

# VALJEVO CITY



2009





# Investment potentials of Valjevo

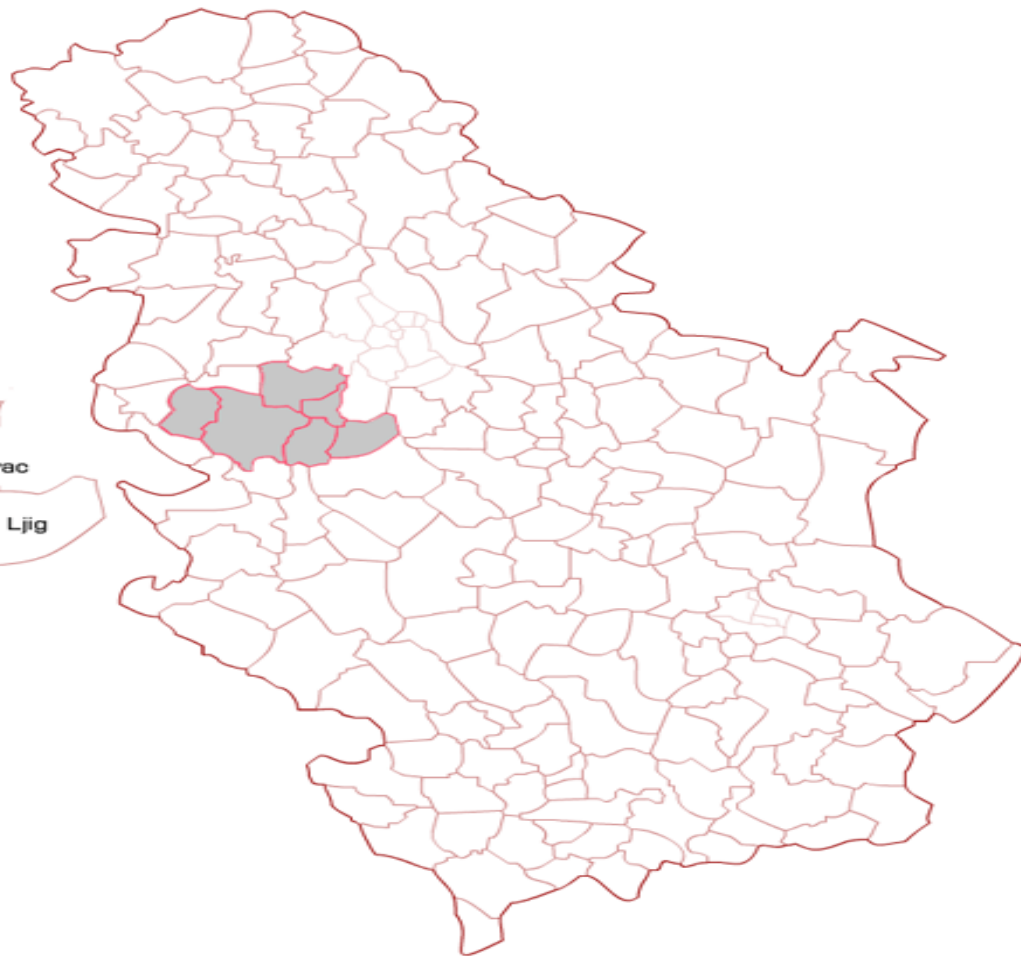


# Where are we?


**VALJEVO**



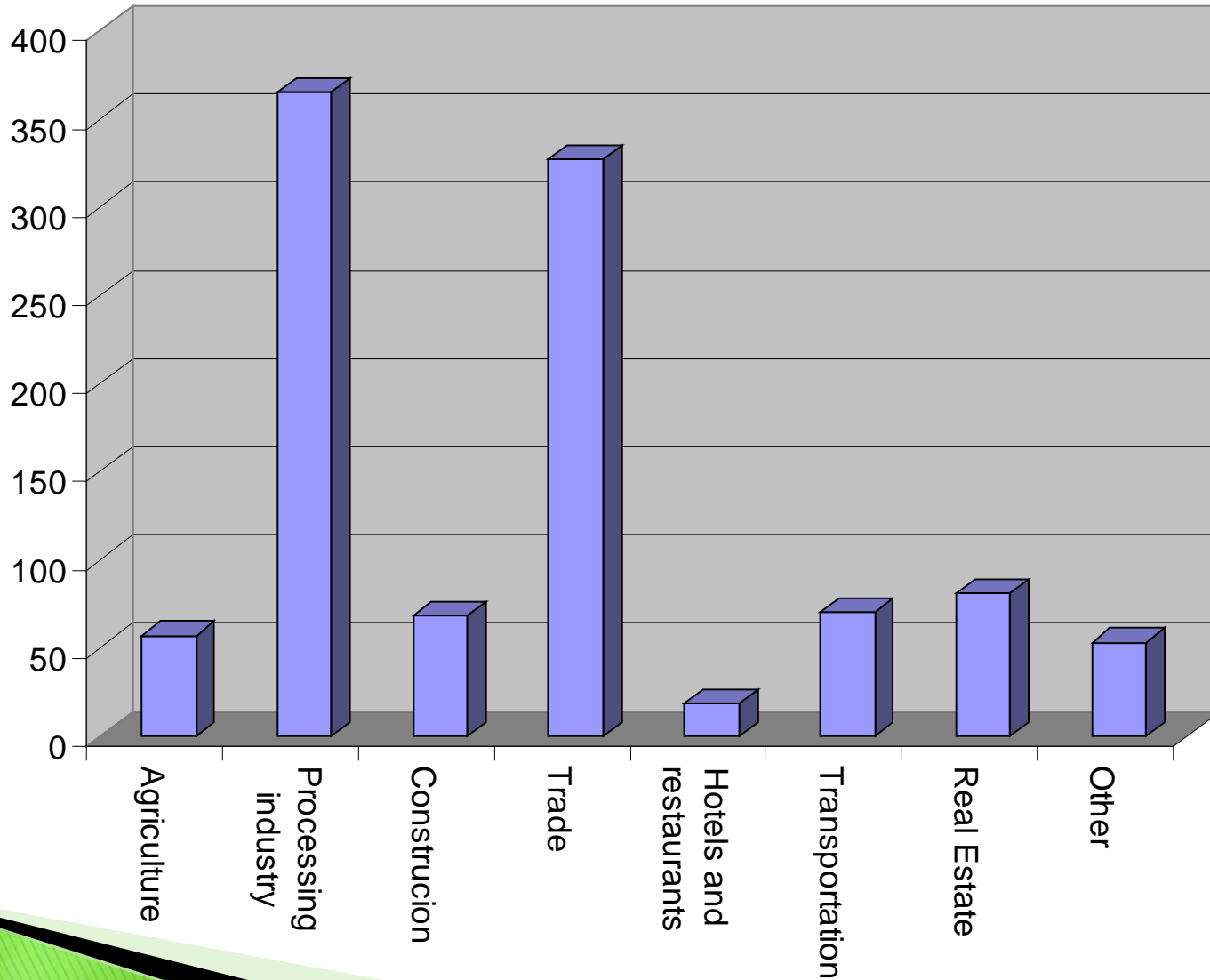
**KOLUBARSKI  
OKRUG**



# Location

- ▶ 100 km from Belgrade
  - ▶ 100.000 inhabitants
  - ▶ Center of district with 200.000 inhabitants
  - ▶ Railway Belgrade – Bar, road M21 ( Šabac – Valjevo – Užice) and M4 (Beograd – Valjevo – Loznica)
- 

# Structure of Valjevo industry






# Valjevo industry

- ▶ More than 1000 enterprises and more than 4000 workshops
- ▶ Leading sub sectors of processing industry:
  - food industry
  - textile industry
  - metalworking
  - graphic industry
  - wood processing

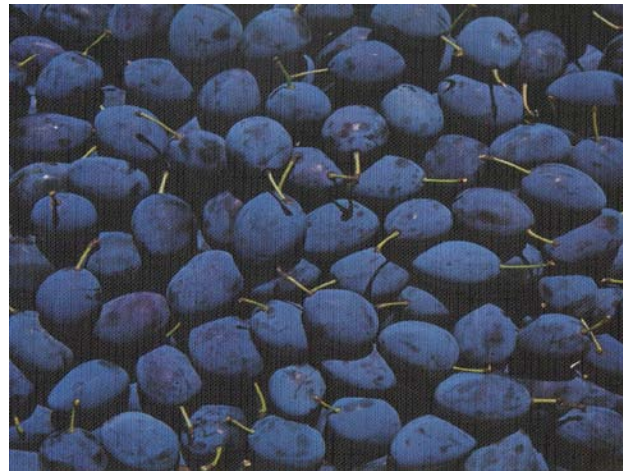


# Current developing issues

- ▶ Regional Water Resources System “Rovni”
  - ▶ District heating
  - ▶ Landfill and recycling regional center
  - ▶ Final phase of waste water recycling facility
  - ▶ Reconstruction of magisterial roads.
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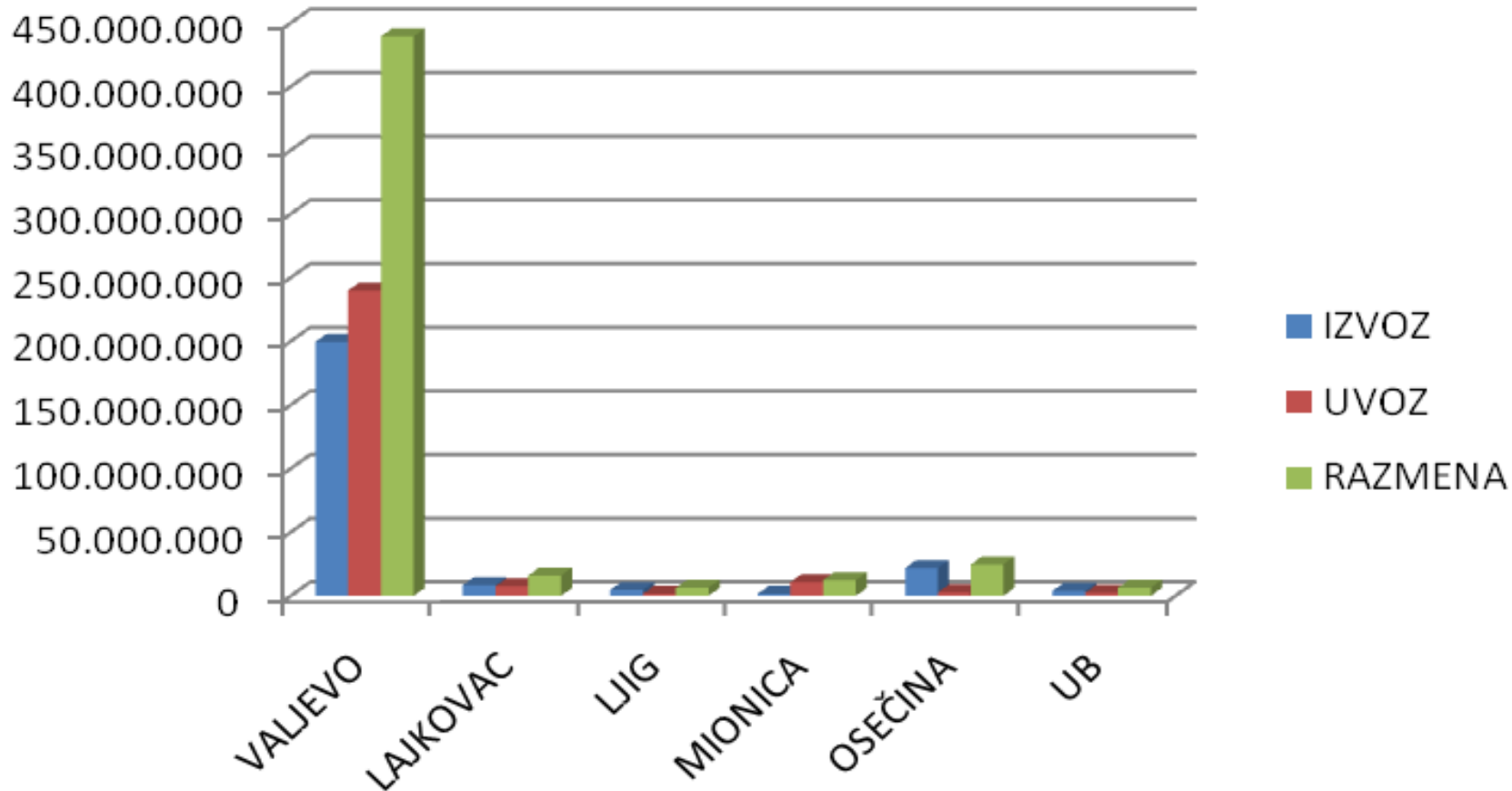
# Agriculture and food processing industry

- ▶ *Did you know that 1/3 of all raspberries in the world comes from Serbia?*
- ▶ Valjevo is one of Serbian centers of raspberries and blackberries production
- ▶ The highest number of plum trees per capita in the world





# Foreign trade exchange of Valjevo and other municipalities in district



# Partner countries in foreign trade

## Export

Others  
37%

Italy  
36%

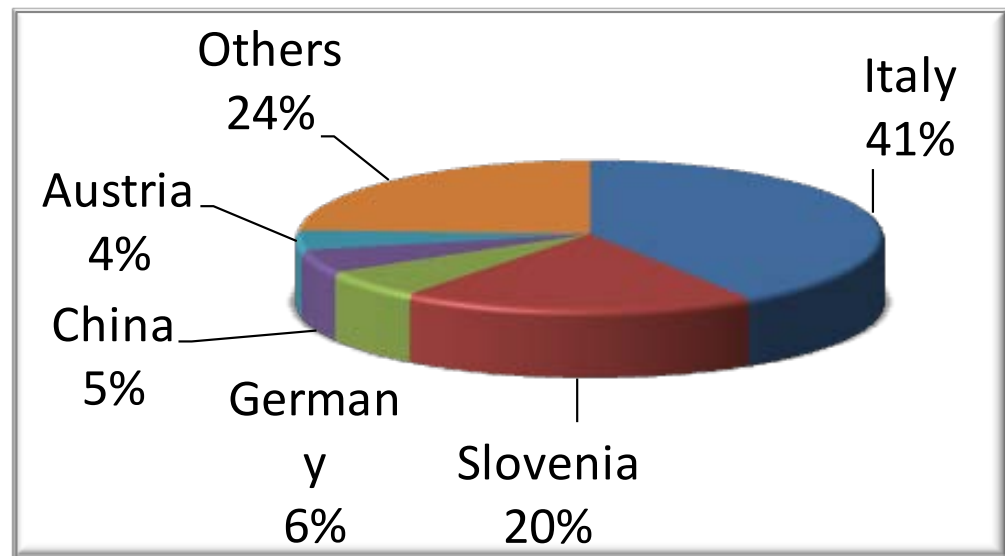
Slovenia  
5%

BiH  
6%

Bulgaria  
6%

Germany  
10%

## Import



# Natural construction industry potential



- ▶ Valjevo has natural geological potentials for development of industry of building materials



# Limestone



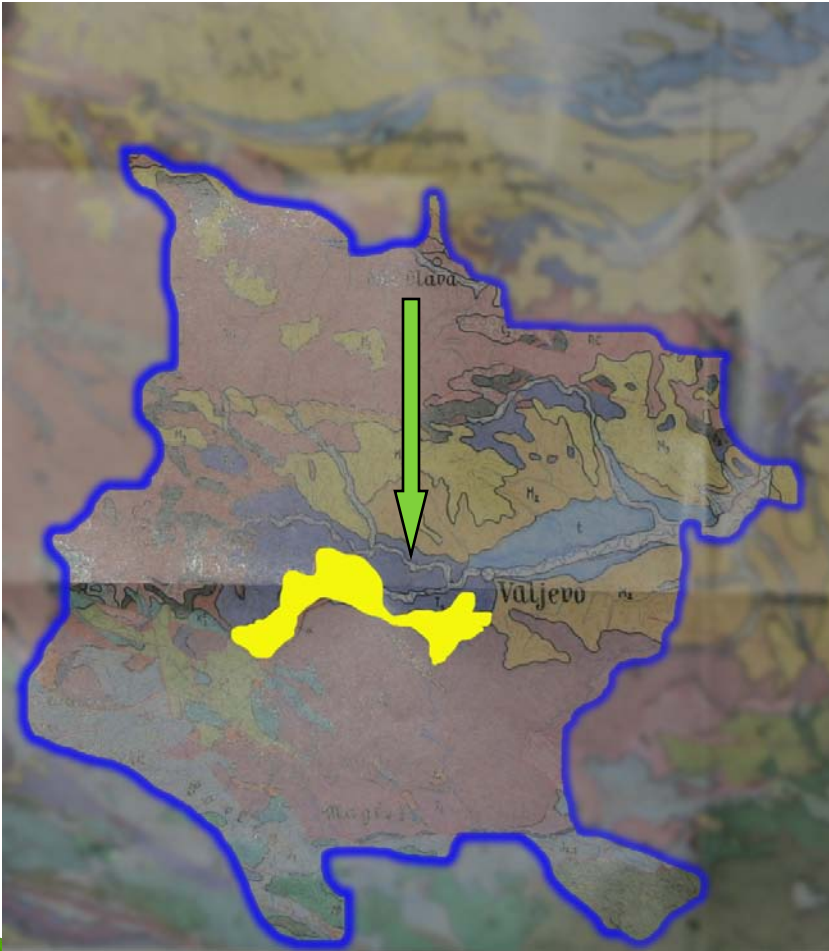
- ▶ Extraordinary construction stones

# Limestone



- ▶ Construction stone

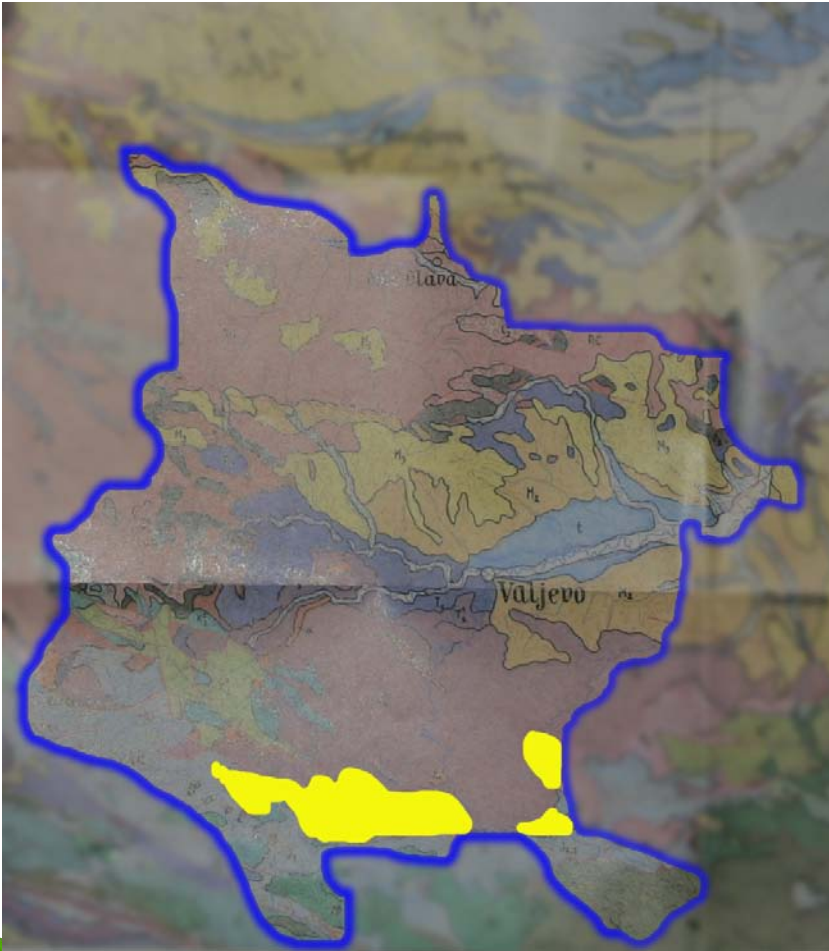
# Dolomites



- ▶ Base for roads and used in glasses industry



# Ridge limestone



- ▶ Good construction stone
- ▶ Used in lime industry
- ▶ This location is important geothermal potential

# Mixed rocks



- ▶ Raw material for cement industry

# Decorative stones



- ▶ Gray – green and black decorative stones



# Diabasses and spilites



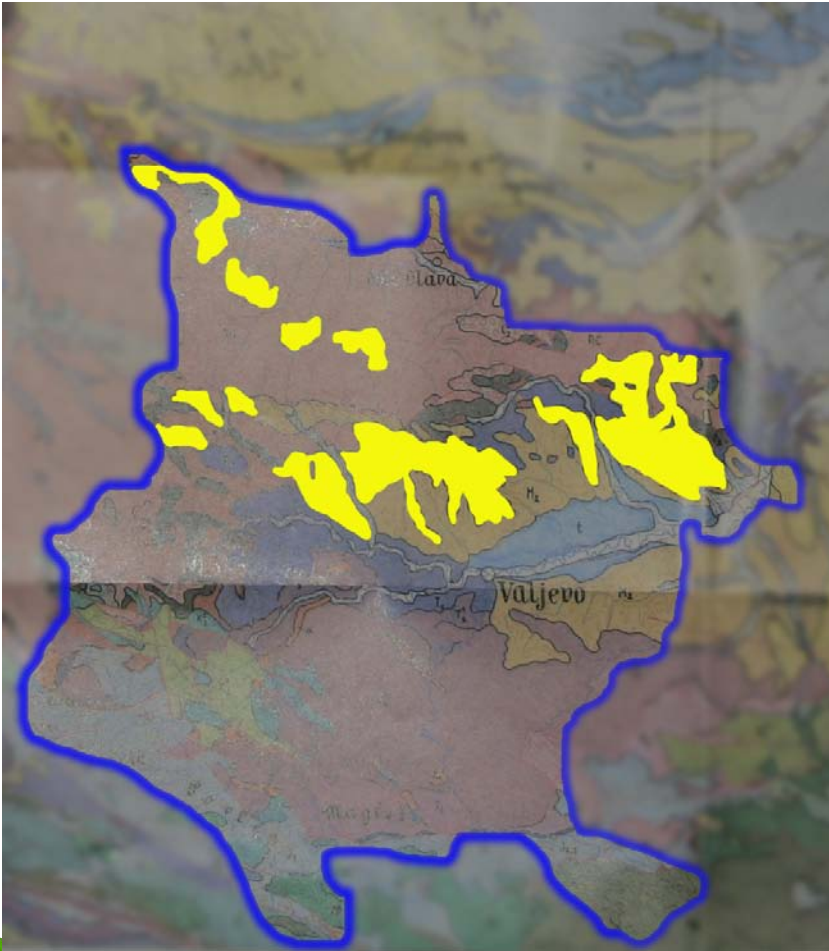
- ▶ Mineral wool raw material
- ▶ Base for high speed railways
- ▶ Decorative stone

# Lake sediments




- ▶ Clay source

# Other materials



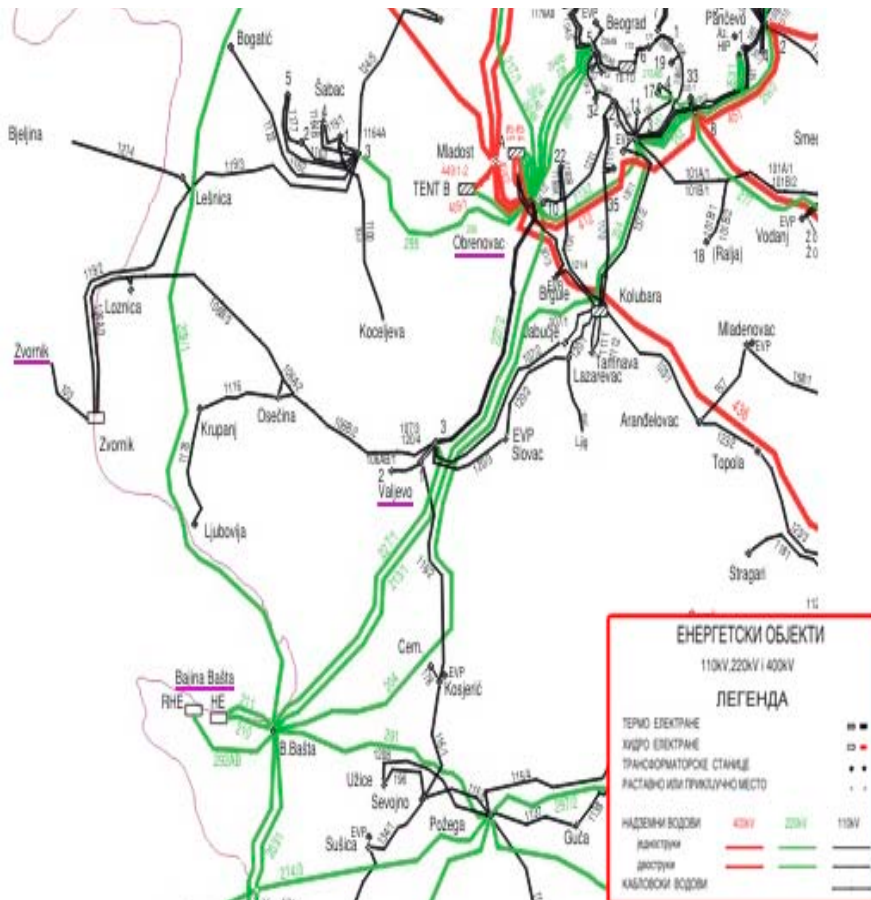
- ▶ Gravel, sands, clays

# Reasons to invest in Valjevo

- ▶ Strategic position of the region
  - ▶ CEFTA free trade agreement
  - ▶ Free trade agreement with Russian Federation
  - ▶ Financial support from the government for investors
  - ▶ Cost efficient and trained work force
  - ▶ Transportation possibilities
  - ▶ Energy stability
- 



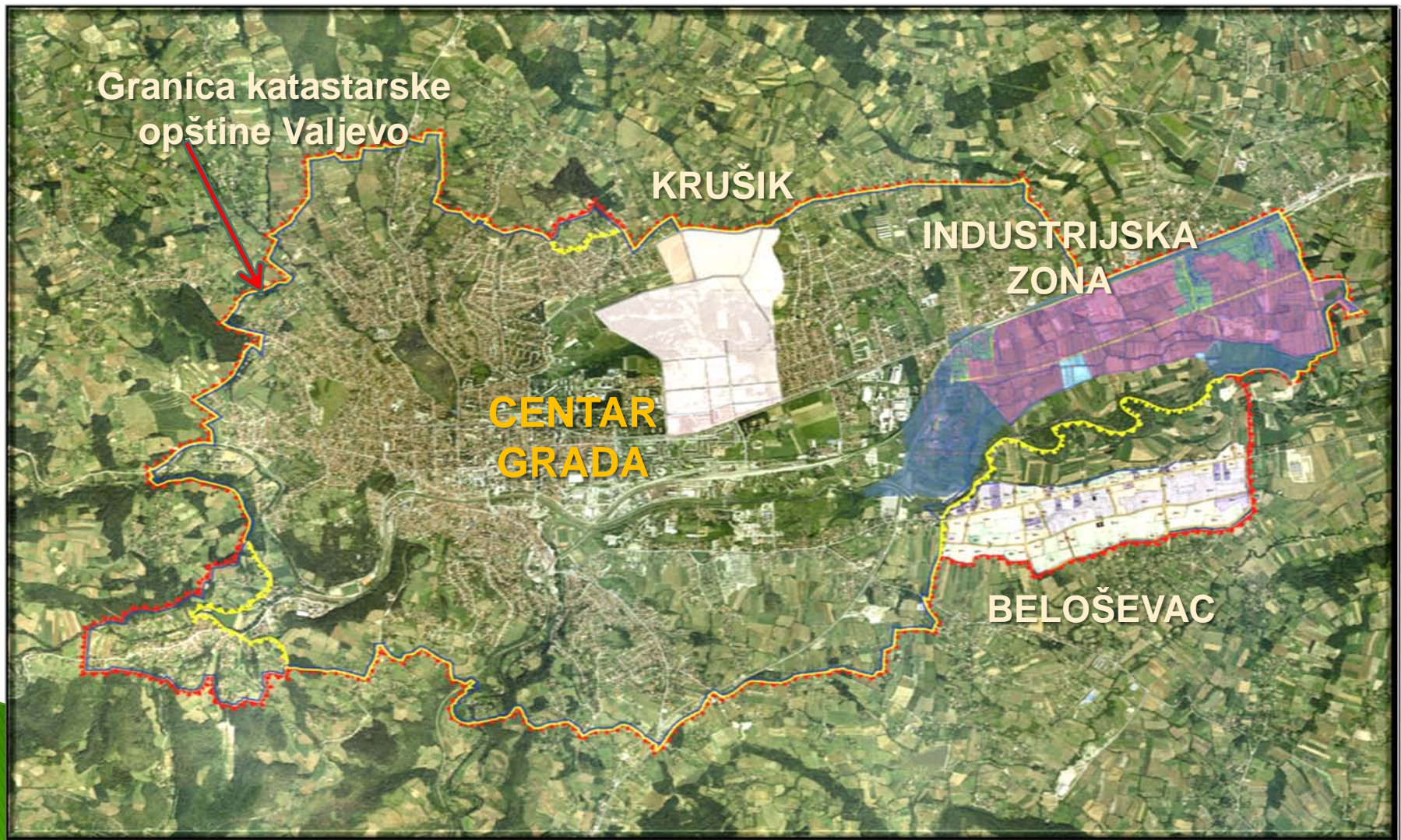
# Electro – energy stability



- ▶ Valjevo is supplied from 3 electro energy sources
- ▶ Valjevo je i regional centre for disposal of electric energy

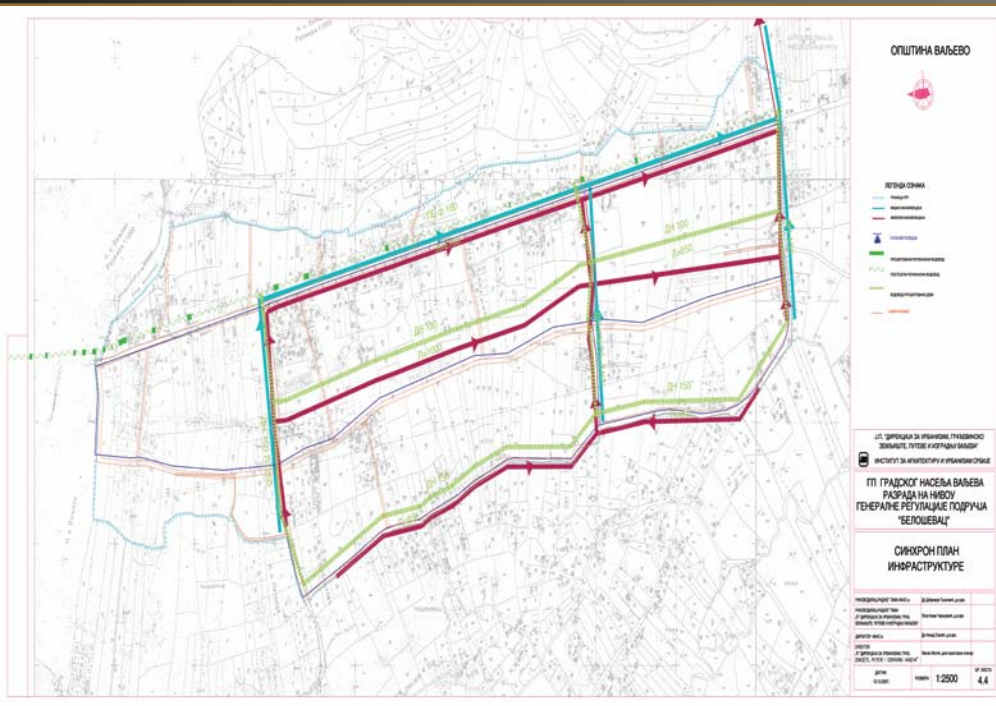


# Industrial zones planning



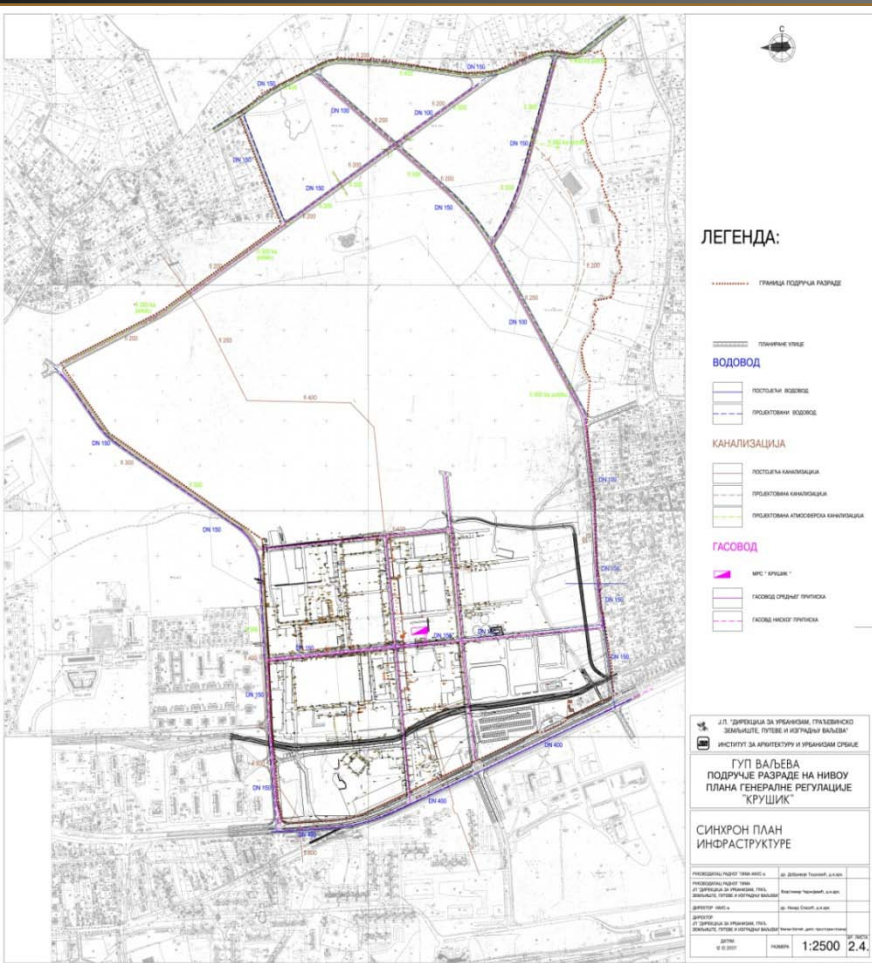


# Industrial zone Belosevac



- ▶ Residential and commercial purpose
- ▶ Eco friendly businesses
- ▶ 30 % must be under green areas and with one parking space per 100 m<sup>2</sup>

# Industrial zone Krusik




- ▶ Industrial and commercial purpose
- ▶ Primarna namena je za izgradnju objekata industrije, građevinarstva, proizvodnog zanatstva, skladišta i sl.
- ▶ Mogu se naći i druge namene kao što su komercijalne, komunalne, infrastrukturni sistemi i postojeće stanovanje.
- ▶ Prilikom izgradnje novih privrednih objekata utvrđuju se uslovi zaštite životne sredine.





# Tourist potentials

- ▶ **Attractive surroundings**
  - ▶ **Valjevo mountings, clean rivers, rural tourism**
  - ▶ **City historical heritage from Ottoman Empire**
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# Mountain tourist center DIVČIBARE





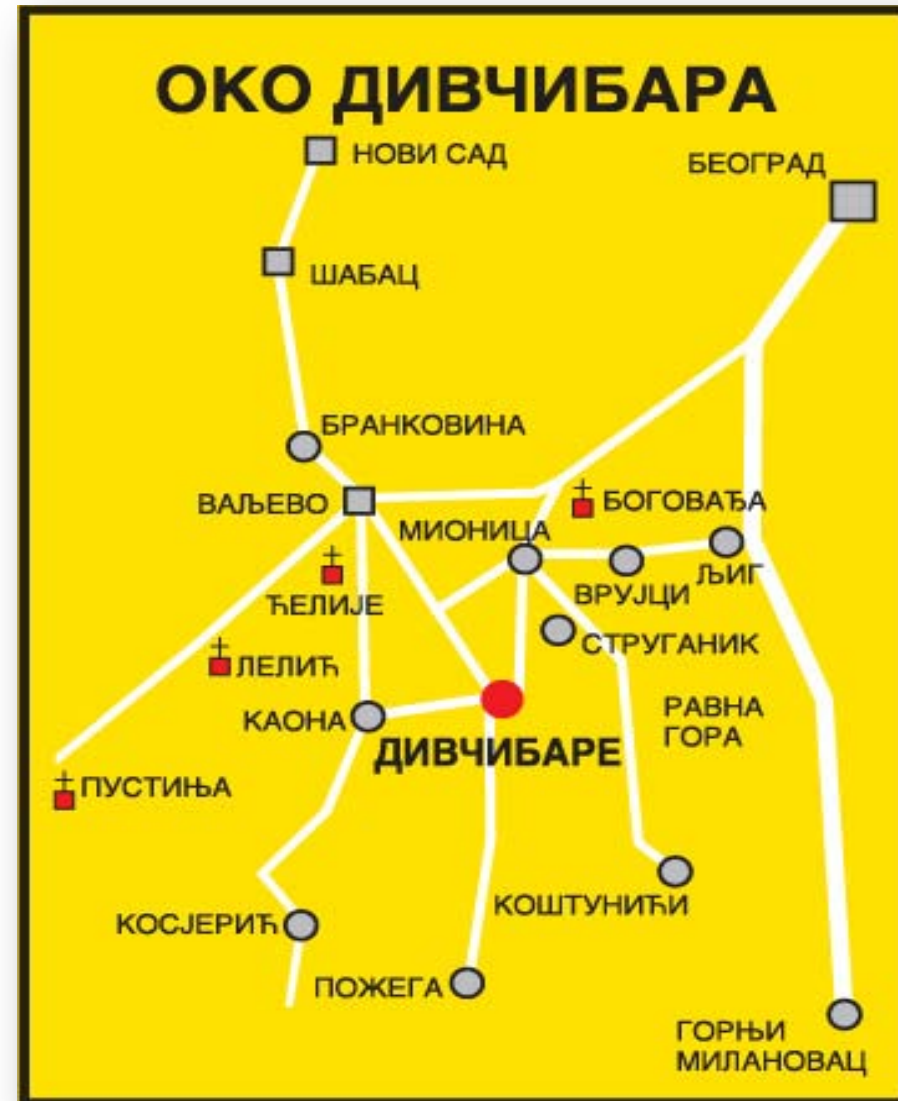
# POGLED NA DIVČIBARE





# Location of Divčibare

- ▶ 38 km od Valjeva,
- ▶ 117 km from Belgrade
- ▶ 177 km from Novi Sad
- ▶ Famous mountain center for more than 100 years




# About Divcibare

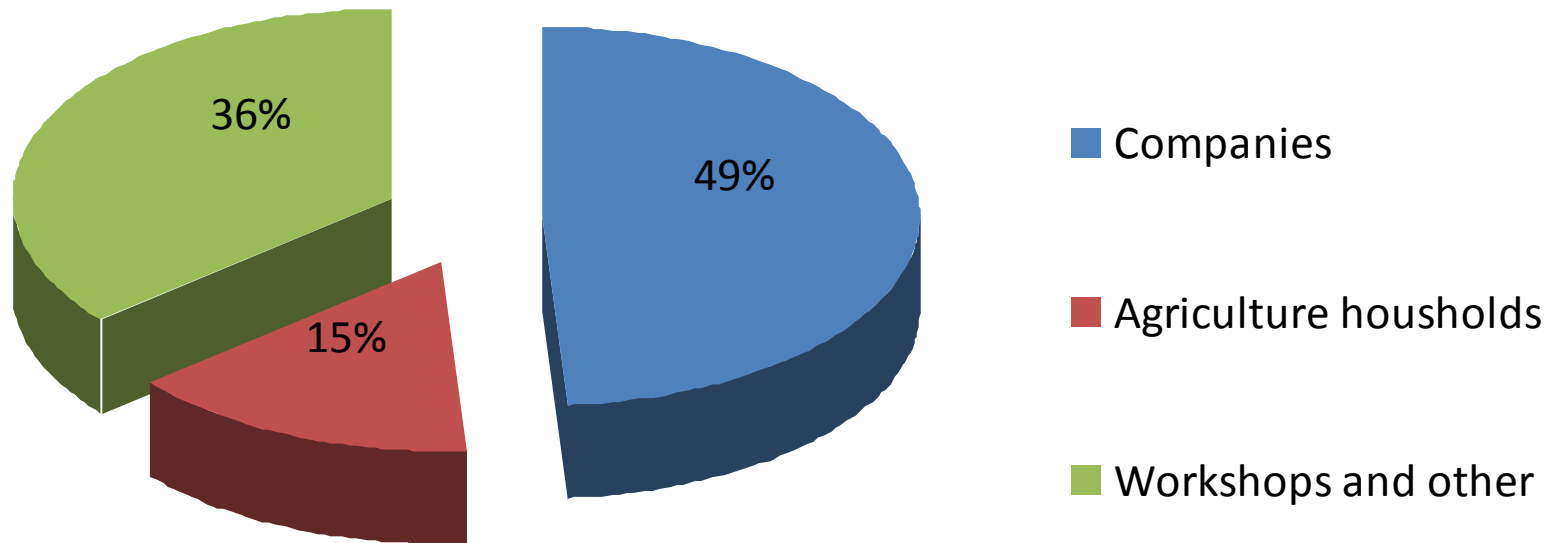
- ▶ 4 hotels + 6 resting houses, more than 1500 beds currently
- ▶ Attractive for sportsmen, business people and for recreation
- ▶ Hunting area
- ▶ Beautiful nature
- ▶ From 15 to 20.000 tourists per year



# Our biggest potential – people

- ▶ **Potencijali: 6 secondary schools, high school, several private Universities**
  - ▶ **Employment growth of 5,3% from 2007**
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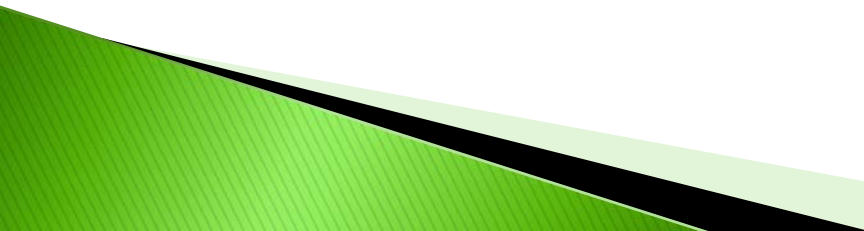
# Structure of employees in Valjevo





# Privatization

## *Companies waiting for privatization*

- ▶ **JIP Radio Valjevo** – radio media company
  - ▶ **JP RTV Valjevo**, TV media company
  - ▶ **Krušik Armature**, production of taps and valves
  - ▶ **Krušik FMO**, general metal works
  - ▶ **Krušik tekstilne mašine** – textile machines
  - ▶ **Geobiro** – geological works
  - ▶ **Stefil kompanija** – furniture company
- 

# Positive foreign investment experience

- ▶ Golden lady
- ▶ Austroterm,
- ▶ Samedi
- ▶ Gorenje
- ▶ Inter Marche...



**gorenje**



# Call for Turkish investment



# Why Valjevo?

- ▶ Famous brands on Serbian market
  - ▶ South East European markets near and opened
  - ▶ Sugar and wheat (flour) are one of the most important export food products of Serbia
  - ▶ Developed fruit processing industry and potential for investments
  - ▶ Specific important raw material produced locally (raspberry, blackberry, prunes)
  - ▶ Locally produced natural aromas
- 



**Thank you for your attention**

Zoran Jakovljevic  
Mayor of Valjevo City  
*February 2009, Adana Turkey*

