



INVEST IN VRANJE



Why Invest in Vranje?



WELCOME TO VRANJE!



83,524

Number of Inhabitants
(Census 2011)



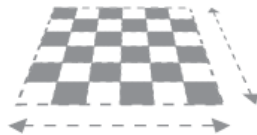
58,253

Working Age Population
(Census 2011)



6.204

Registered Unemployed
(November 2019)



860 km²

Area



893

Number of Business
Enterprises

2,429

Number of Entrepreneurs



357 €

Average Net Salary
(2018)

Vranje is an economic, administrative, cultural, health, educational, and sports center of the Pčinja district in which almost 160,000 people are living. At the same time City of Vranje is a city with great history and heritage. The first written trace of Vranje is from 1093.

CONNECTIVITY

Vranje accessibility:

- Motorway (A1): 1km
- Railway Corridor X: 1 km
- International Airports:
 - Skopje: 92 km
 - Niš: 119 km
 - Belgrade: 360 km

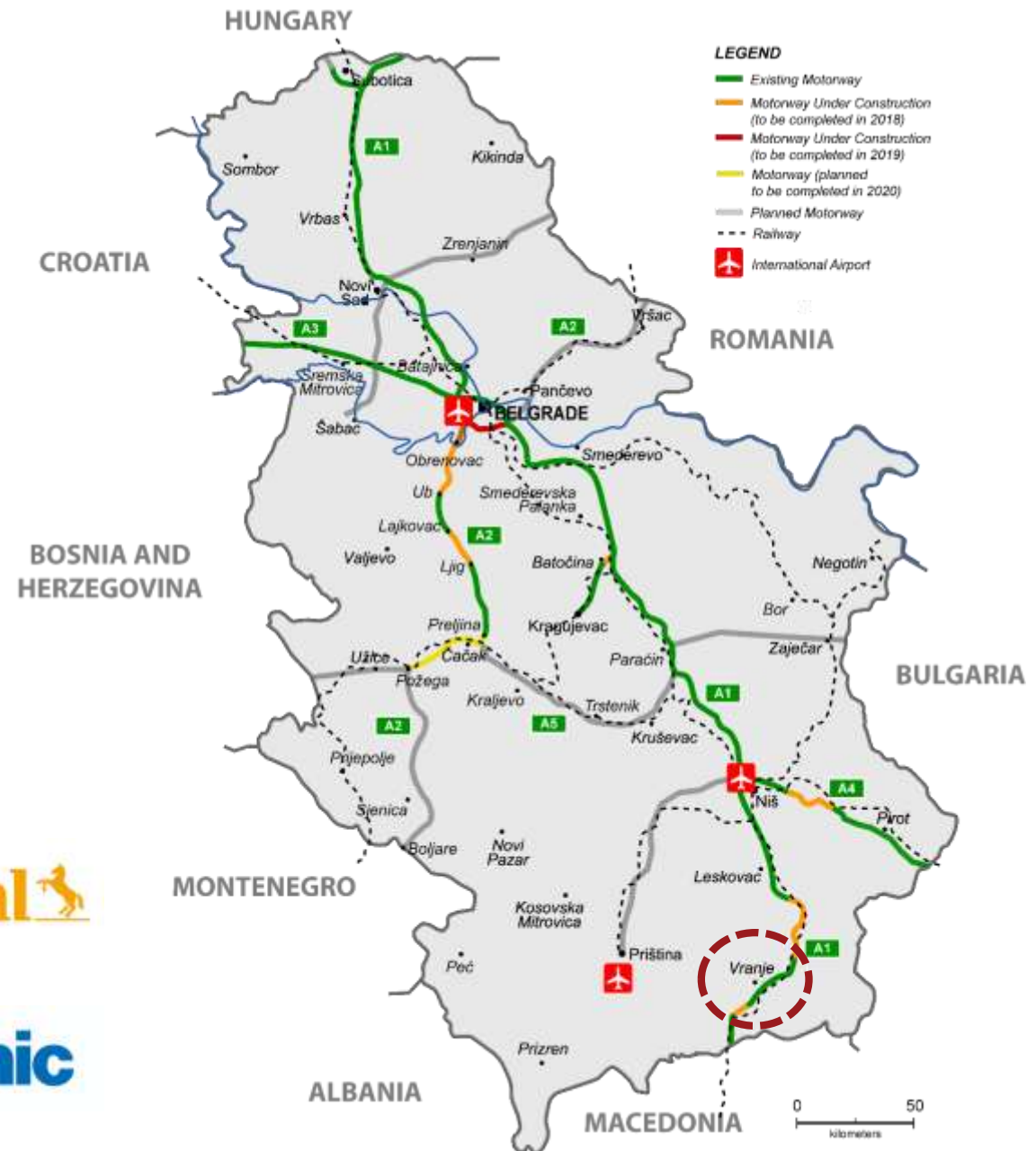
★ One of the 14 Free Zones in Serbia is located in Vranje.
Some of the companies in Serbian Free Zones:





SIEMENS



Panasonic

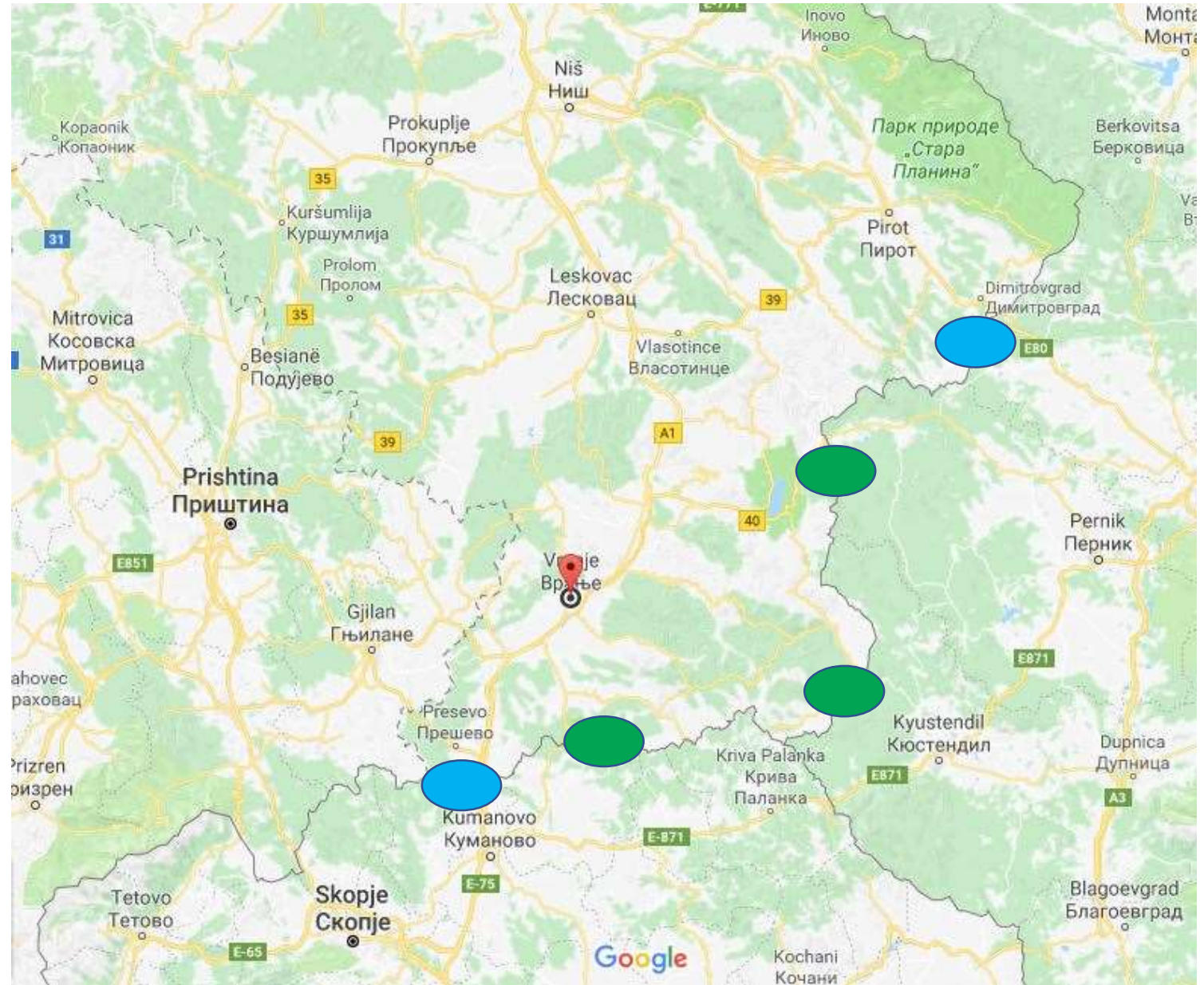


CONNECTIVITY

-  Border crossing
-  Border crossing with cargo terminal

Excellent strategic location:

- Cargo terminal Preševo (Serbia-Macedonia) is just 36 km away
- Cargo terminal Dimitrovgrad (Serbia-Bulgaria(EU)) is just 159 km away



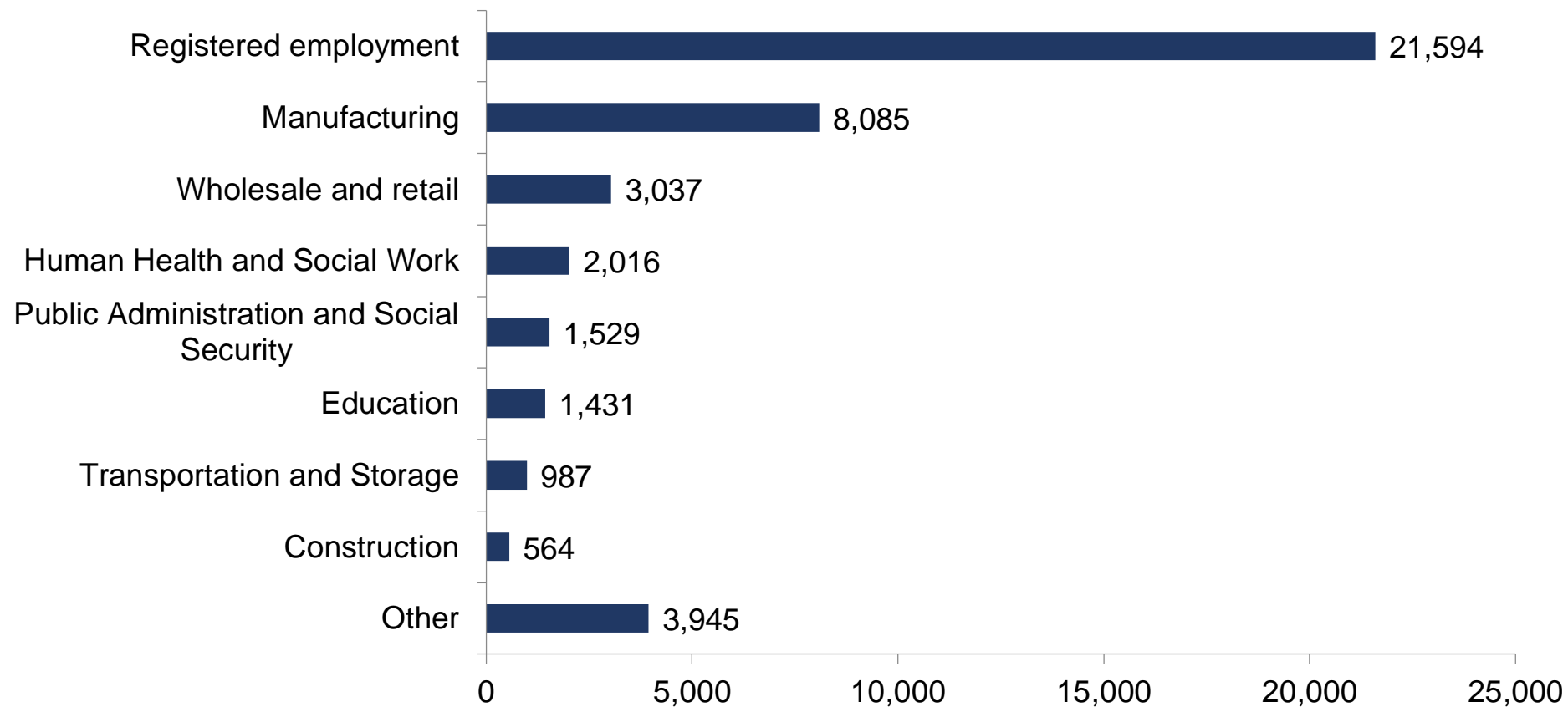
GREAT FDI POTENTIAL



- Financial Times's fDi Magazine has included Vranje on the list of European Cities and Regions of the Future 2018/19
- Among 110 candidates, Vranje places 6th on the list of top 10 European micro cities of the future by cost efficiency.
- Vranje also received Financial Times's fDi Magazine in previous period in category - strategy for attracting FDI's
- Ranking criteria used include region's economic potential, human capital, cost effectiveness, lifestyle and connectivity
- Achieved award by NALED – Vice champion of economic development

INDUSTRIAL HERITAGE

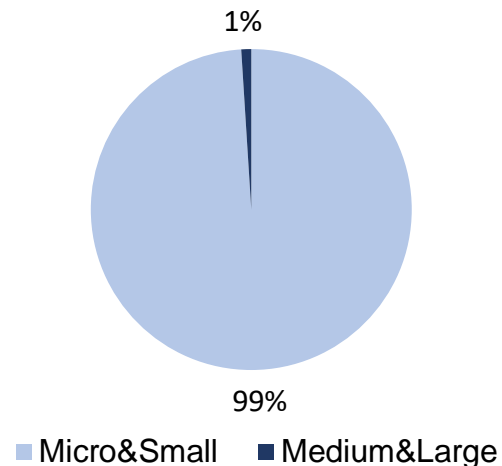
REGISTERED EMPLOYED, 2018 AVERAGE



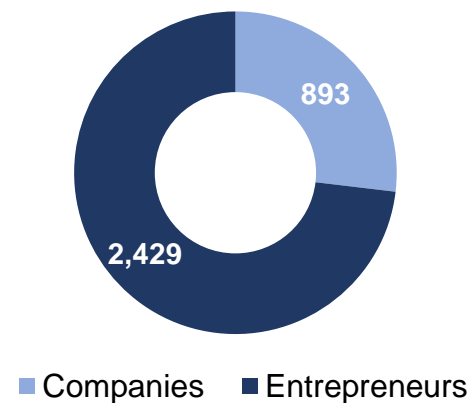
Source: Statistical Office of the Republic of Serbia; RAS classification

INDUSTRIAL HERITAGE

COMPANIES BY SIZE

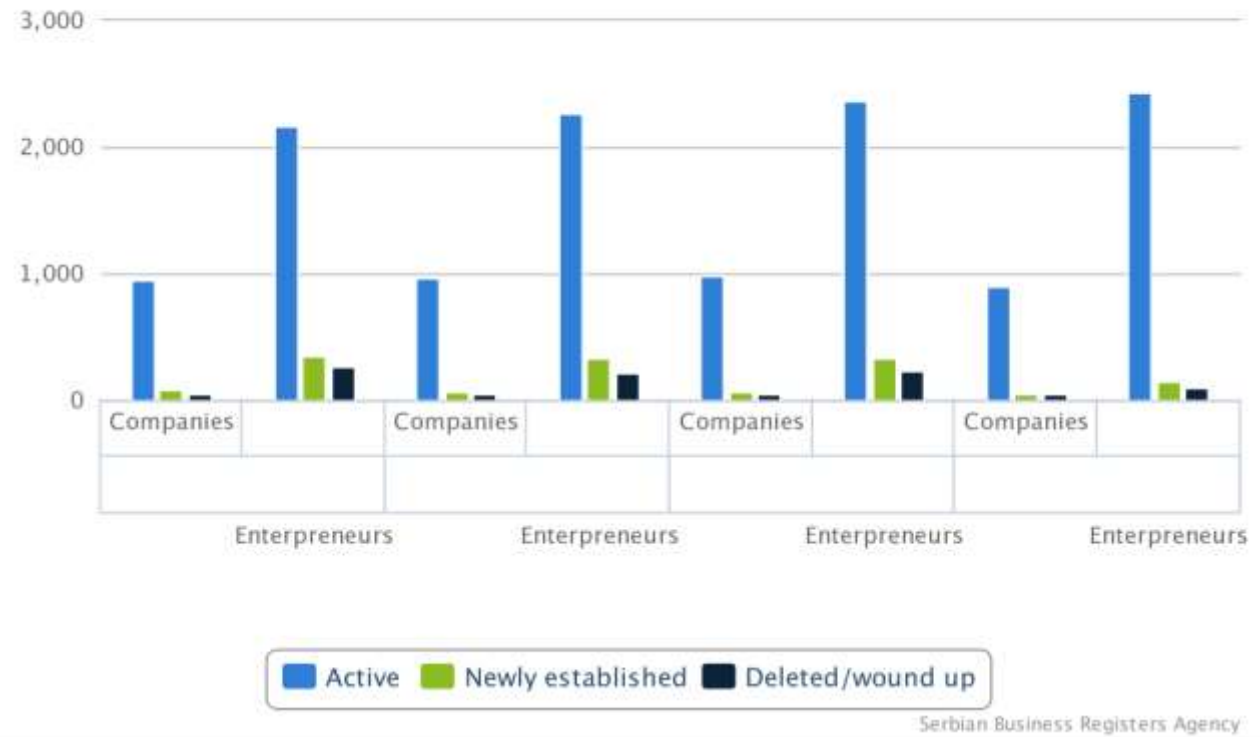


NUMBER OF COMPANIES VS ENTREPRENEURS



Source: Business Registers Agency (APR)

2. Number of companies and entrepreneurs, by year
Vranje (including municipality Vranjska Banja)



- Some of the most important domestic companies – Yumco (Textile company), SIMPO (Furniture producing), ALFA – PLAM (Stoves and heating devices), HIV Vranje
- Big international investors such as British American Tobacco, Geox, Ditre Italia, as well as DIVA DIVANI, Kenda Farben, KAVIM

AVAILABLE QUALIFIED LABOR FORCE

Secondary Schools	Main Study Programs	Students in Final Year of Studies	Total Enrolled Students
Technical school Vranje*	Electronics, transport and machinery	180	758
School of economics and trade**	Law and administration Economics – banking, insurance, trade, tourism and catering	185	852
Chemical – technological school*	Chemistry, wood and textile processing	105	402
Gymnasium “Bora Stankovic”	Natural Sciences studies Social Sciences studies	142	685
School of agriculture and veterinary*	Agriculture, Vet, Food Technician	49	258
Medical school	Pharmaceutical Technician, Nurse	125	502
TOTAL		786	3.457

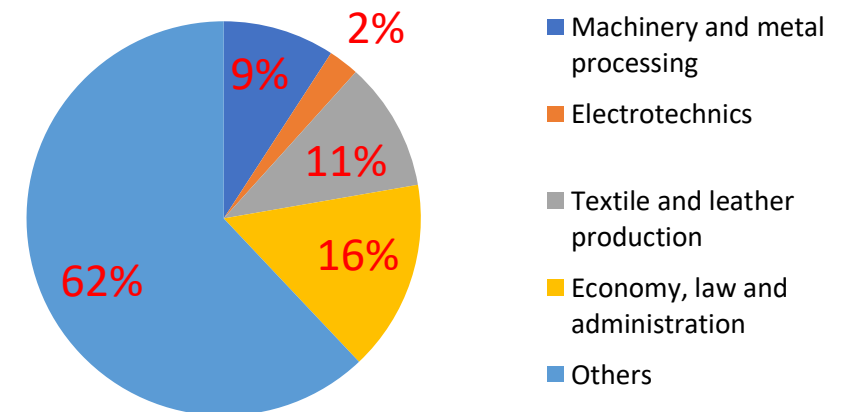
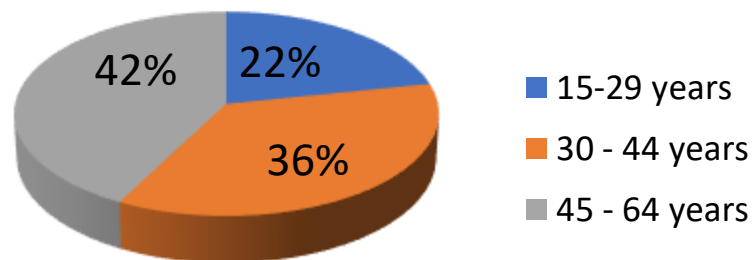
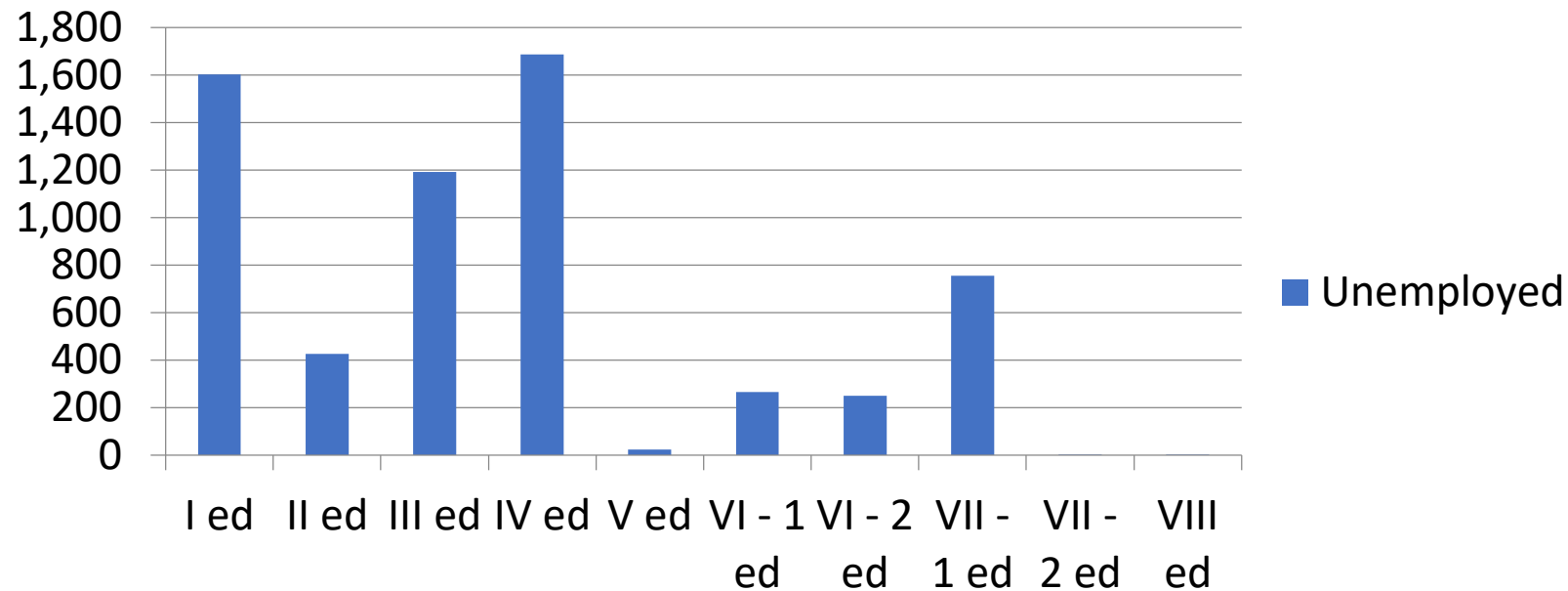
* These schools take part in the Dual Education Program

** Starting from the school year 2018/2019, this school have taken part in the Dual Education Program

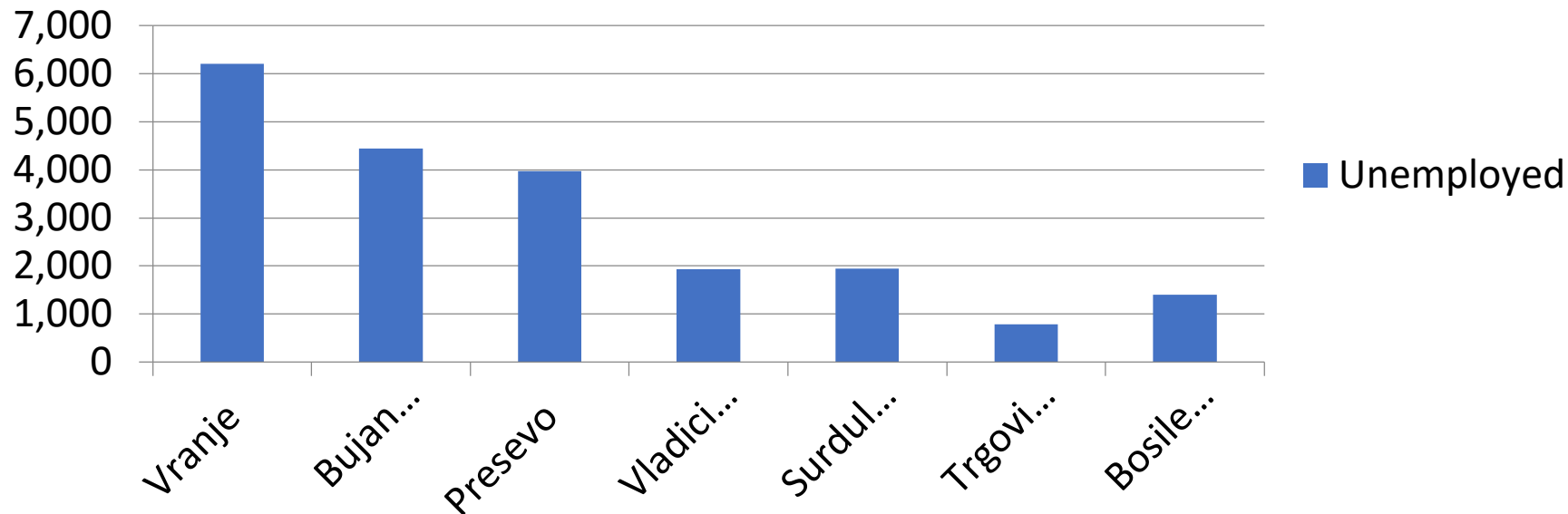
- **Technical college in Vranje** <https://www.visokaskola.edu.rs/sr/>, educating students in the following fields:
 - mechanical engineering, environmental protection, food processing, production economy, furniture production and designing, road transport, management

Source: City of Vranje

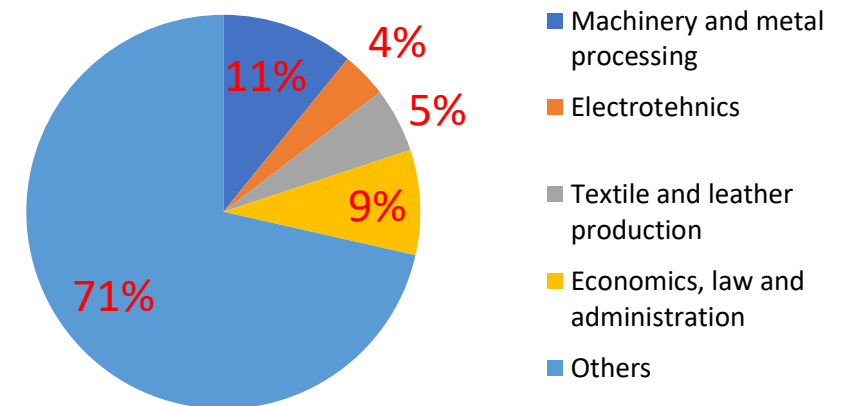
AVAILABLE QUALIFIED LABOR FORCE - VRANJE – 6.204



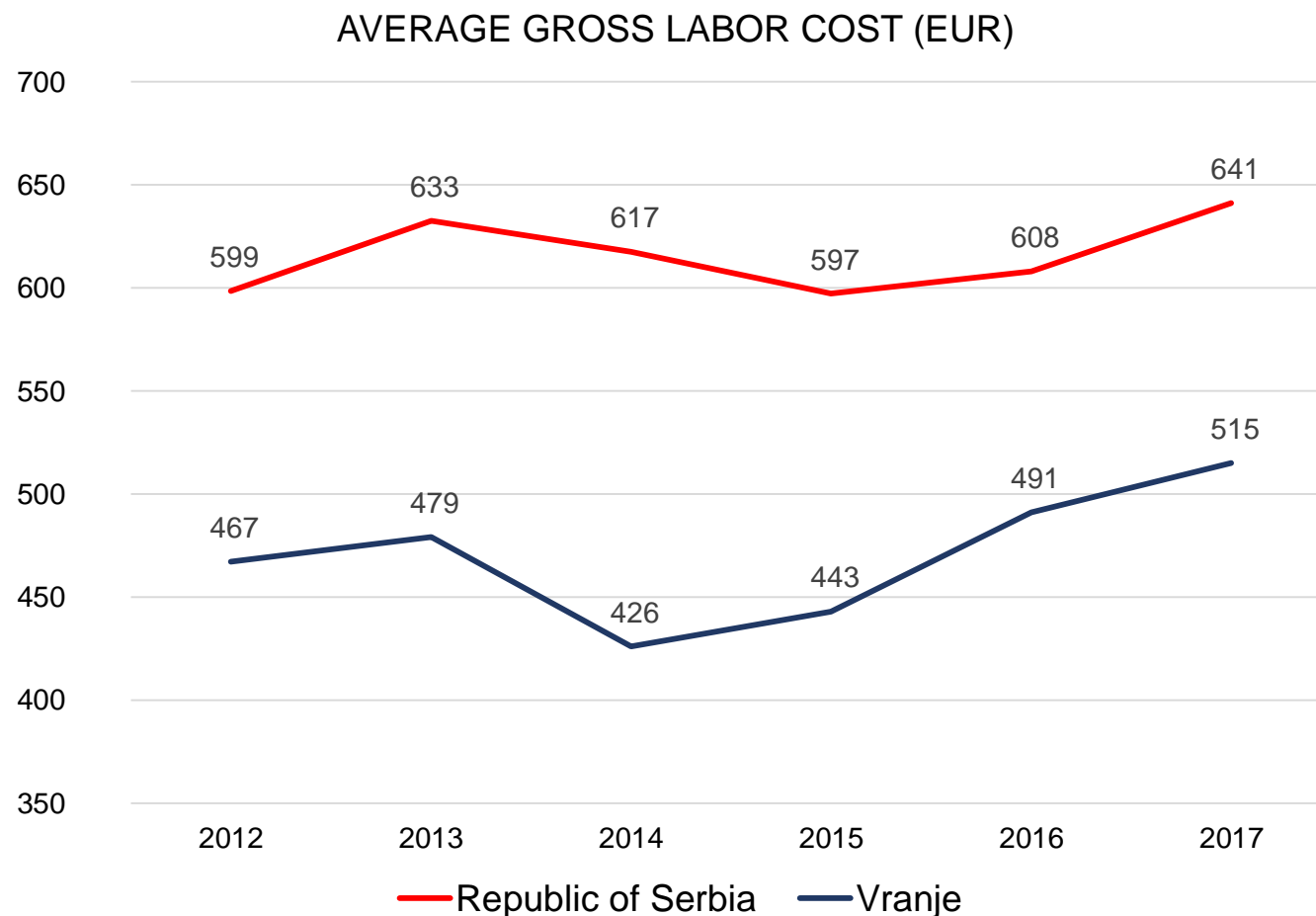
AVAILABLE QUALIFIED LABOR FORCE – PCINJA DISTRICT



- ***In Pcinja District, in November 2019, there were 20.684 unemployed at NES evidence***
- ***The closest municipality to Vranje is Bujanovac, 18 km away***
In City of Vranje, in November 2019 were 6.204 people at NES evidence



COMPETITIVE OPERATING COSTS – LABOR COST



Labor Cost, Vranje	Amount
Average Net Salary	313 €
Contributions and Taxes (Employee)	124 €
Contributions and Taxes (Employer)	78 €
Total Contributions	202 €
Average Gross Salary (Total Cost)	515 €

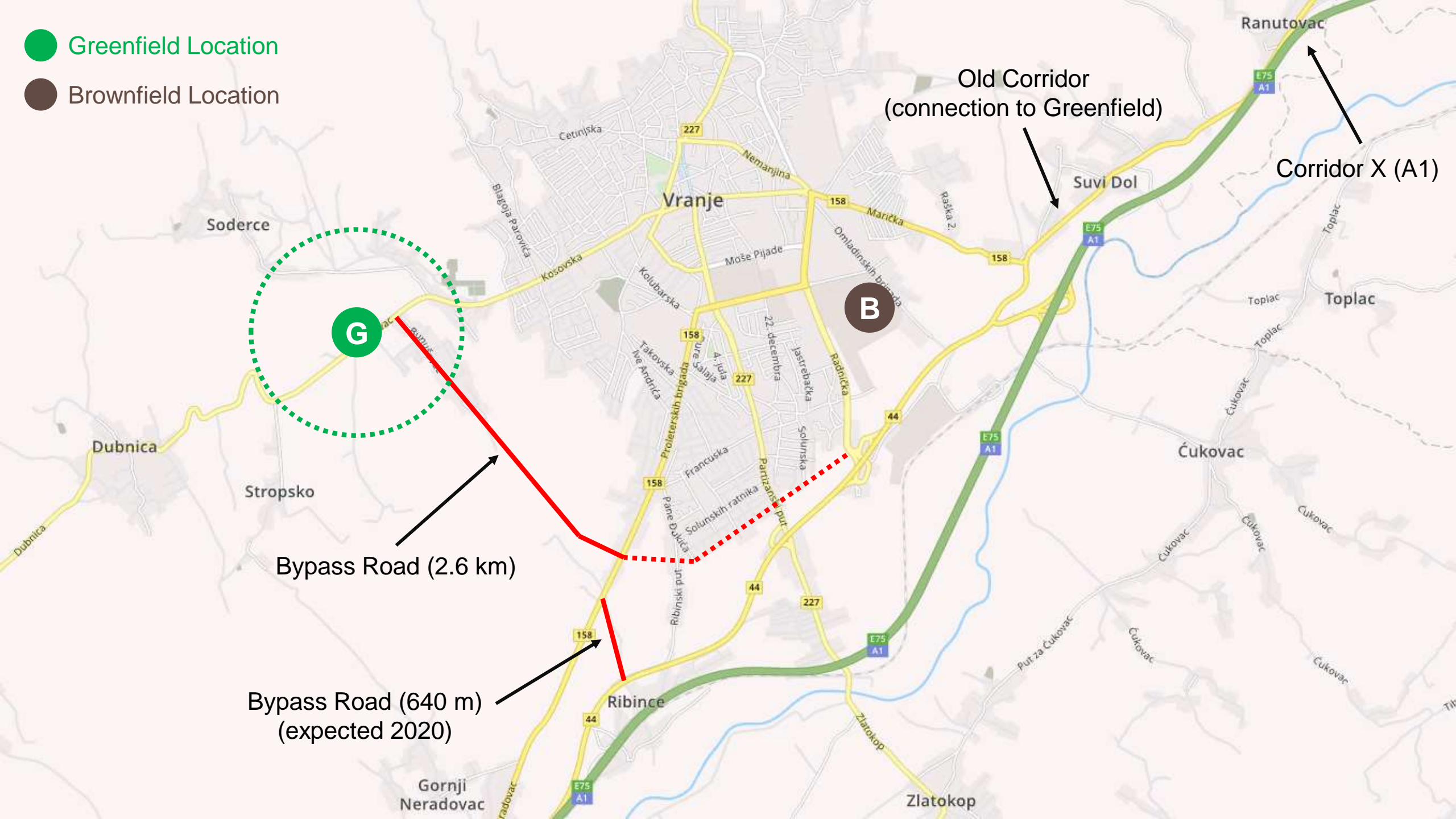
- According to Statistical Office of the Republic of Serbia, average net salary in City of Vranje in 2018 was 42.130rsd or app 357eur

<http://data.stat.gov.rs/Home/Result/2403040403?languageCode=sr-Cyrl>

“Ready to Go” Proposed Locations

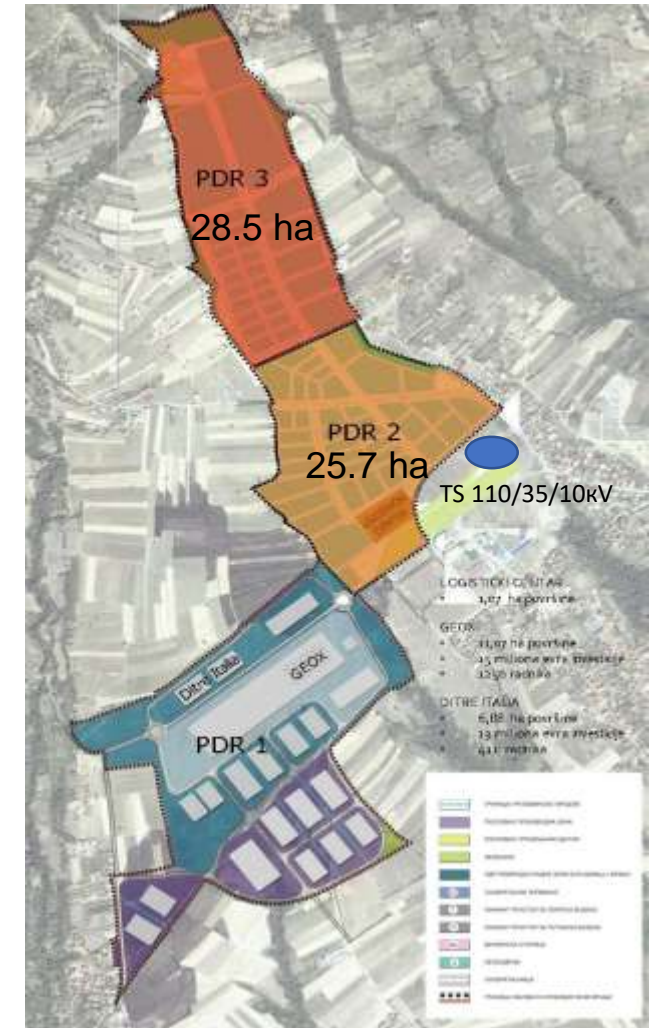
● Greenfield Location

● Brownfield Location



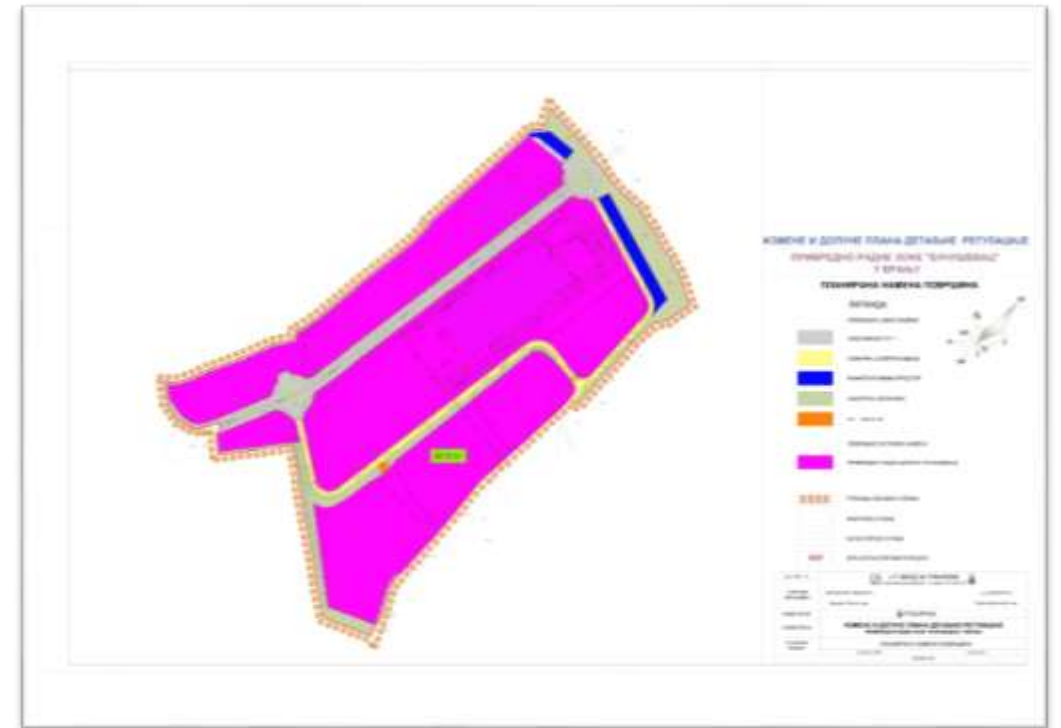
Greenfield Location

- Greenfield location covers the total area of app 110 ha
 - Location is within a **Free Zone regime**
 - 87 ha is regulated with planning documents and is available immediately
 - PDR 1 and PDR 2 are fully infrastructurally equipped
- Free zone is located 2 km from the city center and 5 km from the Corridor X motorway (A – CRO – SRB – MK – GR)
- Efficient local administration (one-stop-shop)
- Completion of a by-pass road, that will connect the zone directly to the motorway, is planned for Autumn 2018
- Investors currently operating in free zone: Ditre Italia S.p.A. and GEOX S.p.A
- Doing business in Free zone Vranje presumes whole range of custom, fiscal, financial, administration and logistic benefits



Greenfield Location pg. 2

- Detailed regulation plan Bunusevac covers the area of app 32 ha
- Infrastructural equipped
- Land price around 13 EUR/m²
- Access through By pass road



Greenfield Location pg. 2

- Detailed regulation plan Bunusevac 2 covers the area of app 25,7 ha
- Infrastructural equipped
- Land price around 13 EUR/m²
- Access through By pass road
- Forming of the cadastre lots of needed surface and disposition in accordance with investor's needs through parceling design

Location Information

Ownership	City of Vranje
Electricity	TS 110/35/10kV
Water	DN 225 -10 l/s
Sewer	DN 200



Brownfield Location

- Former facility of YUMCO (textile manufacturer), with around 48,000 m² of production space within **Free Zone regime**
- Site is composed of four facilities:
 - Facility 1 – 34,000 m²
 - Facility 2 – 10,500 m²
 - Facility 6 – 2,000 m²
 - Facility 7 – 1,700 m²

Location Information	
Ownership	Republic of Serbia
Electricity	Yes
Water	Yes
Sewer	Yes



INCENTIVES FOR INVESTORS

- Exemption of payment of construction land fee, local signage fee for the investors that employ new workers
- Local economic development office providing support to investor per “all in one place principle”
- Doing business in Free zone regime
- To attract investors that would create overall positive economic effects to the local community, Government of Serbia is offering a competitive incentive package and all the necessary administrative support, especially through Serbia Development Agency investment programs
- Local action employment plan measures such as workers training program funding/co-funding

TRAINING CENTRE FOR WORKFORCE TRAINING AND DEVELOPMENT

- Innovative institutional – technical model for workforce training and sustainable development in accordance with investors and market needs
- Training centre enables further development of educational system and long term workforce structure, with special emphasis on modernization and IT
- Location of the Training centre is in Free zone Vranje
- City of Vranje developed technical documentation and obtained all necessary permits for construction



CONCLUSION

- Vranje is a city with a strong industrial background creating opportunities and benefits for business in the manufacturing sector
- Large pool of high-quality unemployed people is present across all age groups and educational levels and represents a strong base for business to flourish
- Both greenfield and brownfield locations are available in the city that are “ready to go” from day one, allowing investors to start the project as soon as possible
- With all of the above, Vranje is one of the most attractive investment locations in Serbia that can absorb investment projects with ease

“Investment of the British American Tobacco in Vranje Tobacco Industry is our largest investment in Serbia. We have found that Vranje and Southern Serbia have development potential that will attract foreign investors. We prove that it is possible to operate in Vranje and be successful. We stress cooperativeness and competence of the local government, the positive reception in Vranje, expertise and enthusiasm of employees. We received great support for investment projects.”

Detlef Zimmermann, British American Tobacco (BAT)