

Regisseur Jonathan English: Serbien ist zu einem weitreichenden Filmziel geworden

Der Regisseur und Produzent Jonathan English hat in Serbien kürzlich die Dreharbeiten zur vierten Staffel der Serie „The Outpost“ abgeschlossen. J. English nutzt jede Gelegenheit, um seine serbischen Kollegen und Mitarbeiter mit denen er seit 2017 zusammenarbeitet sowie die bemerkenswerte Gastfreundschaft, die er in Serbien erlebt hat, zu loben.

Insbesondere betont er, dass durch den Ansporn und Unterstützung der serbischen Regierung, durch Filmprofis und ausgezeichnete Filmstudios innerhalb des PFI-Komplexes sowie der Unterstützung der Stadt Belgrad und des serbischen Filmverbandes (Film in Serbia), Serbien zu einem ernstzunehmenden Filmziel sowohl auf europäischer wie auch auf der globalen Bühne geworden ist.

In Bezug auf die Länder, in denen er tätig war, spricht J. English im Interview über die Vorteile der Filmindustrie in Serbien. Mehr zum Interview finden Sie hier:

<https://www.novosti.rs/kultura/vesti/985724/ekskluzivno-producent-dzonatan-inglis-srbiji-sam-nasao-ono-sto-holivud-izgubio>



Photo: N. Skenderija, „Večernje novosti“

Director Jonathan English: Serbia has become a far-reaching film destination

The director and producer Jonathan English completed recently the shooting of the fourth season of „The Outpost“ series in Serbia. He uses every opportunity to praise the exceptional hospitality he has experienced in Serbia as well as his Serbian colleagues and co-workers with whom he has been working since 2017.

He emphasizes in particular that because of the encouragement and support of the Serbian government, film professionals and excellent film studios within the PFI complex, as well as the support of the City of Belgrade and the Serbian Film Association (Film in Serbia), Serbia has become a serious film destination in both the European and the global market.

Regarding the countries in which he worked, J. English speaks in an interview about the advantages of the film industry in Serbia. To read the whole interview please click here:

<https://www.novosti.rs/kultura/vesti/985724/ekskluzivno-producent-dzonatan-inglis-srbiji-sam-nasao-ono-sto-holivud-izgubio>

JAPANISCHER HERSTELLER „NIDEC CORPORATION“ BAUT MOTORENFABRIK IN NOVI SAD

Der serbische Präsident Aleksandar Vučić traf sich am 09.04.2021 mit der Delegation des japanischen Motorenfabrik Herstellers „NIDEC Corporation“. Das Unternehmen plant einen Fabrikbau für Antriebsmotoren von Elektrofahrzeugen sowie ein Forschungs- und Entwicklungszentrum in Novi Sad.

Wie bekannt gegeben, wird „NIDEC Corporation“ allein in der ersten Phase 480 Mitarbeiter anstellen, wessen Einkommen weitaus höher über dem Durchschnittslohn Serbiens sein wird.

Nach dem Treffen wurde die Rahmenvereinbarung zwischen dem Wirtschaftsministerium und diesem japanischen Produzenten ausgetauscht. Klicken Sie hier für weitere Informationen:

<https://www.predsednik.rs/pres-centar/vesti/sastanak-sa-delegacijom-japanske-grupacije-nidec-corporation>



Photo: Presidency of Serbia / Dimitrije Goll

JAPANESE MANUFACTURER „NIDEC CORPORATION“ BUILDS MOTOR FACTORY IN NOVI SAD

The President of the Republic of Serbia Aleksandar Vučić met on April 9th, 2021. with the delegation of the Japanese engine manufacturer „NIDEC Corporation“. The company plans to build an electric vehicle motor factory as well as a research and development center in Novi Sad.

As announced, „NIDEC Corporation“ will employ 480 people in the first phase alone and their income will be remarkably higher than the average in Serbia.

After the meeting, the Framework Agreement was exchanged between the Ministry of Economy and the Japanese group. Please click here for more information:

<https://www.predsednik.rs/pres-centar/vesti/sastanak-sa-delegacijom-japanske-grupacije-nidec-corporation>

SCHWEIZER SCHNELLZÜGE KOMMEN NACH SERBIEN

Der serbische Minister für Bau, Verkehr und Infrastruktur Tomislav Momirović und der Verkaufsleiter für Mittel- und Osteuropa des Unternehmens „Stadler“, Željko Davidović, unterzeichneten am 08.04.2021 den Vertrag für die Beschaffung von drei elektrischen Schnellzügen in der

Geschwindigkeit bis zu 200 km/h. Nach Erwartungen wird die Hochgeschwindigkeitsstrecke Belgrad – Novi Sad, auf der diese Züge fahren werden, bis Ende des Jahres fertiggestellt sein. Die Bürger können die neuen und modernen Züge bereits Anfang nächstes Jahres nutzen.

Der Schweizerische Botschafter in Serbien, Herr Urs Schmid, nahm ebenfalls an der Unterzeichnung des Abkommens teil. Mehr darüber gibt es hier:

<https://www.mgsi.gov.rs/lat/aktuelnosti/momirovic-do-kraja-godine-stizu-tri-najmodernija-voza-kompanije-stadler-za-brzu-prugu>



Photo: Ministry of Construction, Transportation and Infrastructure www.mgsi.gov.rs/en

SWISS FAST TRAINS COMING TO SERBIA

On April 8th 2021, the Serbian Minister for Construction, Transport and Infrastructure, Tomislav Momirović and the sales director for Central and Eastern Europe of the company “Stadler”, Željko

Davidović, signed the contract for the procurement of three electric fast trains at a speed of 200 km/h. The high-speed line Belgrade – Novi Sad, on which the citizens can use the new and modern trains, is expected to be completed by the end of the year.

The Swiss Ambassador to Serbia, Mr. Urs Schmid, took also part in the signing of the Arrangement. For further information please follow the link:

<https://www.mgsi.gov.rs/lat/aktuelnosti/momirovic-do-kraja-godine-stizu-tri-najmodernija-voza-kompanije-stadler-za-brzu-prugu>

Die deutsche Firma „Continental“ eröffnet neue Fabrik in Novi Sad

Vor drei Jahren wurde in Novi Sad ein Forschungsinstitut errichtet und am 7. März 2021 eine neue Fabrik Namens „Continental“ in Betrieb genommen. Die Fabrik wird Armaturenbretter, Displays sowie fortgeschrittene „Smart Controller“ Systeme produzieren.

Der Wert der Investition liegt bei 140 Millionen Euro. Im Forschungsinstitut und in der Fabrik sind mehr als 600 IT Ingenieure angestellt, dessen Team in einem internationalen Technologieentwicklungsteam von 5000 Experten mitwirkt. Continental AG wurde 1871 gegründet und beschäftigt heute mehr als 240'000 Mitarbeiter in 59 Ländern.

Der serbische Präsident Aleksandar Vučić, Premierministerin Ana Brnabić, Wirtschaftsministerin Andjelka Atanasković, Vertreter der Provinzregierung in Novi Sad sowie Leiter des deutschen Unternehmens nahmen an der Eröffnungsfeier der Fabrik teil. Mehr darüber:

https://www.b92.net/biz/vesti/srbija.php?yyyy=2021&mm=03&dd=07&nav_id=1822642

The german company „Continental“ opens a new fabric in Novi Sad, Serbia

Three years ago a new research institute was established in Novi Sad, and a new fabric „Continental“ was put into operation on March 7, 2021. The factory will produce dashboards, displays and advanced intelligent controller systems. The value of the investment is 140 million euros. More than 600 IT engineers are employed in the research center. They are part of an international technology development team, which has 5000 experts. The „Continental“ company was founded in 1871 and now operates in 59 countries with more than 240'000 employees.

The opening of the factory was attended by President of the Republic of Serbia Aleksandar Vučić, Prime Minister Ana Brnabić, Minister of Economy Andjelka Atanasković, the representatives of the provincial government and Novi Sad, as well as leaders of the german company.

For more information click here:

https://www.b92.net/biz/vesti/srbija.php?yyyy=2021&mm=03&dd=07&nav_id=1822642



Das Schweizer Unternehmen „Albiro AG“ erweitert seine Tätigkeit nach Serbien

Der serbische Botschafter Goran Bradić und der Erste Sekretär der Botschaft, Bojan Stojanović, haben den Schweizer Hersteller von Sicherheitsausrüstung und Kleidern „Albiro AG“ in Summiswald (Kanton Bern) besucht. Sie wurden von den Inhabern und den Managern des über 190 Jahre alten Familienunternehmens in die Geschichte des Unternehmens, das Produktionsprogramm sowie in die Pläne zur Ausweitung der Produktion in Serbien eingeführt. Die „Albiro AG“ kollaboriert seit mehr als zwei Jahren mit der Textilfabrik „Kadinjača“ in Užice. Am 15. Januar dieses Jahres übernahm Albiro AG etwas mehr als 120 Arbeiter dieser Fabrik und gründete die Tochterfirma „Albiro d.o.o“, die Winterjacken für den europäischen Markt produzieren wird. Der Botschafter Herr Bradić informierte den Inhaber des Unternehmens Roland Loosli, den Produktionsleiter Benedikt Schweighart und seine engsten Mitarbeiter über die Möglichkeiten einer Ausweitung des Geschäfts zu anderen potenziellen Partnern in Serbien, sowie über die Möglichkeit, staatliche Subventionen und der Etablierung von Arbeitsplätzen zu erhalten.

La société suisse „Albiro SA“ étend ses activités en Serbie

L'Ambassadeur de la Serbie Monsieur Goran Bradić et le premier secrétaire Monsieur Bojan Stojanović ont visité le fabricant pour l'équipement de protection et armure „Albiro SA“ en Summiswald dans le canton de Berne. Les propriétaires et gérants de cette entreprise familiale, laquelle existe plus de 190 ans, leur ont fait découvrir l'histoire de l'entreprise, le programme de production ainsi que les plans d'expansion en Serbie. L'entreprise „Albiro SA“ a collaboré pendant plus de deux ans avec l'usine textile „Kadinjača“ (en Užice en Serbie), et depuis le 15 janvier 2021, ils ont repris un peu plus de 120 travailleurs de cette entreprise et ont fondé une filiale, nommé „Albiro d.o.o“. Cette filiale produira des vestes d'hiver pour le marché européen. Monsieur L'Ambassadeur Goran Bradić a discuté avec Roland Loosli, le propriétaire de la société, et le directeur de la production Benedikt Schweighart et ses employés de les plus proches possibilités d'étendre

l'entreprise à d'autres partenaires potentiels en Serbie, ainsi que de la chance de recevoir des subventions de l'État sur la base d'investissements en capital et la création d'emplois.

The Swiss company „Albiro Group“ expands its business to Serbia

The Serbian Ambassador Mr. Goran Bradić and First Secretary Mr. Bojan Stojanović visited the Swiss manufacturer (in Summiswald, canton of Bern) „Albiro AG“, which produces safety equipments and clothes. The Ambassador and First Secretary were introduced by the owners and managers of the 190-year-old family business, to the history of the company as well as to the production program and the plans to expand production in Serbia. The above-mentioned company has collaborated for more than two years with the textile factory „Kadinjača“ (in Užice, Serbia). Since the 15th January this year, the family owned business took more than 120 workers from „Kadinjača“ enterprise and founded a daughter company named „Albiro d.o.o“. They will produce winter jackets for the European market. Mr. Ambassador Bradić talked with the owner of the company Roland Loosli, with the manager Benedikt Schweighart and their employees about the opportunity to expand the business to other potential partners in Serbia, as well as the chance to receive state subsidies, based on capital investment and job creation.



Der serbische Botschafter Herr Bradić besuchte schweizerische Importeure von Lebensmitteln und Getränken

Der serbische Botschafter Goran Bradić besprach mit den Direktoren der Firmen „Monafaro“ in (Ebmingen bei Zürich) und „Maestral“ (Schlieren bei Zürich) am 03. März 2021 Möglichkeiten, die Importe von Lebensmitteln, Wein, alkoholischen und alkoholfreien Getränken, Süssigkeiten und anderen Waren, insbesondere aus biologischem Anbau aus Serbien zu steigern. Beide Firmen versorgen führende Handelsketten in der Schweiz, sowie zahlreiche Restaurants und Hotels, Fitnesscenter und Geschäfte, die bestimmte Produkte im Angebot haben. Schweizer Importeure und Distributoren, die über eine langjährige Erfahrung mit Partnern und Exporten aus der EU und dem westlichen Balkan verfügen, glauben, dass es gewaltigen Raum für eine Steigerung der Importe und der Zusammenarbeit gibt. Angesichts der Tatsache,

dass die Schweiz eine grosse Bevölkerung ausländischer Herkunft hat, insbesondere vom Balkan, besteht erheblicher Spielraum für eine Steigerung der Importe und der Zusammenarbeit.

Serbian Ambassador Mr. Bradić visits Swiss importers of food and beverages

The Serbian Ambassador in Switzerland Goran Bradić spoke on the 3rd march with directors from the “Monafaro” (Ebmingen in Zurich) and “Maestral” (Schlieren in Zurich) about possibilities to increase food imports. The products are food, wine, alcoholic and non-alcoholic beverages, sweets and other items, but especially organic and bio products from Serbia. Both corporations supply leading retail chains in Switzerland as well as many restaurants and hotels, fitness centers and supermarkets that contain specific products in their assortment. The Swiss importers and distributors have a long-term experience with partners and exporters from the EU countries along with the Western Balkan. They also state that there exists significant capacity to increase the import and cooperation, due to the fact that the high population of foreign origin, mainly from the Balkan Peninsula, wants to be supplied with products from this region.



Der renommierte Designer Philipp Plein im Besuch eines serbischen Textilunternehmens

Der Gründer der „Philipp Plein International Group“ dessen Hauptsitz in Lugano ist, hat am 1. März 2021 das Textilunternehmen „LUSS Textile“ in Draganići bei Raška besucht. Vor Ort begutachteten Plein und die Unternehmensleitung die Möglichkeit einer zukünftigen Zusammenarbeit. Der Besuch des Modeschöpfers wurde von der serbischen Handelskammer organisiert, dessen Präsident Marko Čadež die Fabrik als eine der modernsten in Europa bewertete.

Mehr darüber lesen Sie hier:

<https://www.ekapija.com/de/news/3188676/luss-textile-aus-raska-kandidat-fuer-den-lieferanten-der-plein-fashion-brand>

Le créateur de mode international Philipp Plein visite la Serbie

Le fondateur de l'entreprise „Philipp Plein International Group“, dont le siège est à Lugano, a rendu visite le 1^{er} mars 2021 à l'entreprise textile „LUSS Textile,, à Draganići chez Raška. La direction de l'entreprise et le styliste allemand ont évalué sur place la possibilité d'une coopération future. L'un des propriétaires de l'usine, Sava Mitrović, a déclaré que la visite de Plein était un indicateur qu'ils avaient réussi à placer Raška sur la carte mondiale des fabricants les plus sérieux de textiles d'habillement.

Pour en savoir plus cliquez ici :

<https://www.novosti.rs/vesti/ekonomija/970403/raski-siti-filip-plejn-nemacki-dizajner-razmatra-saradnju-srpskom-fabrikom-draganica>

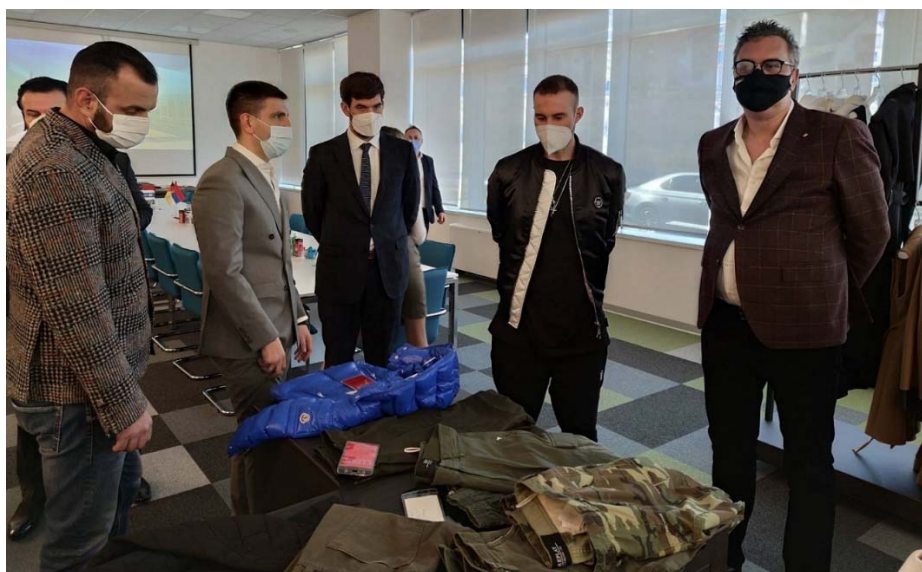
Philipp Plein interested in working with factory in Serbia

The German fashion designer Philipp Plein is the founder of the “Philipp Plein International Group” with its headquarters in Lugano, Switzerland. The marvelous designer visited the “LUSS Textile” factory in Draganići near Raška on 1st March 2021 and talked to factory owners about potential cooperation and manufacturing of clothes under his brand. “We always search for suppliers and producers who can meet our standards in terms of product quality and design. I think Luss Textile could become our supplier”, said Plein, whose brand reports the production of around one million pieces of clothing every year.

Click here for more information:

<https://cordmagazine.com/business/business-news/famous-world-fashion-designer-philippe-plein-visits-the-serbian-company-luss-textile/>





New Biogas power plant in Serbia



In Novo Miloševo a new biogas power plant has been put into operation. This is a joint project of the Serbian company "Arhar Tech" and the Swiss energy "MET Group". The new 100 percent ecological plant for the production of electricity and heat has a capacity of 1.2 MW. The new plant, worth five million euros, was built, despite the viral pandemic, in just eight months.

For more information, please click here <http://www.politika.rs/scc/clanak/471629/>

THE PRIME MINISTER OF THE REPUBLIC OF SERBIA ANA BRNABIĆ "THE ARRIVAL OF IBM IS A TURNING POINT FOR SERBIA", December 2, 2020

American technology company IBM became the first user of the State Data Center in Kragujevac. The prime minister of the Republic of Serbia Ms. Ana Brnabić assessed on Twitter that is a turning point for further transition of Serbia.

"Huge success and important news for Serbia. This is a milestone, not only for our further transition to an innovation economy, but also for further strengthening Serbia's credibility as a stable and secure country. I want to thank IBM partners for their trust," Ms. Brnabic wrote.

The Office for Information Technologies and Electronic Administration announced on this social network that the American company IBM, which deals with computer technologies, became the first commercial user of the State Data Center in Kragujevac, and that an agreement on placing the company's equipment in that center was signed on December 2, 2020.



Photo: Twitter, Kancelarija za ITE, @kancelarijaITE

SERBIA IN TOP FIVE COUNTRIES FOR BLOCKCHAIN EXPERTS: Cooperation between Serbia and Dubai in new technologies

Representatives of the chambers of commerce of Serbia and Dubai concluded they will work on joint projects in the field of blockchain technologies, at the online meeting held on November 19, 2020. The President of the Chamber of Commerce and Industry of Serbia, Mr. Marko Čadež, said that according to the report of the organization "Startup Genome", Serbia is among the five countries in the world that are the best place for blockchain experts. He discussed with representatives of the blockchain community about how to bring this technology closer to the people and use it to reduce costs and increase productivity.

The President and CEO at Dubai Chamber of Commerce & Industry, Hamad Buamim, expressed satisfaction with the opportunity to cooperate with the the Serbian Chamber of Commerce. Blockchain for Dubai, as he said, is a very interesting area, with goal to realize and transform many services using this technology. Mr. Buamim points out that this will bring many benefits, in the form of savings, greater efficiency, speed.

The UAE is one of the most innovative economies in the world, where blockchain technology is applied in many areas of life and business, such as trade, supply chain monitoring, document protection.

Čačak and the Swiss Embassy jointly financing a project “Knowledge to Work”

The Embassy of the Swiss Confederation in Belgrade and the City of Čačak jointly financing a project which will enable that 50 young people from Čačak to have the opportunity to gain experience through education in local companies, and then get a job.

The cooperation agreement was signed by the project director Oliver Streit and the mayor of Čačak, Milun Todorovic. Mr. Streit emphasized this is the best example of good practice because the local self-government has decided to contribute financially to youth employment. This gave a positive signal about how important it is for Čačak for people to stay and prosper in this beautiful area, where there are opportunities for companies that have large export plans, because they work using modern technologies. He also pointed out that out of about 1,100 educated young people, as many as 72% kept the jobs for which they were trained in companies.

The Nestlé factory in Surčin opened its doors to the public

The company Nestlé, one of the global leaders in food and beverage production, organized the event “Eco tour: Tour of the Nestlé factory in Surčin”, bringing together a large number of representatives of state institutions, partners and journalists, in order to demonstrate the way the factory works and present the way it has become the first factory in Serbia with zero environmental impact. This means that all waste from the Nestlé plant is recycled, reused or used for energy production, and not a single gram of waste ends up in landfills.

The tour of the factory was held online, in accordance with the preventive measures prescribed by the Government of the Republic of Serbia.

Locally, the biggest investment is 1.2 million euros and refers to the modern treatment of wastewater treatment. That investment made it possible reducing water consumption by 50,000 cubic meters per year, which is equal to the volume of 20 Olympic pools. Additionally, by separation at the source itself as much as 80 percent of municipal waste is removed in specially separated recycling bins, which after recycling are reused in production, as bio fuel or for some other purpose.

In addition to the factory in Sofia, the only Nestlé factory in the southeastern part of Europe has been stationed in the municipality of Surčin for almost 10 years. Through excellent connections and cooperation with the business and public sectors, Nestlé strives to raise business and environmental relations to a higher level.

Apart from sustainable production and environmental efforts, Nestlé is also committed to raising awareness of the importance of this topic, so it has recently been implemented and the first ecological online education of young people “#NestleČuvaPrirodu”.

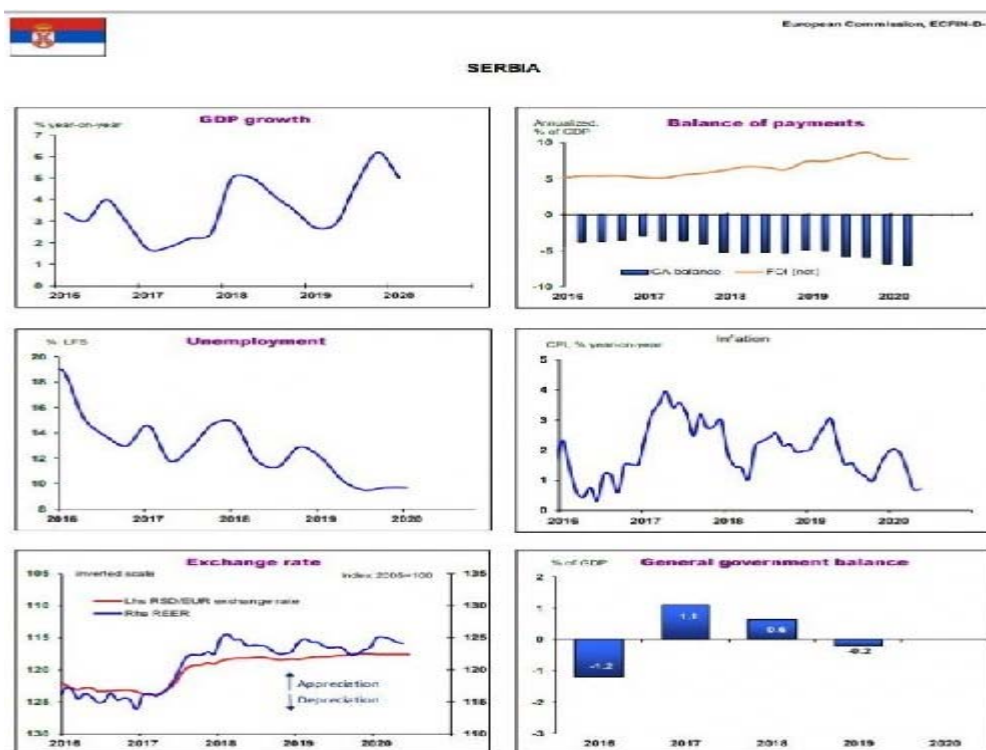
EUROPEAN COMMISSION CONFIRMS THAT SERBIA IS LEADER IN EUROPE WITH 5% GDP GROWTH

In the quarterly report on economic trends in the candidate countries and potential candidates for EU membership, the European Commission states that in the first quarter of 2020, Serbia achieved a growth of GDP of 5.0%.

Behind Serbia are Montenegro (2.7), Bosnia and Herzegovina (2.0), Northern Macedonia (0.2) and Albania (-2.5). Serbia had higher GDP growth than Turkey, which achieved 4.5%.

The Commission points out that this year-on-year growth was equally due to an increase in gross investment, public and private spending, as well as a change in inventories. Growth in government spending accelerated, 12% year on year, while growth in gross fixed capital formation was 10.7%. The increase in household consumption remained mostly stable, at 3.2% on an annual basis.

The report also states that the unemployment rate of the population over the age of 15 remained stable at 9.7% in the first quarter of 2020, and that it decreased by 2.4% compared to last year and by approximately half compared to five years ago.



FINANCIAL TIMES" ABOUT THE IT SECTOR IN SERBIA

The text published in "Financial Times" can be found [HERE](https://www.ft.com/content/03f995f0-9c12-11ea-871b-e4b99a20c6e)
<https://www.ft.com/content/03f995f0-9c12-11ea-871b-e4b99a20c6e>

SCIENCE AND TECHNOLOGY PARK OPENED IN NIŠ, 09.06.2020.

Science and Technology Park in Niš was opened in the presence of the President of the Republic of Serbia Mr. Aleksandar Vučić, Prime Minister of the Republic of Serbia Mrs. Ana Brnabić and Minister of Education, Science and Technological Development Mr. Mladen Šarčević.

Science Technology Park Niš provides infrastructure and services to help innovative companies achieve business success in the market, especially in the field of high technologies.

The companies that will move to STP Niš will start working in August, with a total of 14,000 square meters at their disposal. STP Niš will include 20 start-up companies, 13 technological development companies and one company related to both - the technological development and startup part.

President Vučić stated that 12.5 million euros are invested in NTP Niš, and that total investments, including establishment of the Startup Center Niš, which will become part of STP and the laboratory lamella of the Electronic Faculty, will exceed 20 million euros.

Switzerland significantly helped the development of science and technology parks in Serbia, and Ambassador to the Republic of Serbia Mr. Philippe Guex, attended the opening of STP Niš. On that occasion, Ambassador Guex especially emphasized the friendship and solidarity of Serbia and Switzerland and stated that innovations in Serbia have become a strategic priority, not only on paper, but also in practice. He added that Switzerland is contributing to that through the project "Encouraging exports through the development of science and technology parks" with invest of 3.5 million euros. Ambassador Guex stressed that the goal is to further develop a network of science parks that will boost economic growth through innovation, as well as competitiveness and the fight against brain drain.



Foto:

<https://www.predsednik.rs/en/press-center/news/president-vucic-opens-the-science-and-technology-park-in-nis-28931>



Foto:

<https://www.predsednik.rs/en/press-center/news/president-vucic-opens-the-science-and-technology-park-in-nis-28931>

SWISS COMPANY “REGENT” ARRIVES TO SERBIA

Swiss company “Regent” is a new foreign investor in Svilajnac (Serbia). The total value of the investment is about eight million euros, which will provide 130 employees. The company starts operating in Svilajnac as early as April.

Mayor of Svilajnac Municipality Predrag Milanović has signed a contract with the “Regent” in Basel, which deals with the production of electric lighting. The new foreign investor has rented a facility of more than 1,000 square meters, where he will start production, while at the same time a factory is being built for the company, which will cover about 6,000 square meters in the first phase, and even more in the second. as early as April.

During the visit to the headquarters of Swiss company, the delegation of the Municipality of Svilajnac also met the Serbian nationals who have worked for this company for many years in Basel.



Foto: Novosti.rs

“BARRY CALLEBAUT” FACTORY IN SERBIA

“Barry Callebaut”, the leading producer of high quality chocolate and cocoa products from Switzerland, has laid the foundation stone of a factory in Novi Sad, Serbia. This multinational company will invest EUR 50 million in factory, which will provide 100 employees.

President of the Republic of Serbia Mr. Aleksandar Vučić, who attended the foundation stone laying, pointed out that "Barry Callebaut" is a proof of great success because the best chocolate-making technology in Europe arrives in Serbia. He pointed out that the factory in Novi Sad would be their largest and most beautiful factory in Southeast Europe, and stated that the salaries of engineers and technologists would be at European level, and the salaries of workers far above the Serbian average.

Stojan Kemera, Managing Director of Southeast Europe in "Barry Callebaut", recently told that construction of factory in Novi Sad will take about 12 months, which means it should be open in the first quarter of next year. He also announced the “Chocolate Academy” development center, next to the factory, planned for 2,000 square meters.

Stojan Kemera emphasized that the factory will be export-oriented, but it will also be hub for all local confectioners and artisans. It expects to export EUR 150 million worth of goods annually. Antoine de St-Afrique, Chief Executive Officer of the company, stated that the factory in Novi Sad would be the regional center from which “Barry Callebaut” would supply chocolate to the Southeastern European market.



Foto: N.Karlič - Novosti.rs

„THE ECONOMIST”: "UNEXPECTED TECHNOLOGICAL SUCCES IN SERBIA"

“The Economist”, British weekly magazine, reports that digital technology is currently the fastest growing Serbian industry. It predicts that lithium production could be on second place, considering that "Serbia is sitting on one of the continent's largest reserves of lithium, an essential ingredient for the batteries of electric cars.." It is alleged that company “Rio Tinto” has invested \$ 200 million in exploring locations near Loznica and, if approved by the company's management, production would start in 2025.

The Economist states that the technology sector, which employs 45,000 people, accounts for at least 6% of Serbia's GDP, and that the Government of Serbia's investment in digital infrastructure is \$ 79 million.

The British weekly quoted Zoja Kukic from “Digital Serbia Initiative”: “Over the past six years, foreign companies have invested more than \$ 500 million in Serbian startup companies”.

“The Economist” points out that last year's IT sector exports reached 1.4 billion euros (\$ 1.5 billion), up 55% from 2017.

Specially point is on the contribution of skilled Diaspora Serbs to the IT sector, who have returned to Serbia, with IT skills, contacts and capital, is pointed out - “The technology sector is one of the few that lures qualified people to return to Serbia. Many people in the industry, including Dragan Tomovic, who runs the Microsoft Development Center in Belgrade, are made up of Serbs from the diaspora ...”

It's added that coding is part of the education system in Serbia, which is taught in elementary schools, and that the number of graduates prepared for technology jobs is 5,000 annually. - “Blockchain and gaming development already make a big part of Serbia's digital economy. "Top Eleven," a football game by “Nordeus”, Serbia's best-known tech company, has 219 million registered users. ”

THE FINANCIAL TIMES ABOUT SERBIA'S SUCCESS IN FISCAL AND ECONOMIC REFORMS

The Financial Times“ (FT) wrote about Serbia's successful economic and fiscal reforms in three articles and an interview with Minister of finance of the Republic of Serbia Mr. Siniša Mali, underlining that the country's GDP has been rising since 2014.

“After a sharp drop in 2012, FDI into Serbia has flowed back, with improvements in employment and public debt accompanying rise in GDP. Serbia has almost non-stop FDI growth for seven years, bouncing back after inflows plummeted in 2012, according to World Bank data”.

In the interview for FT, Minister of Finance Mr. Siniša Mali informed about new investment plan, “Serbia 2025”, according to which, in addition to budgetary funds, an additional € 14 billion will be invested in basic infrastructure.

The British daily pointed out that greenfield foreign investment to Serbia has grown steadily since 2014, when inflows dropped, to hit unprecedented highs in 2018. Serbia was recently ranked the world's number one recipient of greenfield foreign investment when taking into account GDP levels, according to a 2019 list from fDi Intelligence.

FT emphasizes this new stability has drawn investment from the EU, the US and China. With economic revival and reforms underway, foreign investors are stepping up their interest in Serbia. The majority of this, about 70%, still comes from EU countries, especially Germany, Italy, the Netherlands and Austria, who have invested heavily in Serbian manufacturing, especially automotive components. American FDI is another prominent player, while Chinese investment has grown significantly in recent years. Human resources are also stressed as one of the country's strengths - Serbia is ranked 27th among the 157 countries by the World Bank's Human Capital Index, the highest in the region.

In the interview for FT, Minister of Finance Mr. Siniša Mali, also, informed about new investment plan, “Serbia 2025”, according to which, in addition to budgetary funds, an additional € 14 billion will be invested in basic infrastructure.

Among other things, special emphasis is placed on the development of IT services, software and hardware sectors in Serbia, stressing that this is the fastest-growing economic segment in the country, which exports have grown strongly since 2015. Serbia experienced an unprecedented level of foreign investments in the IT sector in 2019.

“The financial times” concluded that the development of the technology sector in Serbia could reverse the "brain drain" process present throughout the region.

WORLD BANK: ECONOMY OF THE REPUBLIC OF SERBIA COULD GROW FASTER AND INCREASE TO 7%

Serbia's economy could grow faster than the current growth rate of 3-4%, according to the new World Bank report, "Serbia's New Growth Agenda". The report outline a strategy that can help the Serbia's economy grow faster and increase to 7% in the next decade.

President of the Republic of Serbia Mr. Aleksandar Vučić and Prime Minister Mrs. Ana Brnabić met with World Bank Country Director for the Western Balkans, Europe and Central Asia Mrs. Linda Van Gelder, on 17th of December, 2019. On that occasion, Mrs. Linda Van Gelder said the 2014 reforms had produced excellent results for Serbia.



Foto: TANJUG