tetra Pak factory won the title of the best factory of Tetra Pak group in the world in 2004.



Travel Insider: Feel the pulse of Belgrade

Popular tourist magazine Travel Insider brings sneak preview of all exciting Belgrade local insights for tourists planning to stay during a weekend. Featuring this inspiring article about culture, cuisine, night life and city's hot spots, author Jan Ohlsson writes that excitement you can feel while in Belgrade derives from a mix of creativity, history and people's spirit, the one you might felt in Berlin ten years ago. Read more at: [Travel Insider](#)



ANTON SVENSSON, CEO EWES AB

Why EWES AB decided to invest in Serbia



Almost a decade ago, EWES AB had already been working for quite some time with a Serbian counterpart making part assembly of spring components in Serbia. So when the opportunity came to set up our own spring production in the region of Cacak, we already had good knowledge about the possibilities that the Serbian nation offers for industrial enterprises.

Serbia's key position being in the middle of Europe makes it the gateway between West and East. Now on the fast track to European Union membership we see how the infrastructural investment in the network of roads and trains transforms Serbia into a very competitive

hub right in the centre of Europe. From here we have one of the best positions to reach in into all booming markets of Eastern Europe. But it was not only the geographical location of Serbia that give us a benefit, as Serbia is also a well know old industrial nation full of craftsmen and knowledge of spring industry and production.

Comparing to other nations trapped behind the "Iron Curtain" during the cold war era the Yugoslav Federation proud themselves of having a "Western style" of industry. The spring industry used machines and tools of same origin (though of different age) as we use ourselves in Sweden. This meant that we not only had potential co-workers with knowledge of spring technology, but also that these co-workers

could rapidly be trained on our existing machine types. This all in all added up for making a fast and swift start up in Serbia.

Although we initially had some troubles to find capital from banks in the region (we had to found the start up through our mother company EWES AB and the Swedish government), we now have a good dialogue with the local banks and in 2012 we stopped renting space for production and instead proudly moved in to our own factory building. A clear signal that EWES will remain in Serbia and continue to invest for the future.

Anton Svensso, CEO, is a third generation of family-owned springmaker manufacturer company with degree in business and marketing. Einar Svensson (Anton's grandfather) started out the EWES AB in 1935 in Sweden and has grown into a company that now manufacturers a wide variety of products including springs, baggages and electrodes for precipitators, conveyors. For more information about the company please visit www.ewes.se.

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