

investment guide of the **city of priedor**
BOSNIA AND HERZEGOVINA



BUSINESS FRIENDLY ENVIRONMENT
investigate us





The position of the city of Prijedor within Bosnia and Herzegovina, on the map of Europe, is an excellent location with market access of over 600 million consumers. The advantages that geostrategic position brings are numerous, and they are not only reflected in good transport connections, but also in the preferential benefits and free trade regime that we have through CEFTA, EFTA and the Free Trade Agreement with Turkey.

The vision of Prijedor is comprehensive and determines the city and its inhabitants to move forward in new challenges, building the future of a new, advanced and modern European city. The rich heritage in every sense lays a good foundation for a new concept and commitment to make the city a city of youth, a city of perspective, modern and the highest quality possible solutions for the benefit of all citizens.

The city administration are strongly oriented to the economy and the potentials it has in its development. Openness to all interested investors, proactive approach in communication, striving to create a partnership between the City Administration and all business entities, is a commitment without compromise to create a unique business environment.

We are creating a better Prijedor ... together.



prijedor MEANS



- well developed road and railway network
- easy connection with neighbouring cities and countries
- **a few international airports** in vicinity of Prijedor
 - Banja Luka, Sarajevo and Tuzla airport has more than 25 non-stops/day flights to European destinations
 - Zagreb (Croatia) airport has 20 non-stops/day flights to European destinations

EASY ACCESS

BASIC INFORMATION ABOUT THE CITY OF PRIJEDOR			
GEOGRAPHICAL LOCATION		NW part of Bosnia and Herzegovina	
TOTAL AREA		834 km²	
POPULATION		97.588	
NUMBER OF SETTLEMENTS		71	
PRIJEDOR DISTANCE FROM THE MAYOR CITIES (kilometers and miles)			
SARAJEVO /BiH/	256/160	TRIESTE /IT/	388/241
ZAGREB /CRO/	163/101	BUDAPEST /HUN/	479/297
BELGRADE /SER/	357/221	BRATISLAVA /SK/	576/358
LJUBLJANA /SLO/	301/187	TIRANA /AL/	715/444
WIEN /AUT/	531/330	MUNICH /GER/	709/440



prijedor AWARDS AND REFERENCES



According to the assessment of the specialist foreign direct investment publication fDi Intelligence/fDi Magazine (*The Financial Times Group*), the City of Prijedor was ranked among the TOP 10 destinations in the category of the best European investment locations.

TOP 10 MICRO EUROPEAN CITIES OF THE FUTURE 2016/17 – FDI STRATEGY

RANK	CITY	COUNTRY
1	Ivanec	Croatia
2=	Limerick	Ireland
2=	Ventspils	Latvia
4	Prijedor	Bosnia-Herzegovina
5	Galway	Ireland
6	Štip	Macedonia
7	Jastrebarsko	Croatia
8	Vranje	Serbia
9	Jelgava	Latvia
10	Tartu	Estonia

We provide our clients with high quality solutions suited to their business needs and are implemented with clear investment strategy in mind. Contact us and enjoy in your business with our assistance....**INVESTIGATE US**

cost effectiveness

fdi strategy

For some time, through its expert services and Agency PREDA-PD, the City of Prijedor has been implementing numerous measures aimed at supporting investment in its territory such as proactive approach and partnership based on trust and common interests, administrative support, flexibility, consistence and transparency.

TOP 10 MICRO EUROPEAN CITIES OF THE FUTURE 2018/19 – COST EFFECTIVENESS

RANK	CITY	COUNTRY
1	Štip	Macedonia
2	Prilep	Macedonia
3	Prijedor	Bosnia-Herzegovina
4	Zvornik	Bosnia-Herzegovina
5	Yuzhnoukrainsk	Ukraine
6	Vranje	Serbia
7	Zaječar	Serbia
8	Sremska Mitrovica	Serbia
9	Zrenjanin	Serbia
10	Sombor	Serbia

why to invest in priedor

- EXISTING FOREIGN INVESTORS
our best reference for new investments
- VICINITY TO FOREIGN MARKETS
optimal link between the European East -West, as well as North-South
- FREE TRADE AGREEMENT AMONG CEFTA COUNTRIES
*access to more than 25 million consumers**
- FREE TRADE AGREEMENT WITH TURKEY
access to more than 70 million consumers
- LOWER OPERATIONAL COSTS
significantly lower than in the EU countries (electricity, utility, telecommunication, construction costs, etc.)
- NATURAL RESOURCES:
fertile soil, forest, minerals, water, etc.
- SIGNED STABILIZATION AND ASSOCIATION AGREEMENT
(between BiH and EU, striving to harmonize European standards and regulations)
- FAVORABLE LEGAL FRAMEWORK FOR FOREIGN INVESTMENT
e.g. transfer of profit abroad is done freely and foreign investments are exempted from payment of customs duties on equipment that is a part of foreign investment
- BUSINESS FRIENDLY CERTIFICATION
the first Municipality in BiH awarded with an international certificate for business support
- POLITICAL STABILITY
city with high level of multiethnic tolerance and understanding, strong political consensus

business environment

- INDUSTRIAL HERITAGE
the rich history and tradition of doing business in various sectors
- REGISTERED AROUND 2.500 BUSINESSES
potential base for local suppliers and partners
- QUALIFIED AND COMPETITIVE WORKFORCE
the most available workforce is in the field of light industry, manufacturing and craft
- LOCAL GOVERNMENT SUPPORT
proACTIVE administration, accelerated procedures of registration and issuing permits
- INFO CENTRE FOR INVESTORS
one referent point for all information and services during investment process including aftercare
- INDUSTRIAL ZONES
locations for greenfield or brownfield investments
- GOOD FINANCIAL GOVERNMENT
annual budget surplus in the last 10 years



*CEFTA aiming to expand trade in goods and services and foster investment by means of fair, stable and predictable rules, eliminate barriers to trade between the Parties, provide appropriate protection of intellectual property rights in accordance with international standards and harmonize provisions on modern trade policy issues such as competition rules and state aid.



who invest in prijedor - success stories



employment in prijedor:
14.219

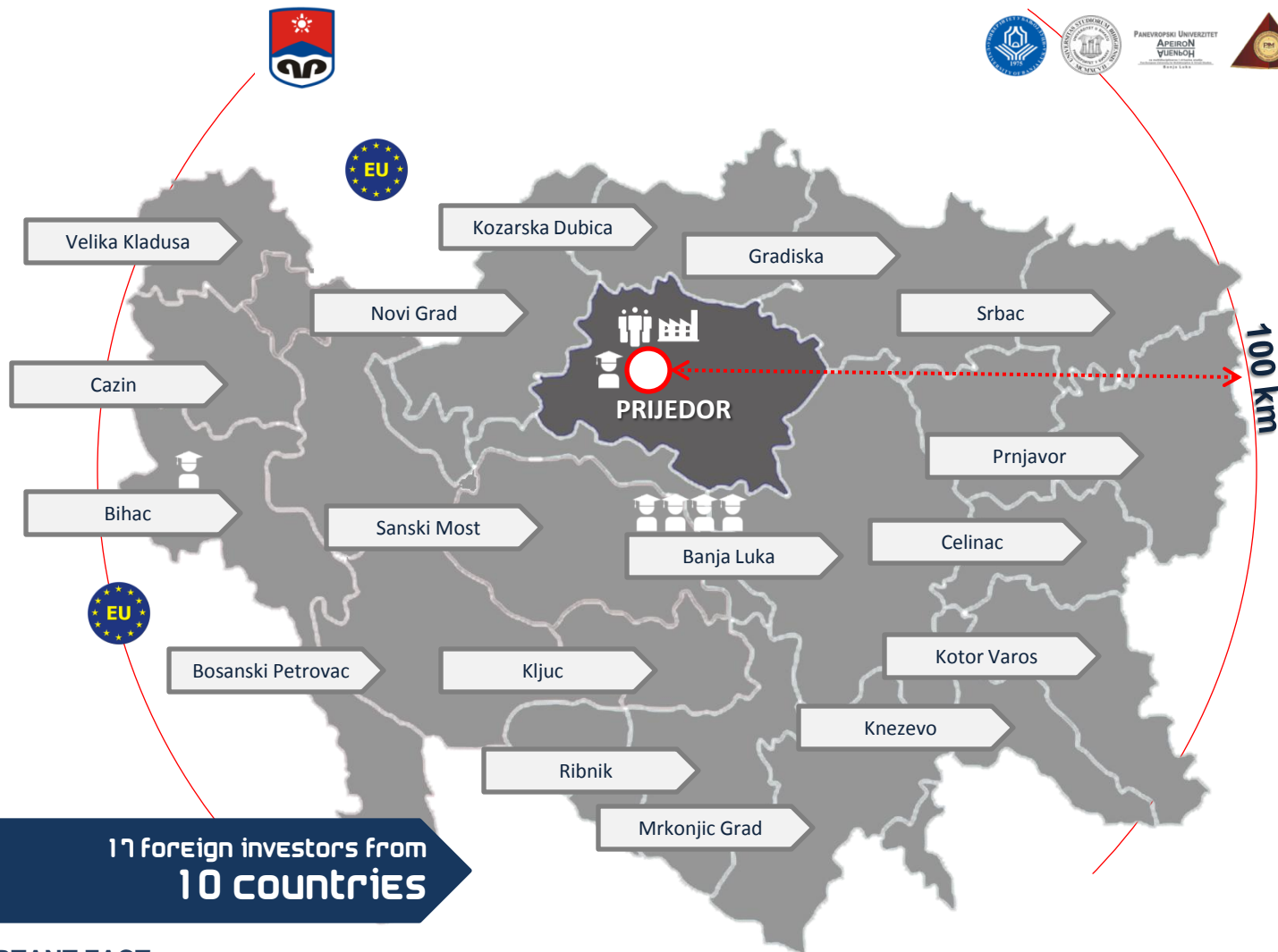


number of companies in prijedor:
456 potential suppliers

wide region with more than
800.000 inhabitants



great potential of educated people
6 universities, over 60 faculties



**17 foreign investors from
10 countries**

IMPORTANT FACT:

- Existing foreign investors are our best reference for attracting a new investors

IMPORTANT FACT:

- Young, highly skilled educated people are great potential
- Over 25.000 students in radius of 100 kilometers = 62 miles

ECONOMIC FACTS



most developed sectors in prijedor:

mining
wood processing
metal processing
textile
food processing

- 107 companies in processing sector
- total income in processing industry is 91,0 million €
- manufacturing participate with 23% in total income
- over 3.100 workers in manufacturing
- promising sectors in prijedor:
Agriculture, tourism, ict, renewable energy





CITY OF PRIJEDOR

The highest economic indicators in the City of Prijedor for the last 10 years are achieved thanks to manufacturing industries such as mining, wood processing, metal processing, food processing, textile, etc.

ECONOMIC

FACTS

The most important objectives of local economic development are increasing the competitiveness of the economy in general, especially in emerging sectors such as agriculture, inland tourism, energy efficiency and environmental protection, ICT, as well as development of human resources and other social infrastructure.

456

number of companies

14.2

number of employees
in 2019 /thous./

398

total income
in 2019 /million €/

1.3

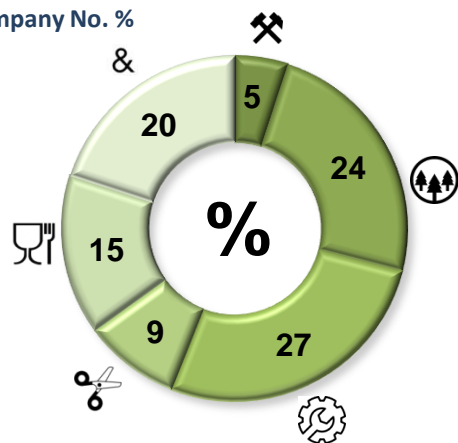
number of
entrepreneurs
/thous./

PRIJEDOR-SECTORS OVERVIEW

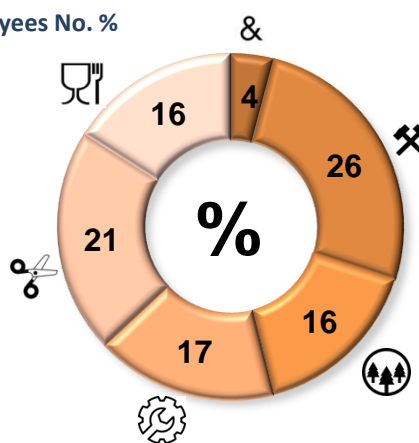


	sector type	company No.	employees No.	sector income mil. €
	mining	6	802	33.4
	wood processing	30	518	18.6
	metal processing	33	541	29.7
	textile, leather & footwear	11	653	13.0
	food processing	18	520	21.5
	others /processing/	24	131	8.7
	total	122	3.165	124.9

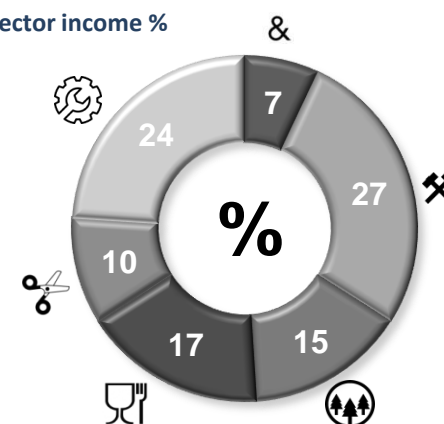
company No. %



employees No. %



sector income %



CASE study in wood processing sector...



Lipa-drvo

Omarska, Bosnia



- Company “Lipa-drvo” set up in 2000, it is a sawmill with a modern line of sawing machinery, including steaming, drying chamber and finalization processing
- High quality standard of products and also the assurance of constant product availability for all customers
- Main products semi-trimmed and trimmed planks, fresh, seasoned and dried, white and steamed, production of semi-finished products for wood industry (chairs, living-room furniture, etc.)
- Creating up to 90 jobs



CASE study in metal processing sector...



- Company “Metal Industry Prijedor” - MIP with more than 50 years of work experience achieved remarkable success in all production areas of metal constructions
- Cooperation with highly demanding partners from Germany, Austria, Italy, France, Russia, Slovenia, Netherlands, Spain, Libya, Algeria, etc.
- 52.000 m² ground area of which 6.000 m² indoor production area equipped with 5 bridge cranes (maximum loading capacity 80t)
- Average production capacity is 5.000-6.000 tones per year of welded steel constructions and assemblies
- Creating up to 90 jobs



CASE study in textile sector...



- Company “Austronet” is remarkable producer of synthetic protective nets and materials for construction sector and advertising
- High technical expertise, developed through years of experience, coupled with the necessary flexibility in production and customer services
- Wide usage of products through the areas such as: construction, agriculture, forestry, sports, advertising, etc.
- First greenfield investment in Prijedor strongly supported by the city government
- Creating up to 110 jobs
- Continuous development through the new facilities and new jobs



CASE study in food processing sector...



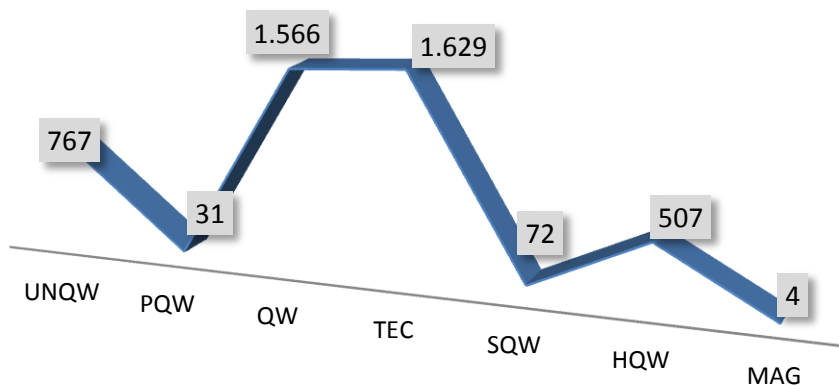
- Company “Prijedorčanka” produces high quality fruit distillates and spirits, concentrated juices from fruits and vegetables, aseptic puree, frozen and dried fruits, vegetables and berries
- Factory was modernized and built the new plant in the core raw material base which gave a further impetus to the larger production
- Leading processor of fruits in the region
- The imperative of the company is consumer health, satisfaction of customers, suppliers, employees and other stakeholders
- Creating up to 50 jobs



PRIJEDOR-WORKFORCE OVERVIEW



Structure of available workforce – absolute numbers



UNQW - Unqualified workers
PQW - Prequalified workers
QW - Qualified workers
TECH - Technicians
SQW - Semi and low qualified workers
HQW - High qualified workers
MAG - Magisters

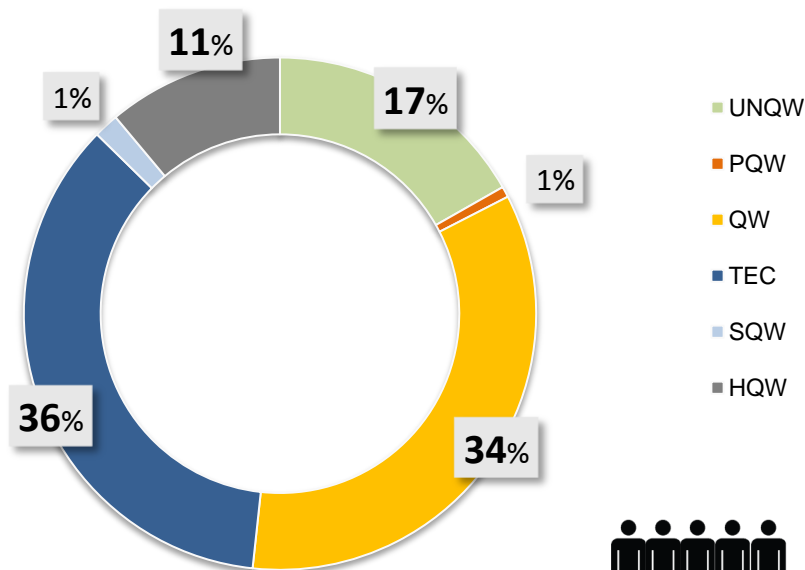
IMPORTANT FACTS:

- The most available labor force is in field of light industry, manufacturing and handicrafts
- Dominant areas: metal, mechanic, machinery, electricity, electronic, energy production and food processing professions

total number of available workforce

4.576
OVER 2.500
workers in age range of 18-40

Unemployment structure %





Type of incentives	Level
Foundation for development - interest subsidy for entrepreneurs and companies	Local
Introducing of certificates ISO, HACCP, FSC, etc.	Local
Subsidy for self-employment (start-up), entrepreneurial incubator	Local
Subsidy for employment of new workers	Local and entity
Subsidy in agriculture - greenhouses, vegetable and fruit growers, organic production, etc.	Local and entity
Subsidy to exporters	Entity
Subsidy to foreign investors	State

other important info for doing business

Type of activities	Indicators
Period for process of company registration	Within a period up to 5 days
Period for process of obtaining the construction permits	Within a period up to 15 days, if documentation is completed
Costs of facility construction - instalation included	300-400 €/m ²
Labor costs	Average gross salary is 754 €
Working hours	Working day / week: 8 hours (includes ½ hour of daily break) / 40 hours
Taxes	Value added tax: 17% Income tax: 10%
Health and Pension Taxes	33% on gross salary
Info centre for investors /one-stop-shop/	Convenient and efficient service for investors

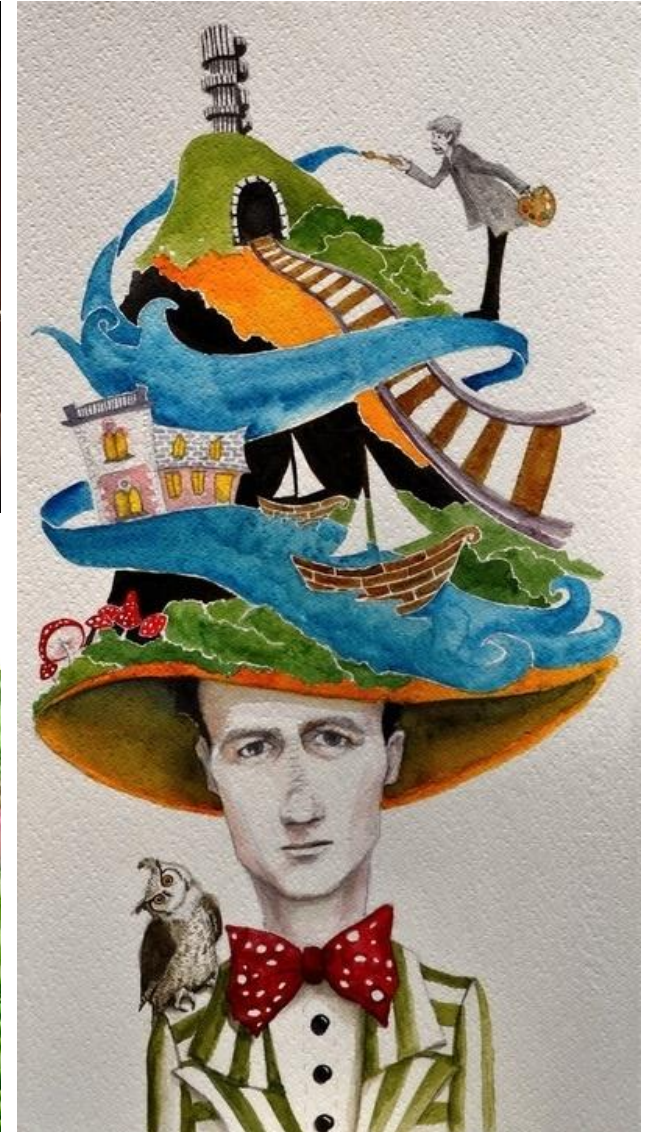


QUALITY OF LIFE

- high quality of health and social care
- well developed primary, secondary and high school education
- city with a lot of green areas and natural beauty

city of priedor

PRIJEDOR-THE CITY OF MURALS

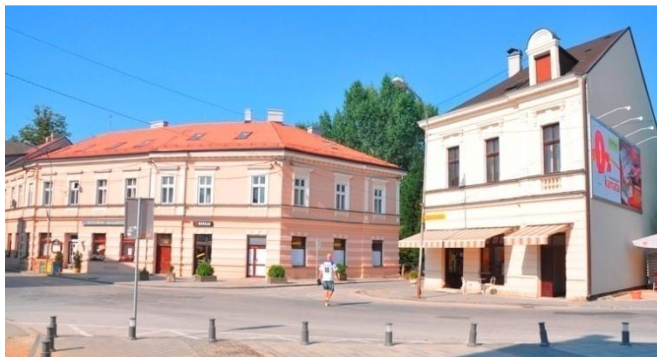
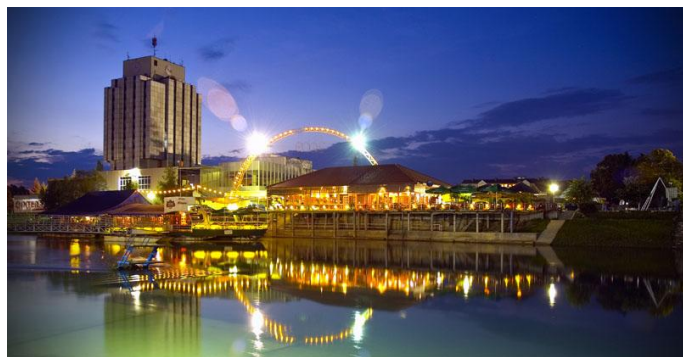


culture and art as a main feature

WORK AND LIVE IN PRIJEDOR



WORK AND LIVE IN PRIJEDOR





INVESTMENT OPPORTUNITIES

CLICK HERE



- **Business Friendly Certification** of municipalities in South East Europe focuses on creating a **business-friendly** environment, incorporating efficient administration, transparent local government, adequate infrastructure and business friendly attitude

- **Prijedor** is the first Municipality in Bosnia and Herzegovina awarded with international certificate “**International quality stamp**” - BFC

- Confirmation of **successful and proACTIVE** relationship with investors

- Investors are be given:
 - **safe investment destination**
 - **partnership with local government**
 - **business success and company development**
 - **competitiveness, advantages and benefits**





ArcelorMittal

"Arcelor Mittal Prijedor is doing business for more than 10 years and in cooperation with its parent company is the largest investor in BiH. The Omarska Mine became operational in 2004 at a time when there were many challenges in the country. Our success had disproved many sceptics because we have been able to grow and have become increasingly profitable using BiH as a platform for investment. We would not have been able to accomplish this without support from the City of Prijedor, who from the first day was our partner in progress. Prijedor has an outstanding support network for investors in terms of labor, potential locations, and a business-friendly environment. Our message can be very short and clear, - If the company ArcelorMittal made a success in Prijedor, you can do the same thing as well."

Mr. Mladen Jelaca, CEO of Arcelor Mittal Prijedor

"CEMEX was established in Prijedor in 2006, having purchased a bankrupt company. Prijedor was a logical location in that CEMEX' most core business is in northwest BiH. Besides this strategic positioning, Prijedor also has excellent transportation links by road and rail. From the first meeting with the Mayor of Prijedor, I was confident about the city's support to entrepreneurs. Our cooperation has been going on for eight years and it has never been stronger."

Mr. Velimir Vilovic, Director of Sales and Logistics - CEMEX d.d. Croatia



Info centre for investors is an proactive, independent, full service for investors, within city development agency **PREDA-PD**

We provide our clients with **high quality solutions** that are connected to their business needs and are implemented with clear investment strategy in mind.



THINK ABOUT...



PRIJEDOR

What do you think about possibilities to:

DOING BUSINESS ON THE DOORSTEP OF THE EUROPEAN UNION IN HEART OF EUROPE!

DOING BUSINESS WITH LOWER COSTS AND HIGHER PRODUCTIVITY!

DOING BUSINESS IN BUSINESS-FRIENDLY ENVIRONMENT!

DOING BUSINESS AND ENJOY IN A BEAUTIFUL AND PLEASANT LOCATION!

IS IT POSSIBLE!?

Invest in Prijedor today and become the next in a long line of success stories. We will make it easy for your company to carve out a place in Europe's growing market, using Prijedor as a platform for investment...**BECOME THE NEXT SUCCESS STORY!**

investigate us



contact



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