

City of Niš

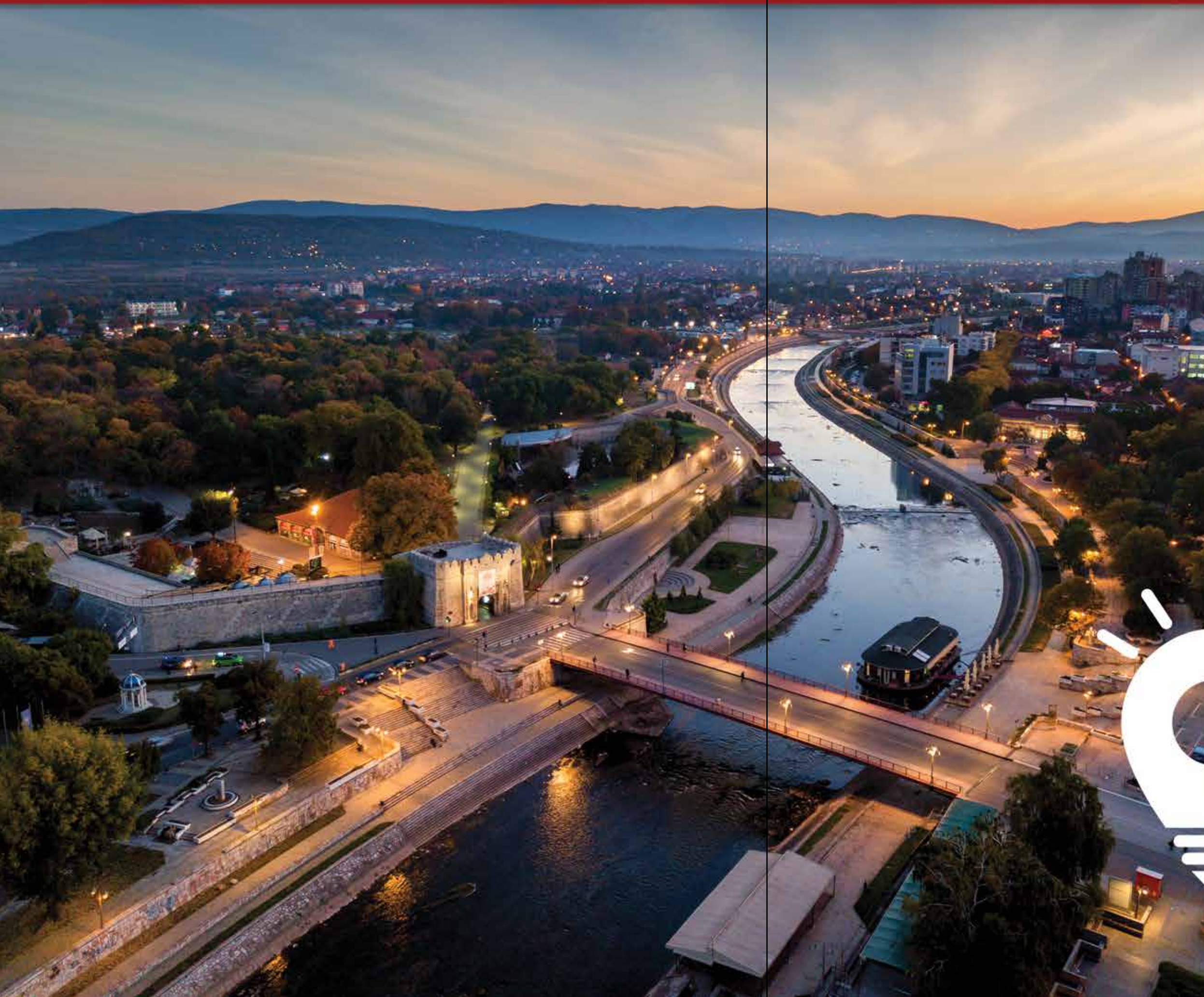


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GREAT INVESTMENT IDEA

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The City of Niš, one of the oldest cities in the Balkans, the gateway to East and West, is today the driver of industrial and economic development and regional, administrative, educational, health, cultural and sports center of the Southeast Serbia.

Niš has an extremely favorable geographical position within Europe. Located at the crossroads of Balkan and European roads, the territory of Niš is intersected by three important international roads and railway routes connecting the Balkans with Western and Central Europe, including Corridors 10 and 7. Three ports are easily accessible from Niš: Thessaloniki, Durres and Varna. Since 2015, the international airport Constantine the Great has recorded a significant increase in the number of passengers and, two years later, took the title of the second fastest growing airport in Europe. In 2019, the airport in Niš served around 420 000 passengers.

Nearly 300 000 people live within the city, with a million people gravitating towards Niš, the leader city of Southeast Serbia.

Niš is developing as an engineering, technological and production hub.

The climate in the city is moderately continental. The warmest month is July, the coldest one is January.



**WE ARE CREATING
FUTURE**

COMMUNICATION/EUROPEAN CROSSROADS

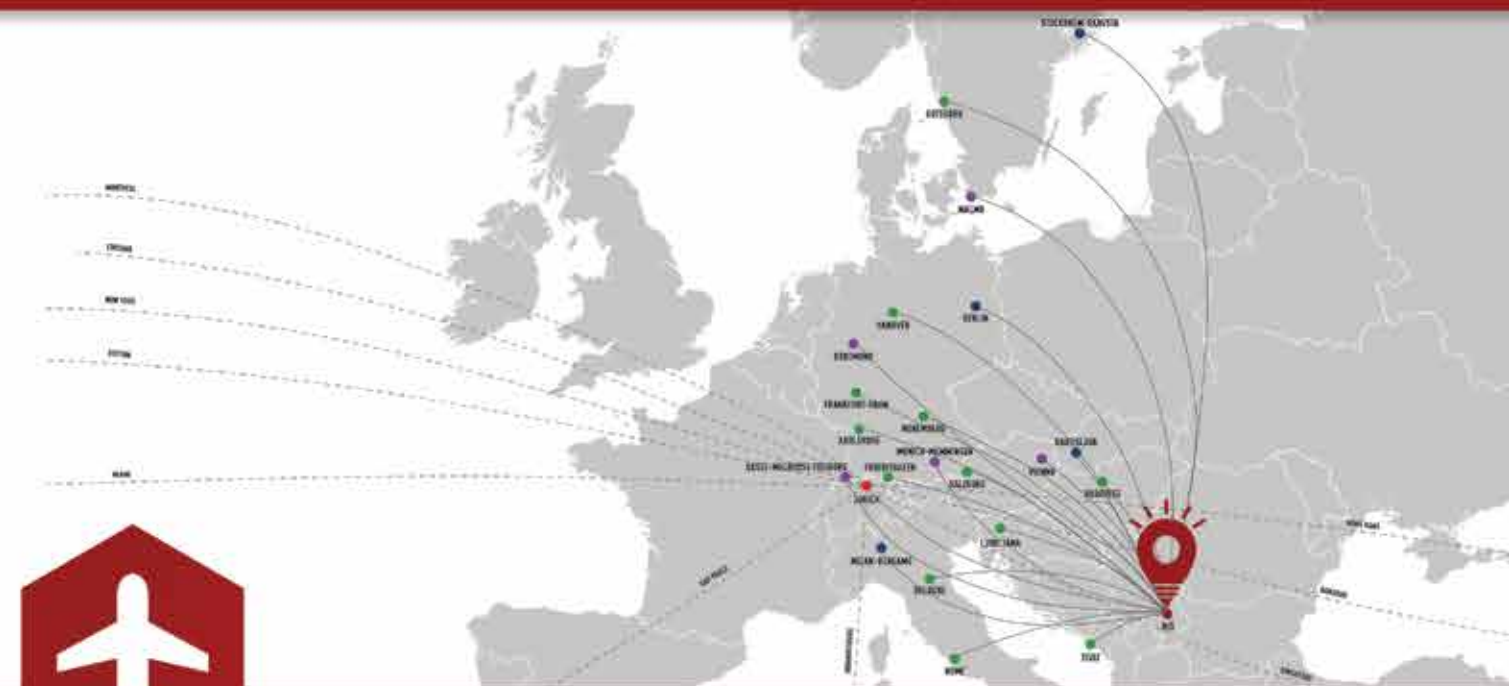


The Republic of Serbia, as a logistics base, is an ideal place to establish companies that want to do business and, in the most efficient way, serve their clients from the EU, Southeast and Central Europe. The outstanding geographical position of Niš and the fact that the city is located at the crossroads and near various European corridors, is one of the advantages of Niš, confirming that this city is where you should locate your business. The main transportation axes, the highway and the railway, fork in Niš to the south, leading to Thessaloniki and Athens (E75) and to the east towards Sofia, Istanbul and further towards the Middle East (E 80).

DESTINATION	DESTINATION FORM NIŠ (km)	ESTIMATED TRAVEL TIME
Niš Airport	5	11 min.
Belgrade center	240	2h 30 min.
Nikola Tesla Airport	250	2h 50 min.
Sofia, Bulgaria	170	2h 20 min.
Skopje, North Macedonia	210	2h 40 min.
Thessaloniki, Greece	410	4h 40 min.
Budapest, Hungary	610	6h 10 min.
Vienna, Austria	850	8h 30 min.
Istanbul, Turkey	730	8h



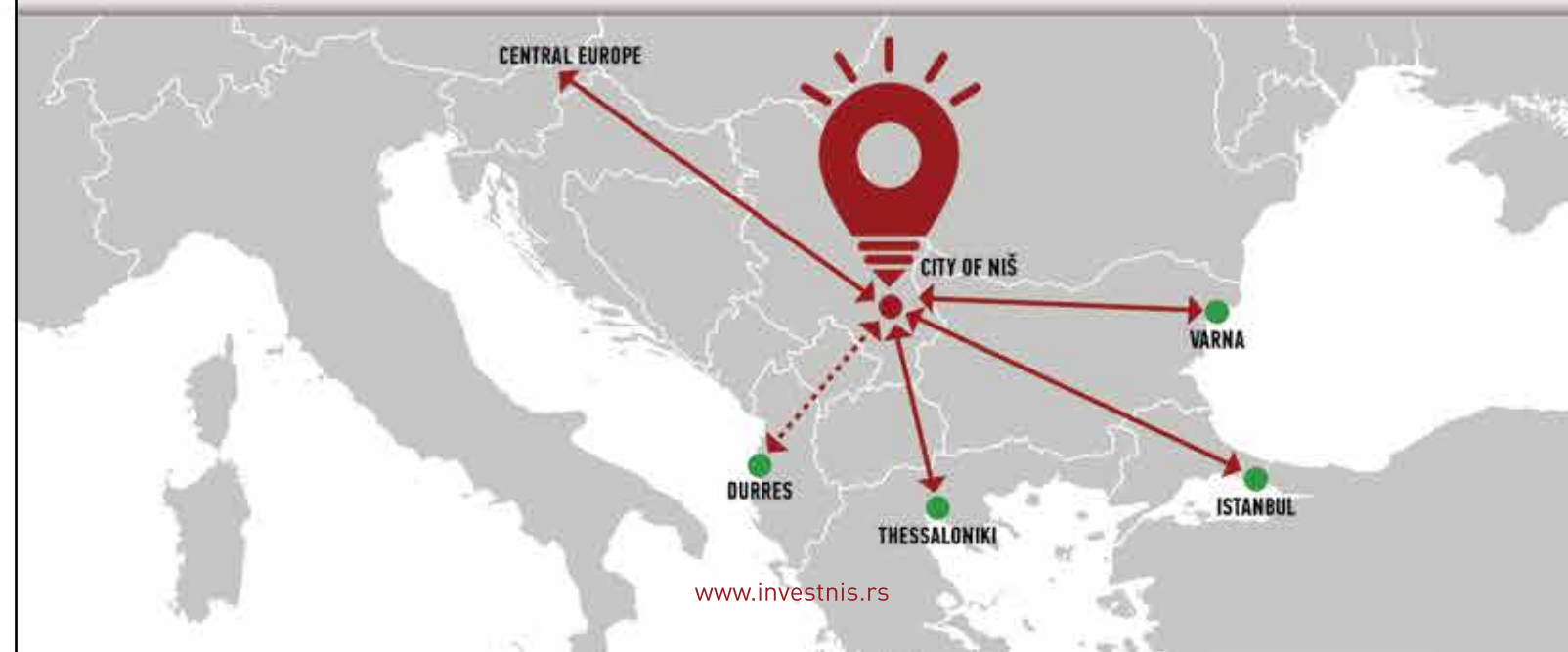
COMMUNICATION/EUROPEAN CROSSROADS



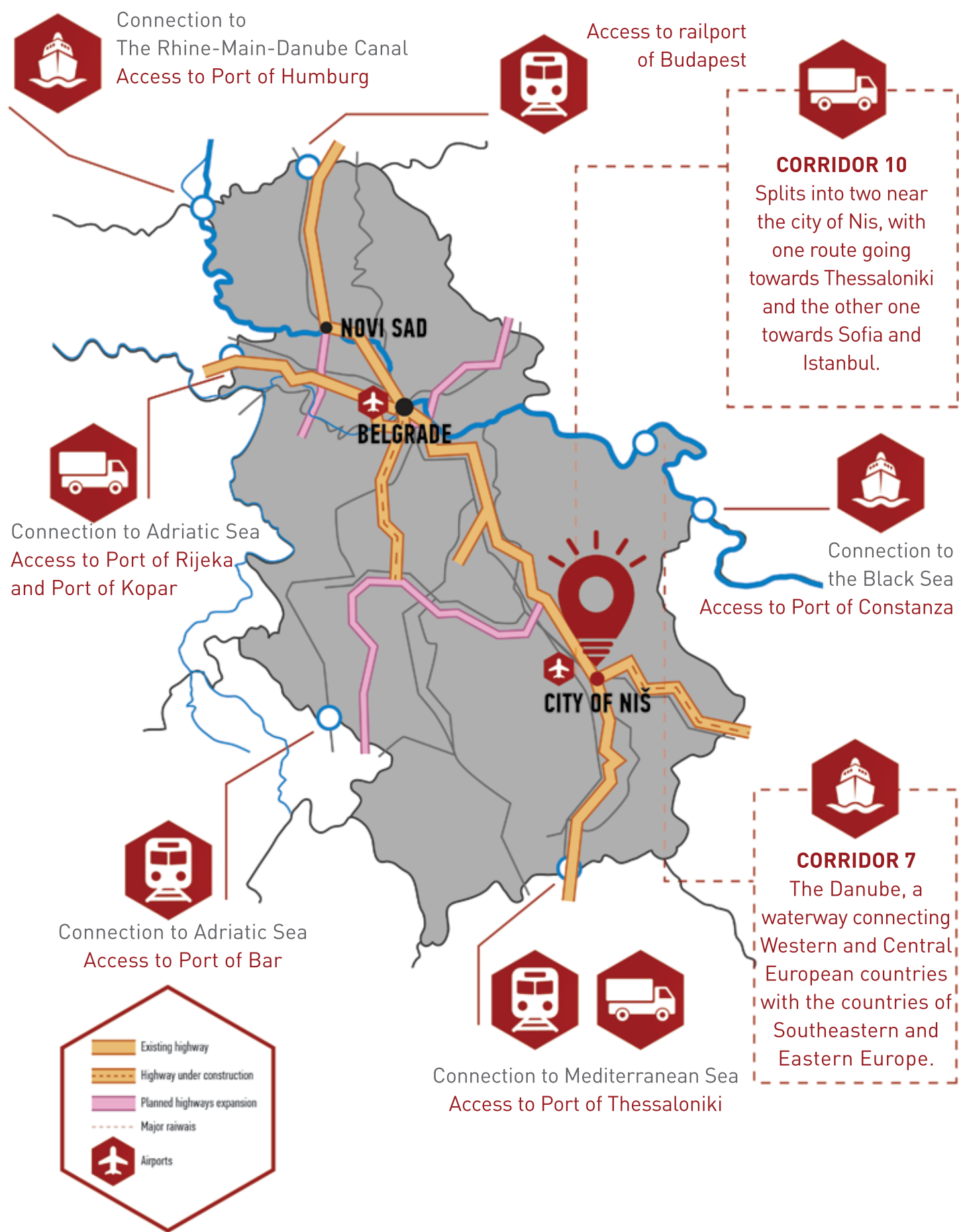
The complete air traffic takes place through the second largest airport in Serbia, Constantine the Great, which is located in a zone with extremely favorable weather conditions all year round.



Niš is also considered a crossroads from which the roads fork to the ports: Thessaloniki on the Aegean, Durres on the Adriatic and Varna on the Black Sea.



COMMUNICATION/EUROPEAN CROSSROADS



COMMUNICATION/EUROPEAN CROSSROADS

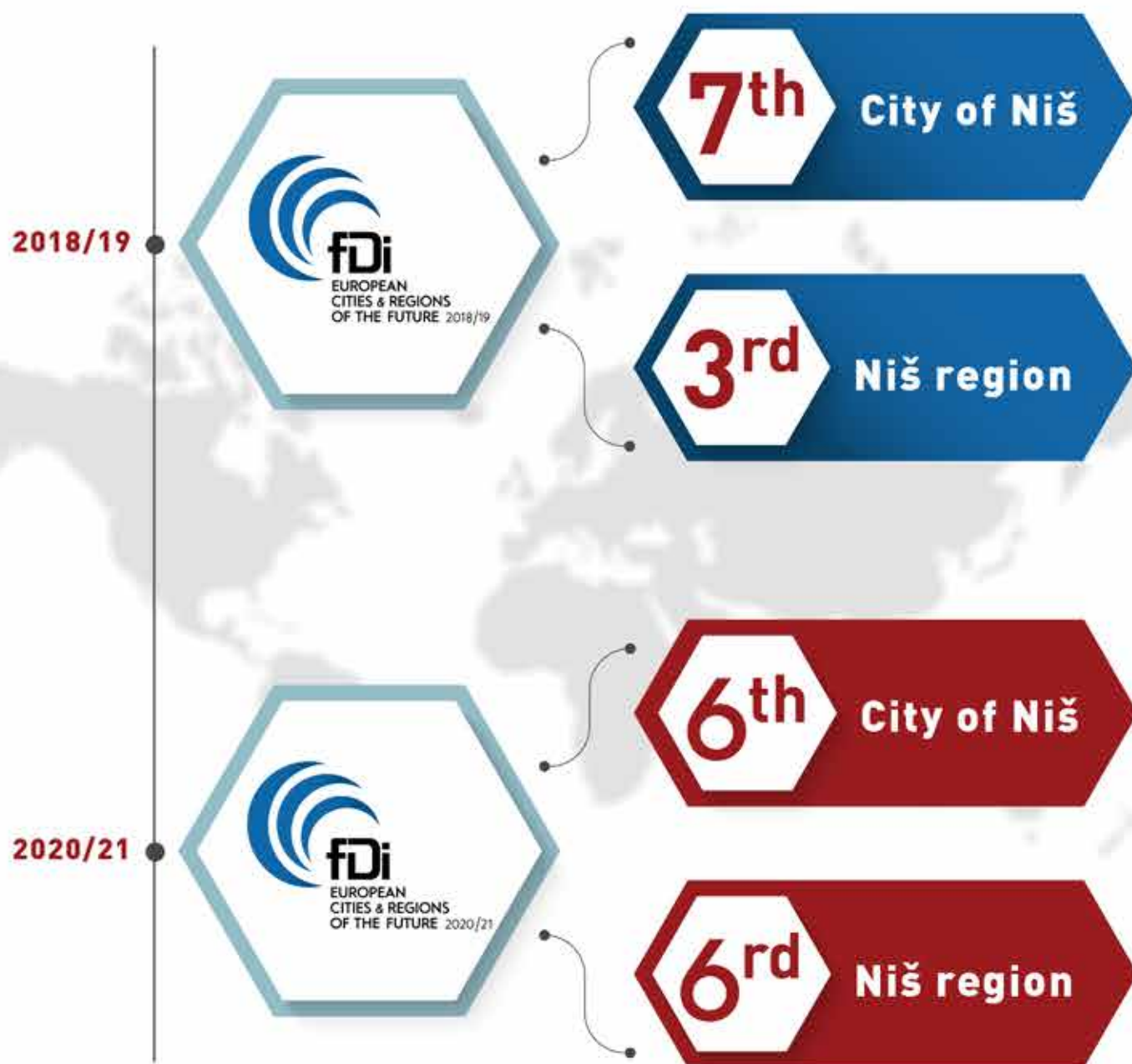
- City of Niš and Niš region is located on southeast of Serbia
- Serbian 3rd largest city, developing as engineering, technological and manufacturing hub of South Serbia
- Educational center with State University and 50,000 students on 14 faculties and 28 secondary schools with 30,000 pupils
- Potentials and market availability with a population of 1,6 million in Southern and Eastern Serbia, in NUTS2 region level
- Center of European region with the population of 6 million, with 80 Municipalities in Serbia, Bulgaria and Northern Macedonia
- Center of the Nišava Administrative District with district level state institutions, with 400,000 inhabitants



REGION OF THE FUTURE

Two years in a row, the City of Niš, as the center of the Southeast Serbia region proudly bears the title of the CITY OF THE FUTURE and the REGION OF THE FUTURE.

The prestigious magazine Financial Times fDi ranked Niš as 5th among small European cities of the future 2020/2021 on the ranking list of financial, economic and business potentials of cities and regions of Europe. In comparison to the period 2018/2019, the City of Niš advanced two places to the top.



REASONS TO INVEST

The attractiveness of the locations, the logistics advantages, the availability of qualified work force on the labor market and the business-friendly city administration are just some of the reasons why the companies should invest in Niš.



Smart, dynamic, vivid and developing city

- Human resources - the quality of intellectual capital in Niš is based on an education system that provides highly educated people who learn quickly, are highly language proficient and know how to use the latest advanced / information technologies
- University of Niš consists of 14 faculties, five gymnasiums and many different vocational high schools, as well as the Academy of Vocational Studies.
- Geographical position and accessibility to important road and railway corridors, air and water transport (Constantine the Great Airport and easy access to the ports of Varna, Thessaloniki and Durres)
- Science and Technology Park Niš
- A smart city at an early stage of development with an open concept of governance at the local level
- The city with the greatest prospects for investment, economic development and business expansion, recognized and awarded by fDi magazine, in the category of FDI attracting among the cities with up to 500 000 inhabitants
- A city in economic expansion, with 3 718 active companies and 9 513 active entrepreneurs
- A city where 1 500 startup companies open every year
- Available co-working spaces for the implementation of new ideas
- The total trade exchange of Niš companies is € 10.23 billion, and the value of exports is € 4.9 billion
- New foreign investments worth € 250 000 000 completed
- 3 000 new jobs created in foreign companies

PRIORITY GOALS IN THE DEVELOPMENT OF THE CITY IN THE PERIOD TO COME

- Positioning of the city as the advanced technology hub and the Science and Technology Park Niš as a center for improving the business and business environment for the development of existing and opening of the new companies in the city.
- Improving the quality of life and standard of living of our fellow citizens, with special emphasis on young people.
- Protection and improvement of the environment, as part of the vision of the local community sustainable development.



INVESTMENT SITES



**POSSIBLE
BROWNFIELD LOCATION**



**POSSIBLE
GREENFIELD LOCATION**

With its strategic position, within Serbia and the Balkans, Niš offers exceptional opportunities for industrial and logistical development. Many investment incentives contribute to the attractiveness of investment sites in Niš - lower labor force and production costs, new transport infrastructure, competitive operating costs.

Greenfield and brownfield investment locations in Niš are distributed at 38 places, on a land area of 100 ha. Some of these locations abound in quality facilities can be put into operation quickly and with minimal investment. Also, all locations are well connected by local roads and have easy and quick access to the highway or railway junction.

The ownership structure of the land is different, so some plots are either private owned or owned by the city or the Republic of Serbia.

The characteristic of this land is that it is located in a unique database, created by the Office for Local Economic Development, which provides professional support to the investor in all stages of the realization of an investment.

COMPETITIVE OPERATING COSTS / COMPETITIVE BUSINESS COSTS

One of the advantages the city of Niš offers to potential investors are competitive business costs. In accordance with the needs of investors, Niš utility companies efficiently provide services such as:



GAS

0,92 EUR/m³



WATER

0,17 EUR/m³



ELECTRICITY

0,067 EUR/kwh



SEWAGE

0,23 EUR/m³

INDUSTRIAL HERITAGE AND INDUSTRY TODAY

Since 1948 Niš has been a leader in industrial production. In the eighties of the last century, more than 28 000 people worked in the electronic industry, and goods worth more than 600 million dollars were exported annually. The Electronic Industry of Niš was well known for the production of small household appliances, air conditioners, medical and acoustic equipment, printed circuit boards, electronic elements for machines, etc.

More than 200 companies in the field of advanced technologies, with more than 4 000 workers operating in Niš today believe that Niš has a great opportunity to bear a title - the city of advanced technologies. Apart from a large number of companies, the chance to return to a prestigious place in the field of IT is reflected in the prestigious faculties - Electronic and Mechanical, which every year educate a large number of good quality, capable and above all professional people.



CITY OF NIŠ, EXCELLENT INVESTMENT IDEA



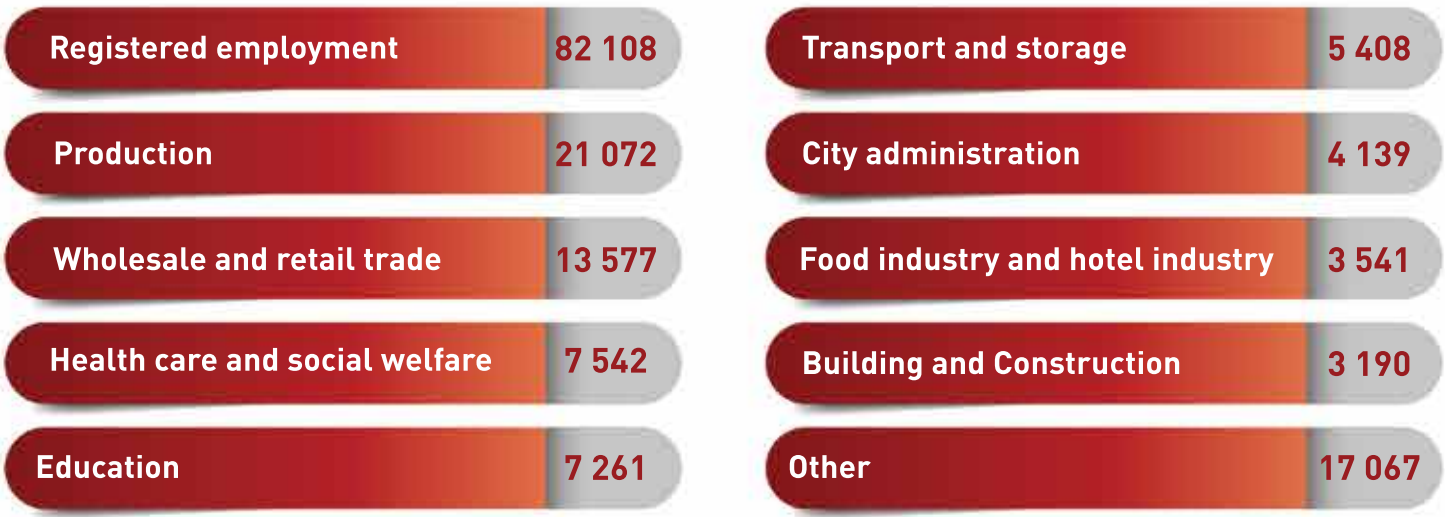
Number of
Active Companies



Number of
Active Entrepreneurs

The most important industrial sectors that are developing dynamically today in Niš and the Niš region are:

- **Electronic** industry with more than **200** companies and about **5 000** employees
- **Automotive** industry with **7** companies and about **7 000** employees
- **Textile** industry with two foreign companies employing close to **2 000** people
- **Tobacco** industry with one company employing about **1 000** workers



Working Age Population
(est. 2017)




The city of Niš and the Nišava District are the fastest growing areas in Southern Serbia. The City of Niš stands out due to the fact that its population is one of the youngest, accommodates 14 faculties of the University of Niš with comprehensive public research institutes, and many other private universities with related faculties, as well as more than 50 high schools.

Out of almost 200 000 of working age population, at least 25 % have a university degree. The city is also recognizable by its modern approach to start-up businesses, i.e. establishment of the start-up companies. There are numerous co-working spaces that young companies in their initial phase can use, while the opening of the Science and Technology Park Niš provides even more opportunities for young companies to implement their innovative and other ideas.




The best employers in the Nišava District



Tobacco industry, USA 1000 employees

Automotive industry, South Korea, 700 planned / 300 employees






Automotive industry, Hong Kong, 1562 planned / 3400 employees


Automotive industry, Germany, 1600 planned / 2200 employees






Automotive industry, Germany, 1.500 employees (Aleksinac Municipality, 30 km away)


Pharmaceutical industry, 400 employees (Leskovac, 45 km away)






Electronics, lighting, Austria, (403 / 1100)


Automotive industry, South Korea, 2300 planned / 1500 employees






Textile industry, Italy, 2100 planned / 2000 employees


Textile, Turkey, 700 planned / 2000 employees






Automotive electrical sector industry, Philippines, (100 / 1250) employees

Automotive industry, Germany, 2.500 + 2.000 employees (Prokuplje Municipality, 30 km away and Doljevac Municipality, 15 km away)





Textile industry, Germany, 600 employees (Leskovac, 45 km away)



ONE SPOT SUPPORT TO YOUR INVESTMENT

The City of Niš is on the verge of adopting a seven-year Development Plan, which will define the key strategic development directions of Niš within this period, with clearly divided roles, as well as a strict monitoring system. Comprehensive, long-term city development plan will enable continuation of successful investments in the period to come, as well as sustainable development of the city with special stress on human resources, infrastructure, sustainable economic growth and development of institutional capacities.

Operational efficiency and high quality standards are evidenced by the successful investments made so far. It takes no more than approx. 12 months from the moment of signing the Memorandum of Understanding to the commencement of the company's operations, best proving the efficiency and quality of services provided to investors.

11 months for the implementation of the Yura Corporation greenfield investment

9 months for the implementation of Shinwon's greenfield investment

10 months for the implementation of the Johnson Electric greenfield investment – phase I

10 months for the implementation of the Johnson Electric greenfield investment- phase II

12 months for the implementation of Leoni greenfield investment - phase I

12 + 9 months for the implementation of Leoni greenfield investment - phase II

10 + 14 months for the implementation of the IMI Europe greenfield investment

16 months for the implementation of the Zumtobel Group greenfield investment

ONE SPOT SUPPORT TO YOUR INVESTMENT

The professional team of the City of Niš Office for Local Economic Development (OLED) is on the first line to assist the new investors or those already doing business in Niš.

This team provides all the information relevant to the planning and implementation of the investment, manages the process of its implementation, coordinates the necessary construction processes with the City Administration and the public utility companies. The objective of these services is to provide the efficient support to investors and timely and fast flow of administrative procedures. The OLEDs team updates and manages databases, which are extremely important in all phases of resource planning and investment implementation.



COMMON COMMUNITY DEVELOPMENT

FDIs brought several global companies to Niš with total investments worth over 800 million euros. These companies have created, in 5 key sectors, more than 10 000 new jobs.

New members of the business community in Niš are building their businesses, while also helping community development.

“Our decision (to invest in Serbia) was based on a high confidence to find a very motivated and skilled workforce, to have optimal logistics conditions from and to the other European countries, to develop an intense cooperation with technical high schools and universities and to build a strong partnership with the national and local authorities.”

Mr. Laurent Cardon, General Manager Operations Europe, Johnson Electric



COMMON COMMUNITY DEVELOPMENT

“Leoni has chosen Niš as the location for its third factory in Serbia for several reasons. One of the most important is the large free labor market, which is necessary for the realization of production activities. Additionally, the city of Niš and all relevant city institutions have given us great extraordinary support. I am personally more than satisfied and happy that Leoni has chosen Nis. That was the best decision!”

Mr. Klemens Saks, General Manager of LEONI Wiring Systems Southeast d.o.o

“When we considered the continuation and expansion of our business in Serbia, we immediately chose Niš. As you know, we have a factory in Prokuplje, with the same production program that we intended to do here in a new factory. In addition, this is a great place to invest because we already have relationships here, and road connectivity is something that is very important from the point of view of our logistics. The supply of manpower was of great importance to us as we were able to find the required number of workers here for our factory. I want to emphasize that from the very beginning we had the full support of the City of Niš and all competent institutions, above all the Office for Local Economic Development and Projects. There was no obstacle that would slow us down or affect our decision to build a third factory in Serbia right here in Niš.”

Clemens Sachs, Managing Director of LEONI SERBIA

“The decision of the Benetton-Olimpias Group to invest in Serbia and the City of Niš was made in belief that we will find the right staff here, excellent logistical conditions and an optimal geographical location and that we will develop a strong partnership at national and local level. Our expectations have largely been fulfilled, as evidenced by our many years of presence. We would like to thank the local authorities and representatives of the Office for Local and Economic Development, who support us in the implementation of our business plans. We welcome an active policy of developing the economy and attracting foreign investment, so that we can take advantage of all the potentials and benefits of doing business in the Nišava district, which have attracted us and made us stay for many years in this city, because Niš is our city, too!”

Graziano Cancian, Operations Manager of Olimpias Group

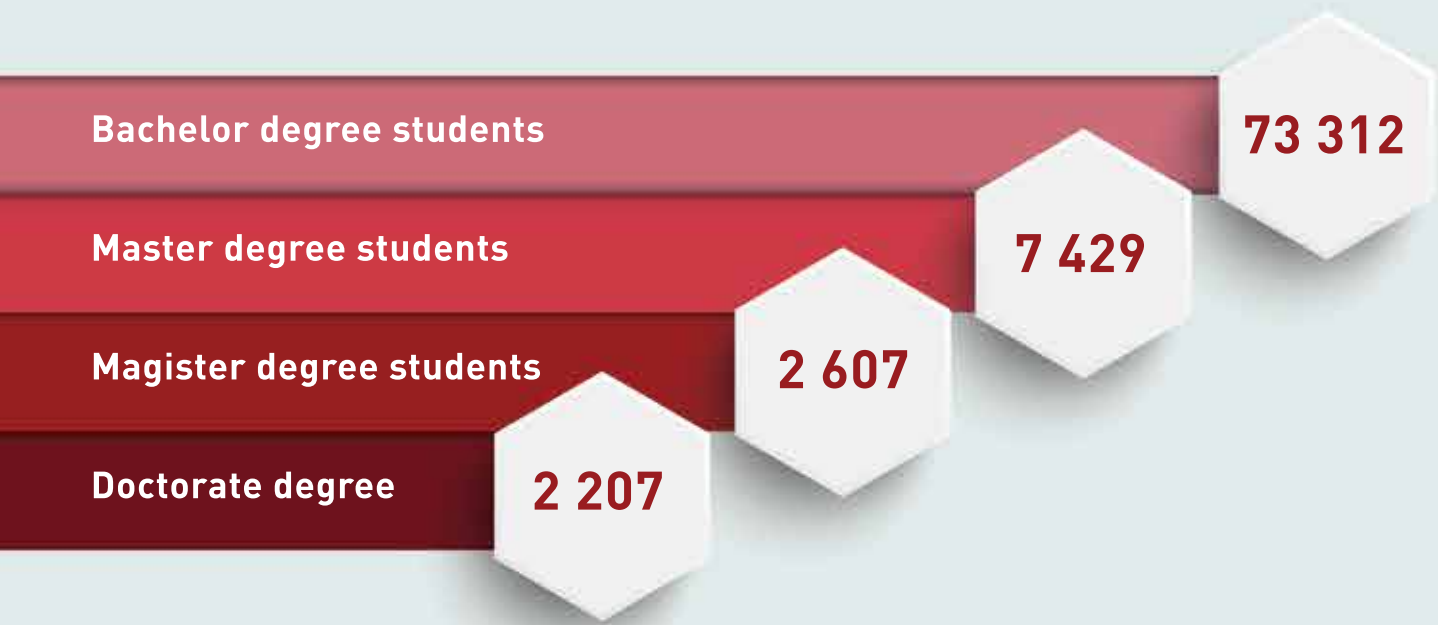


PILLARS OF OUR CITY DEVELOPMENT

- 1 Knowledge and human resources
- 2 Open local community for all
- 3 Natural resources

The quality of intellectual capacity in Niš is based on the education system that provides highly educated people in almost all areas and especially highly educated staff in the field of technical sciences and computer technologies. Among the 19 high schools, there are also 5 technical schools (electronics, IT and mechanical), food production, economics and trade. In the last 10 years, around 3 000 students have finished primary school and 4 000 finished higher education.

Since the founding of the University of Niš, more than half a century ago it produced:



The University of Nis is included in the common European educational space in accordance with the highest standards of quality of educational, scientific research and professional work and can be compared with foreign higher education institutions of the highest rank.

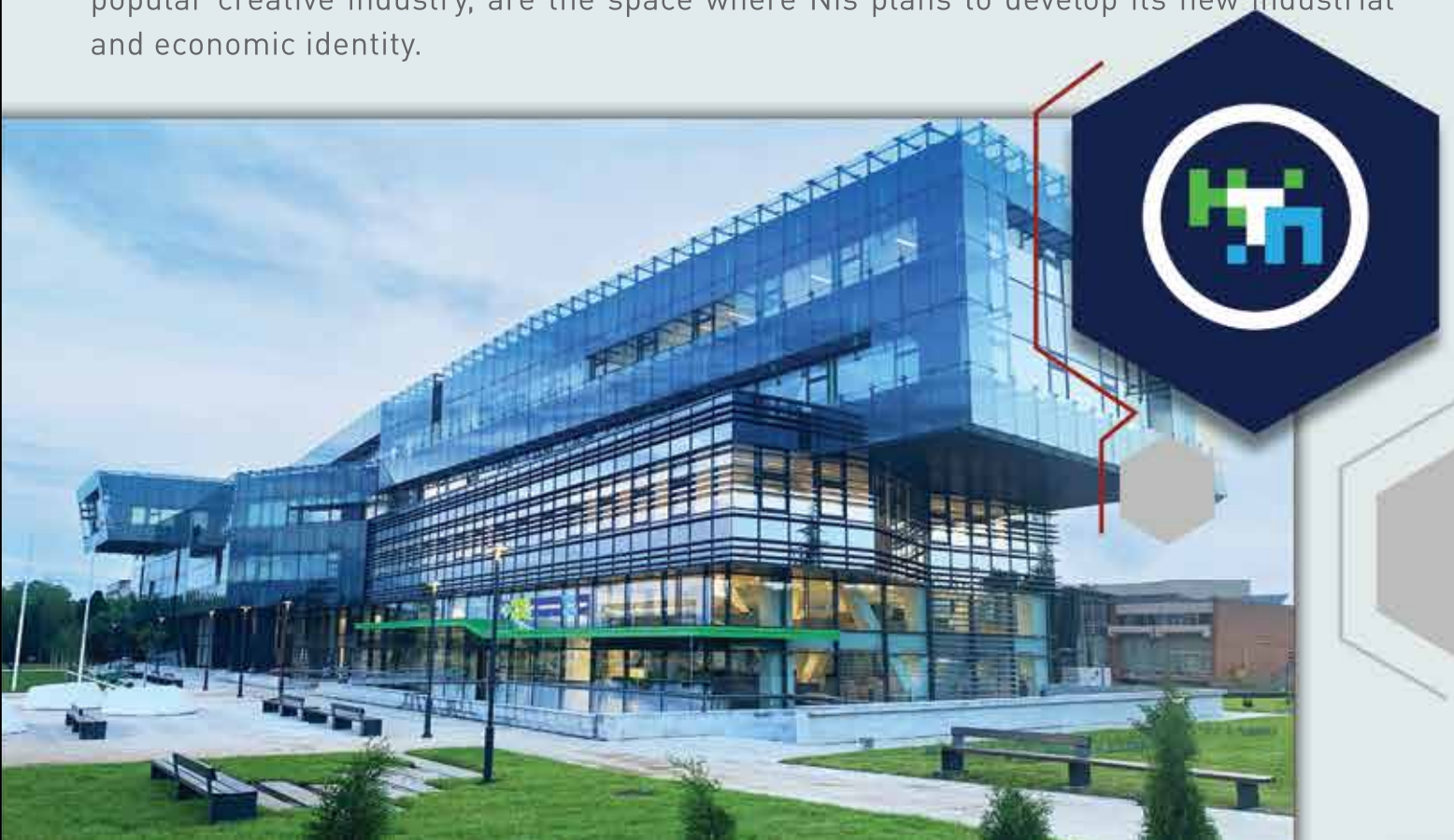
The university of Niš comprising 14 faculties represents a strong intellectual basis for the development and establishment of partnerships with important business entities and LSG, as well as with international institutions. All faculties of the University of Niš perform scientific research in the field of basic, applied and development research, and all faculties of the University are the organizers of numerous scientific conferences at the national level and conferences with international participation. The University of Niš, either through its faculties or directly, is engaged in bilateral and multilateral cooperation with many scientific and educational institutions and associations in the country and abroad.

PILLARS OF OUR CITY DEVELOPMENT

Along with the existing Startup Center, opened in 2017, the Science and Technology Park that opened its door in June 2020 to its tenants and a multi-purpose laboratory extension block within the Faculty of Electronics, all the necessary conditions are being created for the former city of electronics to regain its title and become a center of advanced technology in our country. The City of Niš has strategically opted for the dynamic development of the IT sector and the establishment of an innovative ecosystem.

With the establishment of the Science and Technology Park in Niš, after decades of fighting for such a technology park to be created in our city, the City of Niš will achieve a self-sustainable system of development of highly innovative science and technology small and medium companies, along with the strengthening of the regional knowledge-based economy. Also, what is expected is the creation of an innovative scientific and technological base that will provide companies not only with quality space and communication services, but also with consulting and support services for prototype development. At the same time, we expect that the conditions for maturing and training of researchers from the University in the field of business skills will be significantly improved, which will additionally affect the improvement of the education system, the improvement of teaching curriculum, knowledge transfer methods and encouraging innovative and entrepreneurial spirit.

With the construction of the STP, the City gained the opportunity to establish companies based on innovations derived from scientific research. Artificial intelligence, robotics, automation and the application of other cutting-edge technologies, but also the increasingly popular creative industry, are the space where Niš plans to develop its new industrial and economic identity.



QUALITY OF LIFE



One of the oldest cities in the Balkans and Europe, Niš has in recent years become an increasingly common destination for foreign and domestic tourists who want to enjoy all the beauties that the city can offer. Modern and European on the one hand, and a city with a long and rich history and tradition, on the other, Niš has something to offer not only to all those who visit it, but also to its citizens.

The birthplace of the Roman emperor, protector of Christianity, great statesman and warrior, Constantine the Great, Niš occupies an important place in world history and proudly bears the title "Great place of world history". Fortress of Niš, one of the most recognizable symbols of the city built on the bank of the Nišava river, is a cultural asset of great importance and is one of the oldest and the most valuable monuments of the City of Niš. The unique monument in the world - Skull Tower, is an unavoidable destination for everyone who wants to get to know Niš better.



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QUALITY OF LIFE

The tower made of the skulls of killed Serbian freedom fighters cannot leave anyone indifferent. Mediana, Bubanj, Concentration Camp „12 februar“, are all witnesses of the history of this city, and are part of the National Museum, which today has in its funds about 40 000 museum artifacts, two memorial collections and a library with over 10 000 books.

Niš is a city that loves and celebrates folklore, tradition and culture not only of Serbian, but also other nations living in the city. It also likes to get to know the tradition and culture that artists from various parts of the world bring to us from year to year. The Student Cultural Center Niš and the Academic Folklore Ensemble "Oro" have been hosting the International Folklore Festival for years, which gathers folklorists from different meridians in Niš, who, in addition to the dances of their region, also present interesting folk costumes.



Cultural events

Niš is also one of the first cities to start the history of Serbian theater. The National Theater was founded back in 1887, and the Nis Puppet Theater, which started operating back in 1958, is the only professional puppet theater in this part of Serbia. The Gallery of Contemporary Fine Arts, a cultural institution of national importance, has had nearly 1 200 exhibitions over a period of 40 years and successfully preserves the rich artistic treasures of Niš and promotes modern trends in fine arts.

No less important are the numerous festivals that enrich the life of the city during the summer months: the Festival of Actors' Achievements-Film Encounters, founded in 1966, is one of the oldest film festivals in the region; Nishville, an international jazz festival and event of national importance, has been gathering jazz fans from all over the world for 25 years; International choir festivities, Nisomnia, Art Colony Sićevo. Niš is the right place for those who want adventure and enjoy extreme sports offering them to enjoy rafting on the Nišava river or a panoramic paragliding flight, shoot at the shooting range in Malča, etc.



Natural resources

Nature was generous to the city, and the citizens of Niš have used it in the best possible way while enjoying in the beautiful landscapes and untouched nature. Niška Banja, a tourist place with healing hot springs is an integral part of Niš, as well as the Cerjanska Cave near the city, gorge of Sićevo and Jelašnica, the Hill of Kamenica and the Hill of Čegar, are just some of the destinations that make the tourist offer of the city more interesting, but also improve the quality of life in Niš.

In the Niš vicinity, only 80 km away, is located the ski resort Stara planina.



Cerjanska pećina



Niška Banja

Sićevo



The Office for Local Economic Development was established on February 26, 2009, with the technical and professional assistance of the USAID MEGA project and the Danish LEDIB program, as a separate department within the Mayor's Office. It was the 26th LED office formed in Serbia. It operated in this form until the end of 2016, when, with the amendments to the Statute of the City of Niš, and in accordance with the Law on Investments, the Office for Local Economic Development was formed as a separate organizational unit of the City of Niš. The decision on the Office for Local Economic Development, adopted on April 28, 2017, regulated the scope of work of the Office and its internal organization. The decision from December 2020 changed the name of the Office to the Office for Local Economic Development, and its scope of work was expanded by merging parts of the former Secretariats for Investments and Economy.

Since the establishment, an important principle in the work of the Office for Local Economic Development has been the application of the highest professional business standards. The Office consists of a well-coordinated, professional team of 49 professionals, dedicated to the mission and goals of the Office.

The Office for Local Economic Development has participated in or managed the preparation or implementation of the most significant investment projects in the city such as: YURA Corporation, Shinwon, Olimpias Group, Johnson Electric, Leoni, Aster Textile, Integrated Micro Electronics, Zumtobel. Also, the Office managed the Science and Technology Park construction project, as well as the arrangement of the square in Niška Banja project, and also manages projects such as: construction of a WWTP, revitalization of the Niš Fortress, rehabilitation of the museum building at the archeological site Mediana and others.

With the realization of more than 20 investment projects, the number of unemployed people in Niš has been reduced by 12,000 in 10 years.

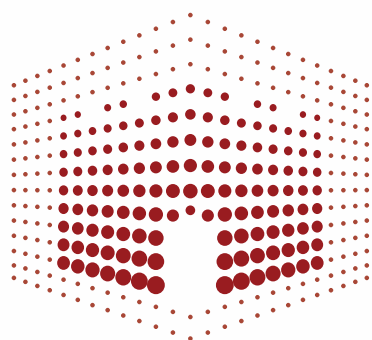


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