



EMBASSY OF THE REPUBLIC OF SERBIA
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Food Industry – Fresh, Healthy & Organic

Did you know that Serbia is a global leader in the export of frozen raspberries? That Made-in-Serbia food is present around the globe, from Japan to the US, and is sold in world's largest supermarket chains? Keep on reading and finding out more about healthy and organic food from Serbia. This edition features the latest media news, new investment updates and trade opportunities now available with the Michael Maroutian`s, Seven interview about how rich culinary heritage across cultures brings additional value to the food business today.

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Finland-based PKC group opens wiring factory in Serbia

A Finland-based manufacturer of wiring systems and electronics for commercial vehicles PKC Group has officially opened its production facility in Smederevo beginning of March 2014. PKC produces cables for the auto industry, and will invest around EUR 8 million in equity capital by 2016.

On the occasion, President and CEO of PKC Group Matti Hyytiainen announced the opening of a second factory, new investments and 1,500 new jobs over the next three years. PKC Group is the leading international manufacturer and supplier of electrical distribution systems for the main global commercial vehicle brands.



Food Industry in Serbia

Serbia boasts ideal natural conditions for growing crops, fruit and vegetables. The soil is still one of the cleanest in Europe, while most of the fruit is grown in perfect conditions; it is hand-picked, carefully stored, and packaged in order to attain the highest possible quality and a unique flavor.

In addition to excellent raw materials and conditions for producing high-quality, healthy food in Serbia, investors can also enjoy strong support from Serbia's widely recognized fruit-research institutes. These conditions and incentives create unique opportunities for food industry recognizes as one of the few industry sectors recording a trade surplus and with made-in-Serbia branded products present around the globe. [Read more..](#)



Vojvodina region tops the fDi Intelligence Ranking

Autonomous Province of Vojvodina ranks at the 4th spot in the top-ten European Regions of the Future 2012/13 in the category Cost Effectiveness. Two cities in Vojvodina, Indjija and Sremska Mitrovica, won the second and third place on the same criterion, while the City of Subotica ranked tenth in the category TOP 10 FDI strategy in Eastern Europe.

More at: vip.org.rs



Cables made in Serbia for Sweden's Volvo

Hungary's Tisza Cipo plans to open a factory in Serbia for producing electric cables for the automotive industry. The factory in Senta will be producing components for Sweden's Volvo and the U.S. corporation Lear. As Tisza Cip announced, plan is to open the production facility in early May and hire up to 120 workers in the first phase. Moreover, the Hungarian company expects to increase the number of employees to 800 during the first year and then to 1,000-1,300 in early 2016.



Norwegian IT-companies succeed with Serbian start-up

Business Outsourcing Services (B-outsourcing) in Belgrade was established with the support from the two small Norwegian companies - Evolution Software AS and Web Computing AS in 2010. Today, B-outsourcing employs thirty top-notch software architects, software engineers, web designers, graphic designers and software system administrators. The company's short term business goal is to double the team and continue successful cooperation with companies from the Nordic region.

MICHAEL MAROUTIAN, VD / CEO, SEVAN AB

Doing business with Serbia – a prosperous choice



Sevan was founded in 1989 by Hratch Maroutian, of Armenian descent but born and raised in the Middle East. He saw a big opportunity to close the gap between foreigners living in Sweden and their home countries, and decided to start importing food from all over the world. It became a success and for more than 25 years he has travelled the world to find the best food to bring back to Sweden. Today, Sevan is the leading supplier of world food in Sweden.

Sevan is a company marketing and distributing world flavor food to the Swedish market. We have over 100 suppliers all over the world. The foundation of our business idea is to spread the tastes and food habits of various countries to Sweden and Scandinavia. To introduce to the Swedish people how to prepare, cook and enjoy the food from other parts of the world.

Sweden is also a country with large groups of immigrants from various countries. In modern times it started in the 1970s with work immigrants from Finland. In the 1990s the civil war in the Balkans begun, which made a huge number of people migrate to Sweden. Iran, Iraq and Syria are other war-torn places from which various immigrant groups moved to Sweden to settle. Such migration patterns have brought a large number of foreigners to Sweden, who long for and demand food from their home countries. This also creates business opportunities for Sevan. By importing and marketing different foods and brands from their home countries, we can make these people feel like home when they enter a Swedish retail store. We provide them with memories from their home, by offering them their local brand of mayonnaise, pickled vegetables and canned meat.

Several years ago Sevan got in contact with Foodland, one of the larger food suppliers in Serbia. Since 200.000-300.000 Serbs are living in Sweden, Sevan identified this as another great opportunity to also offer those consumers their local brand of ajvar, jam and juice. A mutual interest of doing business together resulted in establishing the brand "Granny's Secret", and its premium products, in the Swedish market. By using carefully selected ingredients and advanced cooking techniques Foodland make sure to preserve the genuine taste of the vegetables and fruits, as if one would make their own jam or ajvar.

The relationship has already from the start worked out in a prosperous way. Doing business with a company in Serbia has broadened Sevan's portfolio and helped in targeting a new group of

people. At the same time, Swedish consumers, who search for high-quality, nicely packaged and well-branded products have found their way to Granny's shelves and perceive the offer as a premium and authentic one.

Together with Serbian suppliers Sevan aspires to be able to continue to introduce high quality Balkan foods to the Scandinavian market and share the pride that comes from sharing a rich culinary heritage across cultures. Find out more about Sevan more at www.sevan.se.

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Our mailing address is:

Embassy of the Republic of Serbia to the Kingdom of Sweden

Valhallavägen 70, 100 41 Stockholm Box 26209

Phone: +46 8 24 77 48 · Fax: +46 8 21 84 95

E-mail: serbiaemb.economic@telia.com

