



SERBIAN TRADE MISSION TO THE STATE OF ISRAEL

B2B Meetings and Visiting the International food fair
Israfood 21-26/11/2022

ABOUT SERBIA

GENERAL DATA

- Location: Southeastern Europe, central part of the Western Balkans
- Geographic coordinates: 44 00 N and 21 00 E
- Territory: 88.499 km²
- Population: 6.9 million (the data for AP Kosovo and Metohia excluded)*
- Borders with: Hungary, Romania, Bulgaria, North Macedonia, Albania, Montenegro, Bosnia and Herzegovina and Croatia
- Capital city: Belgrade, circa 1.7 million inhabitants
- State organization: Parliamentary Republic
- Official language: Serbian
- National currency: Serbian Dinar RSD
- Time zone: GMT+1
- GDP (2021): €53.3 bn

FAVOURABLE BUSINESS ENVIRONMENT

- Functional infrastructure – Transport, Energy, Telecommunications
- World Bank – Doing Business 2020: 44 position
- IBM Global Locations Trend 2017: World leader by the number of new jobs created per capital
- Low operating costs
 - The lowest cost of electricity and postal services in the region
 - Strongly motivated workforce
 - Competitive tax policy
- Financial Times: The first out of 94 countries in the world by the greenfield
- FDI performance Index.Credit ratings:
 - Fitch: BB+/stable
 - Moody's: Ba2/stable
 - S&P: BB+/stable

ADVANTAGES OF INVESTING IN SERBIA

- Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours
- Highly educated and competitive labor force
- Restructured and stable financial system
- Simple procedures for a company start-up and registration
- Simple procedures for foreign trade transactions and foreign investments
- State level incentives

FAVORABLE TAX REGIME

Tax rate on personal income of 10%

Corporate profit tax rate of 15%

VAT rate:

- General – 20%
- Special – 10%

FREE TRADE AGREEMENTS

Goods made in Serbia benefit from several Free Trade Agreements and Generalized System of Preferences which provide simplified placement on markets with more than 1.3 bn people.

- Stabilisation and Association Agreement with the EU
- CEFTA Agreement
- Agreement with the EFTA members
- Free trade agreement with the Russian Federation, Belarus, Kazakhstan, Armenia and Kyrgyzstan (EEU)
- Free trade agreement with Turkey
- USA (GSP)
- Japan (GSP)
- Australia (GSP)

HIGHLY QUALIFIED WORKFORCE

- University of Belgrade is ranked as one of Top 400 Universities ("Shanghai" list)
- Highly educated young workforce with around 50,000 university and college graduates, and 75,000 high school graduates every year

AGRANELA

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Agranela's long term commitment and main goal is production of high quality, healthy product that complies with international standards and regulations. Their products are certified with HACCP, BRC and IFS standards.

More than 90% of its production is exported, both in bulk and under their own label „STELA PRUNELA“, or under foreign customers PL requested.

Their parent company established back in 1992 as a predominantly export-oriented company, is engaged in a range of diverse activities.

In 2004, Agranela became an independent company fully dedicated to growing, manufacturing and processing of fruits, mostly plums.

Products:

- Pasteurized Prunes (pitted or unpitted) – without preservative, with long shelf life
- Conventional Prunes (pitted or unpitted) - sorbated
- Dried sour cherries
- Dried pears
- Chocolate coated prunes and apricots
- Organic prunes

Standards and certifications:

HACCP; BRC; IFS standards, Organic



BUDIMKA

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Budimka has been a part of ITN Group since November 2019. It is located in the western part of Serbia well known as the region for fruit growing. During the harvest time, Budimka collects from farmers in the region more than 40,000 t of fresh fruit. This "former Yugoslav giant" has been implementing the latest technology in the factory. Our goal is to keep well known quality and brand name, and to meet modern trends (design, packaging, quality). We possess the HACCP and IFS certificates.

Products:

Fruit spreads and preserves – jams, extra jams, low calory jams, 100% fruit spreads, whole fruit preserves; **Fruit and vegetable juices and syrups** – juices in "Tetra brick" packaging, nectars in „Tetra brick" packaging, 100% fruit juices in glass packaging, syrups in glass packaging, **Fruit compotes, pasteurized vegetables** - pasteurized vegetables in glass packaging, pasteurized vegetables in cans, **Fruit concentrates and purees** - fruits concentrates, fruit purees, fruit preps

Production capacities:

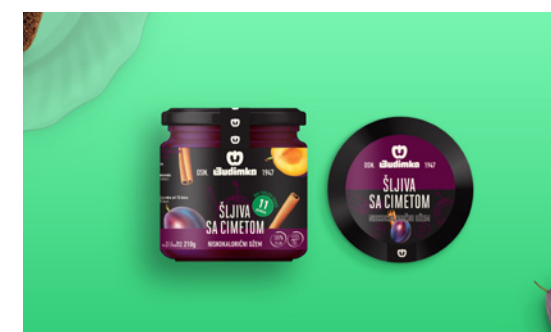
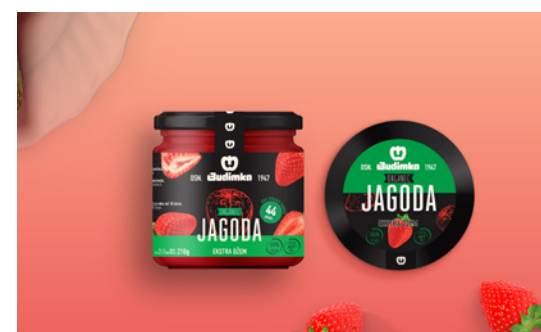
Annual production capacities: fruit spreads and preserves (jams, extra jams, whole fruit preserves...) – 6,000t, fruits and vegetable juices and syrups – 50,000,000 litres, pasteurized vegetables – 3,000t, fruit concentrates and purees 5,000t.

Export markets:

Bosnia and Hercegovina, Montenegro, Slovenia, Albania, North Macedonia, Romania

Standards and certifications:

HACCP, IFS



COLD PRESSOK

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Established in 2013, Cold Pressok is the most trusted nutrition brand in Serbia. All products are plant based, gluten free, NO additives, NO sugar added, NO preservatives, NO processed ingredients, NON-GMO.

Our range of products consists of cold pressed fruit and vegetables juices and smoothies, nut butters and vegan chocolate creams, and superfood granola. The latest additions are 100% fruit spreads: raspberry, black currant, rose hip, sour cherry and plum with no added sugar, no jelling agent pectin and no preservatives, just 100% finest Serbian fruits,

Cold Pressok exclusively uses HPP - High-pressure processing instead of heat pasteurization, to preserve freshness and nutritional value of our juices and smoothies. Using the most innovative technology and the highest quality ingredients, our products result in delicious taste, functionality and transparency.

Products: vegan, clean label products: cold pressed juices and smoothies, nut butters and chocolate creams, 100% fruit spreads, superfood granola

Production capacities: juices and smoothies 1.5 mil. lit., nut butters and granola 1000t

Standards and certifications: FSSC 22000, HACCP, KOSHER

Export Markets:

EU, Russian Federation, Western Balkans, GCC Countries, Republic of India, Africa



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PIK-Becej was established in 1959. The company operates in the fields of agriculture and agricultural production. The property of PIK Becej business system includes approximately 9,000 ha of fertile land.

Processing of Vegetables – “Flora”

The vegetable processing plant Flora is processing vegetables, using modern techniques and technologies, and it offers a rich variety of products of distinctive quality that meets the requirements of the world market. Flora products are made from natural raw materials, with natural spices, preserved by physical means, hot and cold, without additives, added artificial colours, flavours or preservatives.

The most important export products are sterilized peas and sweet corn, as well as frozen peas, sweet corn and beans. They are exported to the Russian market, to the EU countries (Hungary, Germany, and Greece) and to markets of Ex-Yugoslavia countries.

Products: Frozen and sterilized vegetables and fruits

Production capacities: 18,000t of raw material

Export markets: European Union, Russia, Belarus, CEFTA countries, the Middle East.

Standards and certifications: HACCP, FSSC 22000, ISO 9001, HALAL, KOSHER



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ITN Group is a company established in 1992, with the aim to implement new technologies in food industry. The company consists of ITN AgroTech (agriculture machinery and engineering in agriculture), ITN FoodTech (production equipment, designing and engineering in the field of food industry) ITN Eko Povlen Kosjeric (the factory for processing and packaging of IQF fruit and vegetables), Budimka (the factory for processing and packing of jelly fruits, fruits and vegetable juices and syrups, pasteurized vegetables, fruits concentrates and purees, IQF fruits).

Products: Primarily IQF raspberries, sour cherry, blackberry, strawberry, plum, blueberry, forest fruits as well as vegetables – pea, sweet corn, green bean, etc. Products have been packed under the All Fresco brand, as well as different private label brands. In addition to that, all assortment can be packed in Click-lock boxes, PE bags, doy-pouch bags with re-sealable mechanism PET punnets and industrial packaging.

Production capacities: Today, ITN Eko Povlen Kosjeric manages to process and pack over 11,000 tons of berries.

Export markets: EU, Russia, Middle East, Asia...

Standards and certifications: The factory has applied all the latest technology quality standards such as: HACCP, ISO 9001:2015, BRC, IFS, SMETA, FDA, NOP, Halal, Kosher, Global Gap, Organic and Wal Mart.



EURO FRIGO

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Euro Frigo has been engaged in procuring, processing and exporting fresh and frozen raspberry, blackberry, plum and apricot. It was founded in 1998 as a small family business. Today, 20 years later, with our extensive experience and the same devotion to work, we operate according to the cutting-edge technology, as our processes are IFS certificated. The quality of our products and our customer's trust distinguish us as the leader of this region. The fruit we export is later used in the production of desserts, ice cream, juices, marmalades, baby food, dairy products and other products in the food industry.

Our buyers have been our business partners for years, and are always sure that Euro Frigo will fulfil their requirements and expectations.

Products: DF Raspberry IQF, DF Raspberry Crumble, DF Raspberry Whole & Broken, DF Raspberry Block, DF Blackberry Confiture, DF Blackberry Pure, DF Blackberry Block, DF Red Mix, DF hand cut seed free Plum, DF hand cut seed free Apricot.

Production capacities: 2,700t

Export markets: Germany, France, Austria, Italy, England, the Netherlands, Belgium

Standards and certifications: IFS, Kosher



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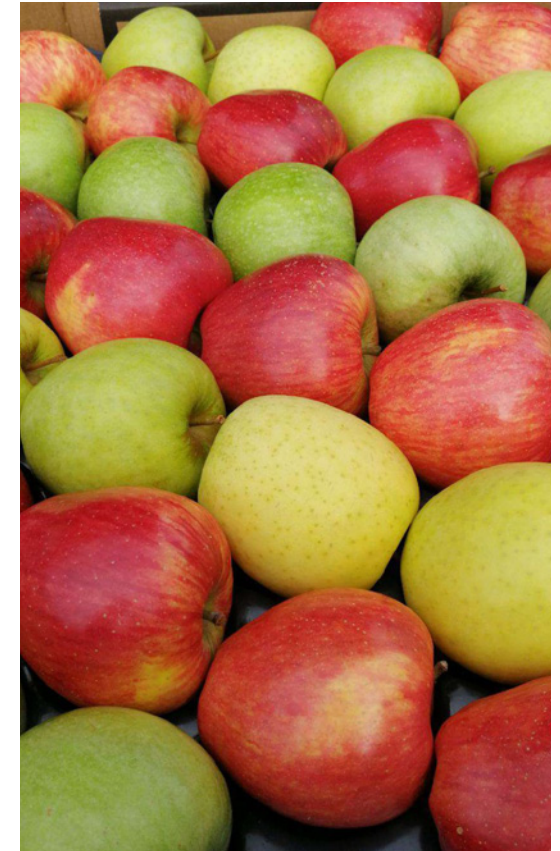
Facebook: fruct.company.doo

Fruct Company Udovice was established in 2008. Over the years, with the help of science and innovative ideas, it has grown into one of the most serious and stable export companies in Serbia. The company owns several cooling chambers with a total volume of more than 2,000 tons and its own transport. The expansion of the company and the modernization of its production make it possible to increase the volume of exports of goods, increase the number of jobs and expand the sales market. Strictly adhering to ISO 22000 and other international standards, Fruct Company Udovice guarantees that the products meet all international standards and do not contain GMOs.

Products: Fresh apples of varieties Idared, Granny Smith, Golden Delicious, Red Delicious, Gala, Jonagold and others, fresh peaches, fresh nectarines, fresh blueberries

Production capacities: 10 t/h

Standards and certifications: ISO 22000



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Master Fruits is leading company which deals with collecting, freezing, processing and export of berries and tropical fruits. Our main cold store with production is located in Milicevo Selo in Arilje, Western part of Serbia, traditionally recognized as a place of birth of Serbian raspberry. The products that we are offering are deep-frozen berries and fruits, frozen fruit puree, as well as tropical fruits.

After 10 years of operating, Master Fruits becomes synonym for the premium quality products in frozen fruits industry all over the world, specially in PL market, proven by numerous satisfied customers which gives us their trust.

Products: deep frozen - raspberry (whole, whole and broken, crumble), blackberry, a mix of red berries, blueberry, plum, apricots, strawberry, sour cherry, red/black currant; tropical fruit - pineapple, papaya, mango, banana, tropical mix, and frozen fruit puree.

Production capacities: 80t of fruit per day / storage capacity: 10,000t.

Export markets: Norway, Sweden, Finland, Denmark, the Netherlands, France, Switzerland, Spain, the United Kingdom, Israel, Japan, USA, Russia, Australia, New Zealand, Saudi Arabia and China.

Standards and certifications: IFS (Higher level), BRC (A level), GLOBAL G.A.P., HACCP, ISO 22000:2005, SMETA/SEDEX and KOSHER.



MIRAX AGRAR

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Mirax Agrar is a modern company whose core business is the wholesale and distribution of organic and conventional fresh and frozen fruits and vegetables. It was founded in 2013. The company is ready to meet the most demanding needs of the agricultural sector, which makes it one of the Serbian leaders in export to the European and Russian markets, primarily owing to the long-lasting experience and the highly skilled and professional team of educated people employed in the company.

The company strictly complies with and regularly improves on the principles of the Global Gap, in order to ensure health safety and the quality of primary production of fresh food and vegetables, while the HACCP System is the measure which, through control of health risks, monitors products in the process of production and distribution to the final consumers.

Products: Organic and conventional IQF fruits 1st class (raspberries, blackberries, strawberries, sour cherries, plums...), IQF vegetables (green and yellow beans, peas, corn...) and IQF fruit products for industrial usage. Fresh fruits (apples, peaches, nectarines, apricots, cherries, sour cherries, strawberries and plums), fresh vegetables (cabbage, potatoes, cucumbers, tomatoes...)

Export markets: Russia, EU and UAE

Standards and certifications: IFS broker, HACCP, Global Gap, BRC, SMETA, Ecocert.



ZDRAVO ORGANIC

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Zdravo Organic is a company for processing fruits and vegetables, founded on October 2007. In the middle of 2018, Zdravo Organic was acquired by the Slovak company Kon-Rad from Bratislava and became its 100% owner.

Zdravo Organic produces a wide range of quality products from fruits and vegetables using the process of pasteurization, no preservatives, flavorings and other additives. Production facility is built in accordance with European standards and equipped with most modern equipment and technology.

Products: Natural, freshly squeezed juices (NFC), without added sugar and water (apple juice, beetroot-apple juice, beetroot- blueberry-apple juice, carrot-apple juice, pear-apple juice, blackberry-apple juice, raspberry-apple juice, strawberry-apple juice, sour cherry-apple juice, apricot-apple juice, peach-apple juice, orange-apple juice, grapefruit-apple juice, tomato juice, spicy tomato juice, apple-cinnamon juice, pomegranate-apple juice, tomato-celery juice, apple-ginger juice, apple- chokeberry juice) ;
Sour salad (beetroot, cucumber, peppers, hot peppers, grilled peppers, etc.), ajvar and diet jams (apricot jam, strawberry jam, raspberry jam, plum jam).

Production capacities: 3.000t products on an annual basis.

Export markets: Slovakia, Czech Republic, China, Russia, Montenegro, Slovenia, USA, Philipines, Canada, Germany, Ukraine... etc.

Standards and certifications: ISO 9001, HACCP, Vegan, Kosher.



SELECT FRUIT

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Select Fruit is a family-owned business dealing with wholesale and export of fruits and vegetables.

Our key products are apples, then strawberries, sweet cherries, nectarines, peaches, blueberries, pears, sour cherries, plums, tomatoes, peppers ... all of them are of outstanding quality and they are produced to the latest international standards.

Our cooperation with local farms is reflected in long-term partnerships and continuous support in the production of high quality fruits and vegetables from our region. With us you can count on high quality, selected and classified fruits and vegetables which will make your consumers come back and take even more of those products.

We have suitable facilities for storage, packaging and export of fruits and vegetables.

Your satisfaction, as well as your consumers, is our ultimate goal! Select fruit currently supplies fresh fruits to clients in Poland, Romania, Croatia, Slovenia, Czech Republic, Italy, Russian Federation, Middle East...

Let Select fruit be your choice for new business and new partnership. We choose the best, and we suggest you to do the same!



CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA

www.en.pks.rs

Reliable partner

Chamber of Commerce and Industry of Serbia (CCIS) is an independent, modern and responsible non-budgetary institution, a national association of all Serbian businesspeople, which serves the best interests of its members and the Serbian economy, owing to its tradition, experience and knowledge. CCIS is defined by the Law as an association of companies and entrepreneurs. A 165-year tradition of the Serbian chamber system and the developed chamber network, Representative Offices abroad, are the guarantor of efficient implementation of the support mechanisms for the economy and businesspeople in their activities. Linking the entire Serbia's economy in a single system, classified by economic sectors in 19 business associations and by regions in 17 regional chambers, including the City of Belgrade. Key commitment is to make Serbia visible as a market economy country, with investment opportunities, open borders, and ready to join the European trends in a competitive way.

CCIS activities:

- Representing interests of our members before the governmental bodies and institutions;
- Representing interests and positions of members through participation in drafting laws and other regulations important for the business community;
- Connecting business companies in domestic and international market;
- Issuing business documents and providing high-quality information;
- Supporting the process of digitalization and education of the economy;
- Promoting the economy in the country and abroad;
- Disseminating business information to our members;
- Consultancy services;
- Fostering good business practice and business ethics;
- Work of Courts and Arbitration hosted by CCIS.



