



INVESTIGATE US

CITY OF PRIJEDOR



www.investinprijedor.com





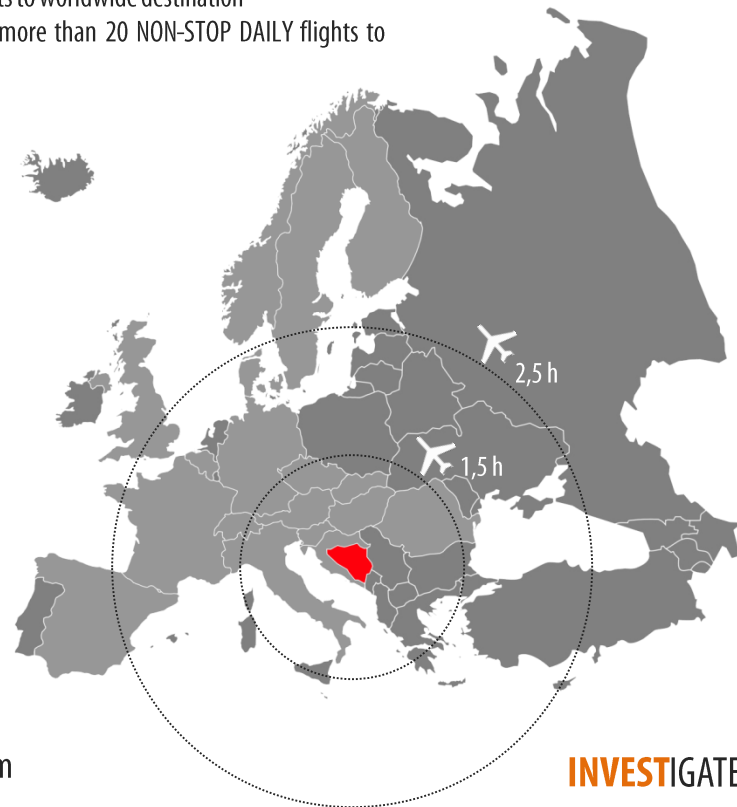
- ▶ NW part of Bosnia and Herzegovina/Republic of Srpska
- ▶ TOTAL AREA 834 km²
- ▶ POPULATION 80.916
- ▶ SETTLEMENTS 71

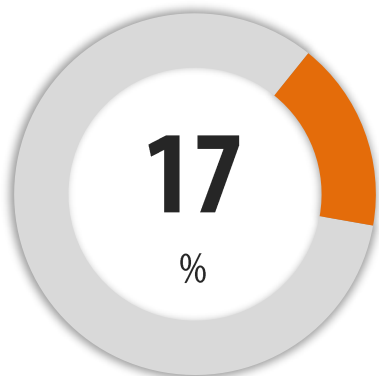


- ▶ Well developed road and railway network
- ▶ Easy connection with neighbouring cities and countries
- ▶ BANJA LUKA, SARAJEVO and TUZLA airports in vicinity of PRIJEDOR with more than 25 NON-STOP DAILY flights to worldwide destination
- ▶ ZAGREB (CROATIA) airport with more than 20 NON-STOP DAILY flights to worldwide destination

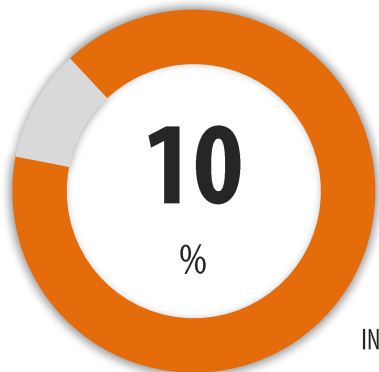
EASY ACCESS

DISTANCE FROM ▶	KM
Banja Luka (BH)	54
Sarajevo (BH)	256
Zagreb (HR)	163
Ljubljana (SI)	301
Belgrade (RS)	357
Trieste (IT)	388
Budapest (HU)	479
Wien (AT)	531
Bratislava (SK)	576
Munich (DE)	709





VALUE ADDED TAX
IN BOSNIA AND HERZEGOVINA



INCOME TAX
IN BOSNIA AND HERZEGOVINA

*"Listen, take lots of notes and
keep setting yourself new challenges"*

RICHARD BRANSON

INFO SHEET FOR INVESTORS

WHY TO INVEST IN **PRIJEDOR**

<u>WORKING DAY</u> WORKING WEEK	8 HOURS 40 HOURS
<u>AVERAGE NET SALARY</u> IN REPUBLIC OF SRPSKA	BAM 1.438,00 EUR 735,23
<u>CONTRIBUTION RATE</u> IN REPUBLIC OF SRPSKA	31% on gross salary
<u>CUSTOM TARIFS</u> IN BOSNIA AND HERZEGOVINA	0-15%

Dec/2024



WHO INVEST IN PRIJEDOR - SUCCESS STORIES





EMPLOYMENT IN PRIJEDOR
14.427 / 17,82%



NUMBER OF COMPANIES IN PRIJEDOR
504 potential suppliers

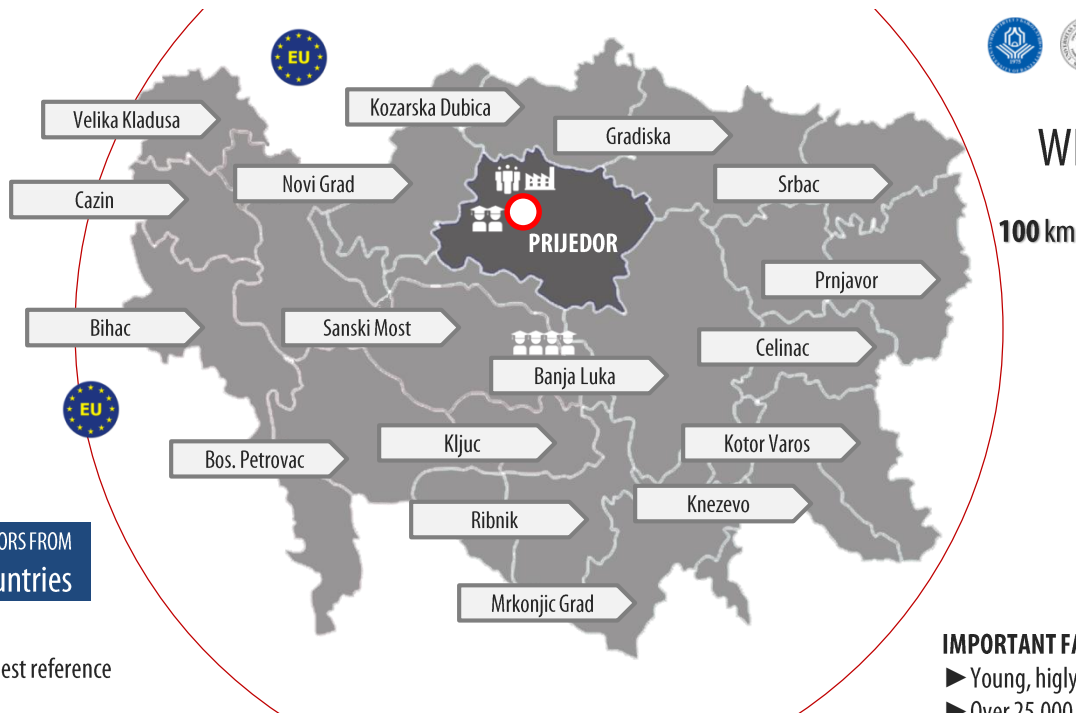
WIDE REGION WITH MORE THAN
750.000 inhabitants



GREAT POTENTIAL OF EDUCATED PEOPLE
6 universities, over **50** faculties



INVESTIGATE US



WIDE REGION POTENTIAL

19 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

TOTAL NUMBER OF SMEs

504TOTAL NUMBER OF
ENTREPRENEURS**1.496**

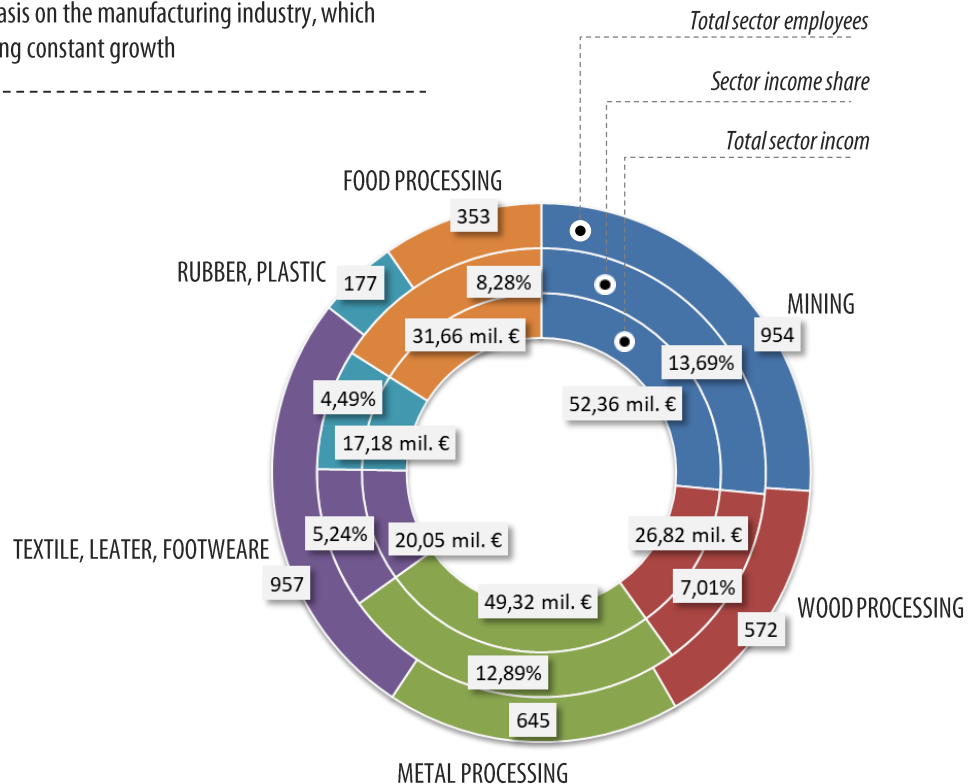
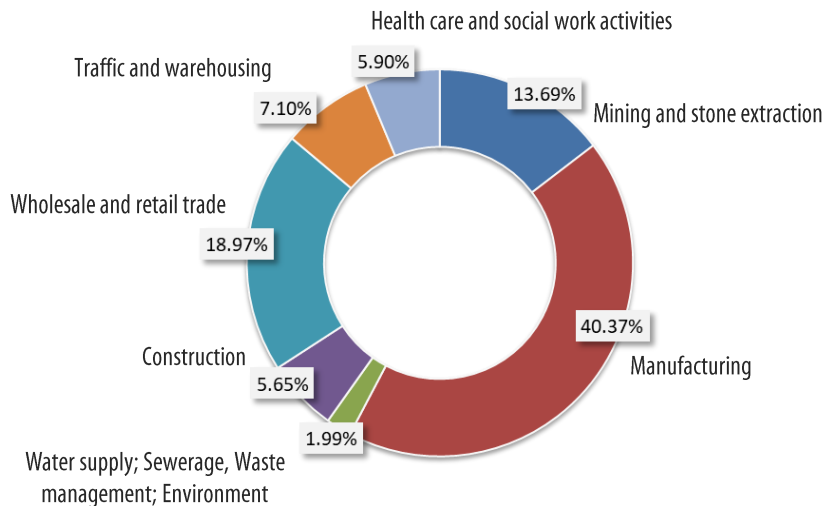
TOTAL INCOME IN 2023

382,6 MIL. €

Prijedor is a traditional industrial environment characterized by a significant number of SMEs with an emphasis on the manufacturing industry, which is recording constant growth

ECONOMIC FACTS

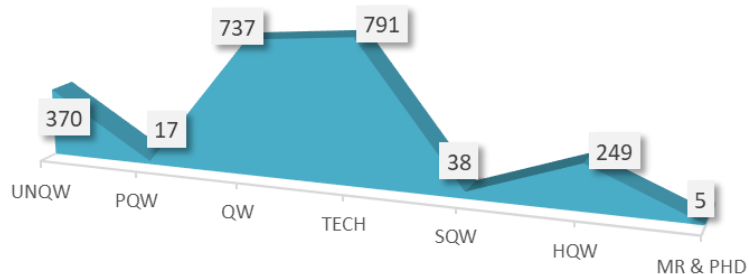
► Dominant areas of activity of companies in total income generated in 2023





WORKFORCE OVERVIEW

WORKFORCE STRUCTURE



Dec/2024

"All progress takes place outside the comfort zone"

MICHAEL JOHN BOBAK

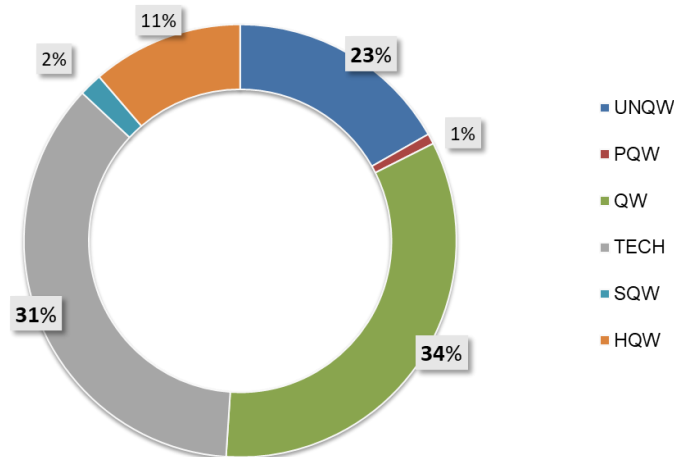
In Prijedor, a large number of activities have been initiated to improve educational programs and bring them closer to the business sector, especially in the field of the processing industry, with an emphasis on metal and wood processing, as well as IT and creative industries, which are essential in the process of digitization.



TOTAL NUMBER OF UNEMPLOYED **4.380**

WORKERS IN AGE RANGE $\geq 18 \leq 45$ **1.129**

TOTAL NUMBER OF ACTIVE WORKFORCE **2.207**



- Greenfield and Brownfield Locations
- Developed Infrastructure
- Proactive and Flexible Administration





LOCAL ECONOMY SUPPORT

BUSINESS ZONES DEVELOPMENT

- 2 business zones at Prijedor area
- flexible offer according to investor's needs
- developed infrastructure
- incubation services for entrepreneurs and creative industries

ACTIVE SUPPORT DURING INVESTMENT PROCESS

- Info centre for investors
- local Working group to support investors
- proactive approach in co-operation with investors
- one-stop-shop concept

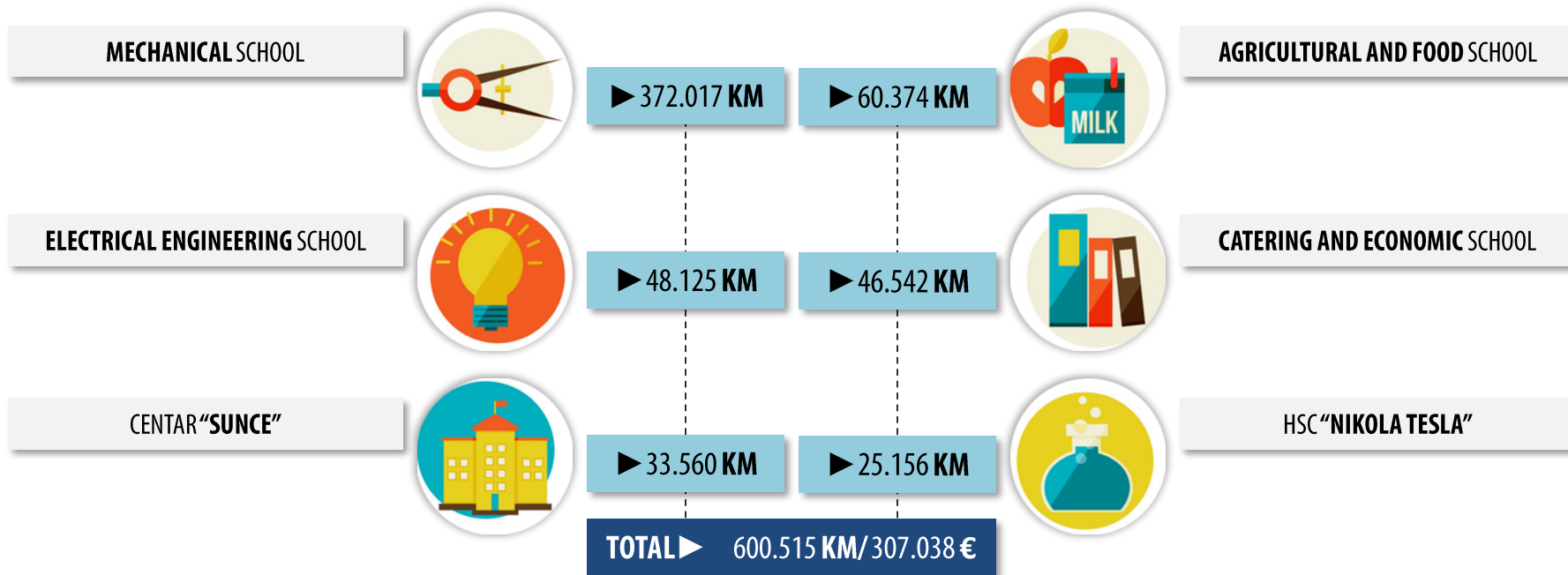
AFTERCARE FOR INVESTORS

- stimulations and incentives for investors
- joined initiatives and business inclusion
- business re-investing and upgrading
- support to development of educational programs

PARTNERS' RELATIONSHIP

- relationship based at equality
- common interest
- active participation in Economic Council
- Council for education and employing

WE INVESTING IN EDUCATION





OUR UNDERSTANDING

We are strongly committed to giving a chance to youth and knowledge
To encourage creativity and talent
To accelerate and manage development

You need an environment that understands your ideas and encourages their realization

You need proactivity and partnership

YOUR CHOICE

"It is better to fail in originality than to succeed in imitation"

HERMAN MELVILLE



INVESTIGATE US

WHY TO INVEST IN PRIJEDOR

1. EXISTING FOREIGN INVESTORS
2. VICINITY TO FOREIGN MARKETS
3. FREE TRADE AGREEMENT AMONG CEFTA AND EFTA COUNTRIES
4. FREE TRADE AGREEMENT WITH TURKEY
5. LOWER OPERATIONAL COSTS
6. STATUS OF CANDIDATE FOR EU MEMBERSHIP
7. FAVORABLE LEGAL FRAMEWORK FOR FOREIGN INVESTMENT
8. RICH INDUSTRIAL HERITAGE
9. QUALIFIED AND COMPETITIVE WORKFORCE
10. LOCAL GOVERNMENT SUPPORT

*"Sail away from safe harbor, catch the trade winds in your sails.
Explore, Dream, Discover"*

MARK TWAIN



**TOP
10
REASONS**

AWARDS AND REFERENCES

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

COST EFFECTIVENESS

According to the assessment by 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.

“Make a positive difference and do some good”

RICHARD BRANSON



FDI STRATEGY

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

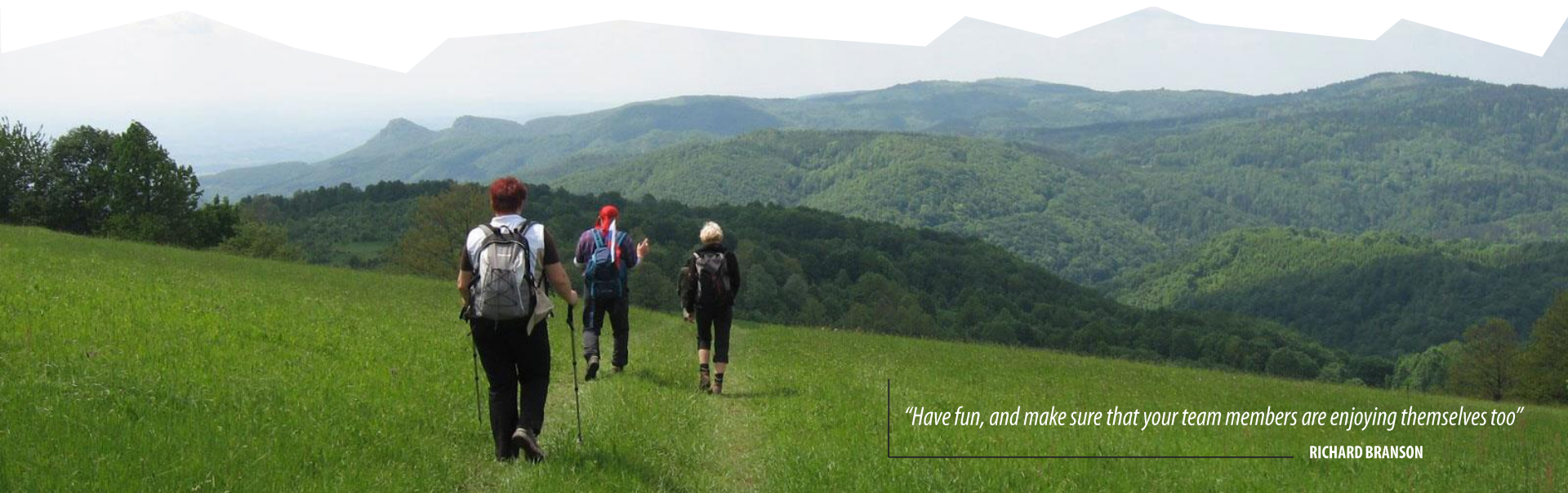
TOP 10 MICRO EUROPEAN CITIES OF THE FUTURE 2016/17 – FDI STRATEGY

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



AFTER WORK

After a hard day's work, you need to find a way to recharge and motivate yourself to face new business challenges. Spending time in nature and engaging in active recreation are the best ways to balance creativity and business success with enjoyment and dedication to your body and soul. Prijedor and its surroundings offer numerous opportunities for an active vacation and quality leisure time.

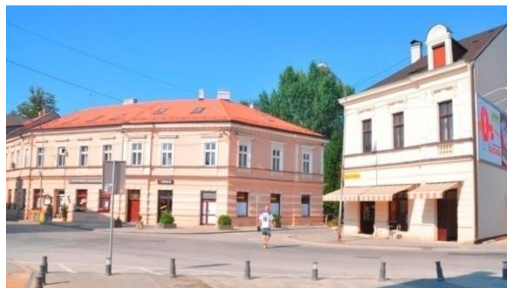


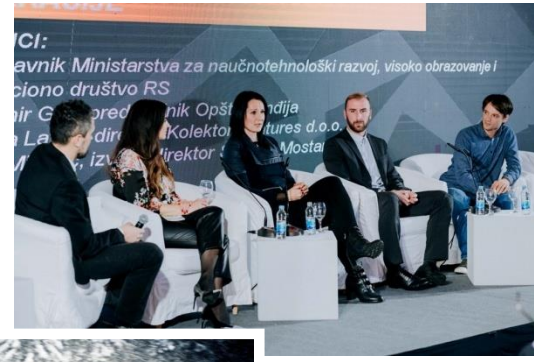
"Have fun, and make sure that your team members are enjoying themselves too"

RICHARD BRANSON



WORK AND LIVE IN PRIJEDOR



WORK AND LIVE IN **PRIJEDOR**



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

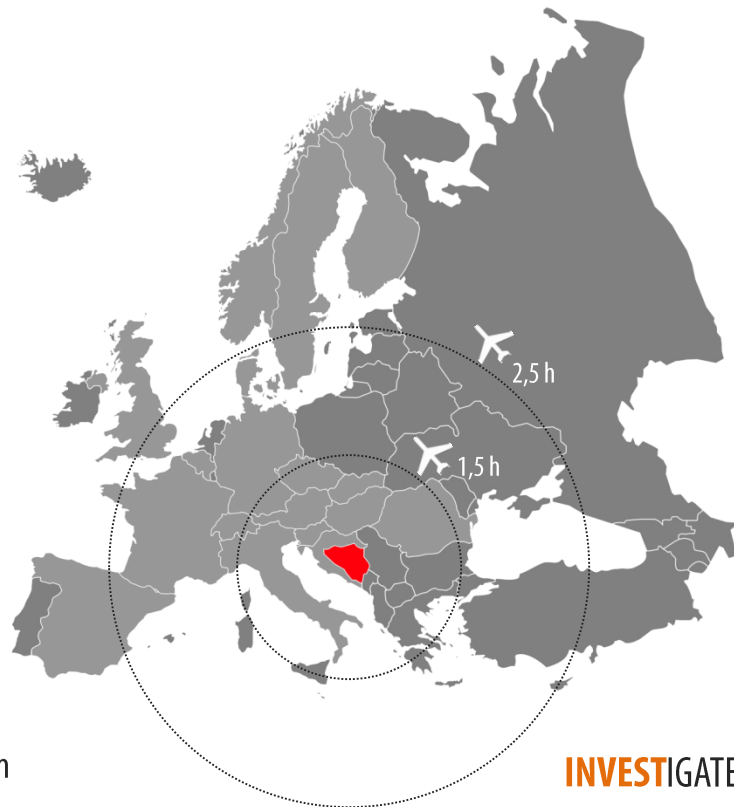
DOING BUSINESS IN BUSINESS-FRIENDLY ENVIRONMENT

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**





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