A stylized map of Novi Sad, Serbia, showing a grid of streets in light beige, green patches representing parks or forests, and a prominent blue river (the Danube) flowing along the right side. A semi-transparent white rectangular box is overlaid on the left side of the map, containing text.

Boost your Business
Invest in

Novi Sad





NOVI SAD IN FIGURES

699 km²

City Area

GMT+1

Time Zone

341,625

Population
(2011 Census)

30,153

Number of business entities
(2018)

457.2 EUR

Average income*
(2018)

149,578

Number of the employed
(2018)

9.3%

Unemployment rate
(2018)

219 million EUR

City budget
(2019)

Ba3

Credit rating
(according to the Moody's Investors Service)

*Average income in 2018 amounted to 457.2 EUR net and 632.83 EUR gross.



View of Novi Sad and Petrovaradin Fortress, author Dragoljub Zamurović



IMPROVE YOUR BUSINESS - INVEST IN NOVI SAD

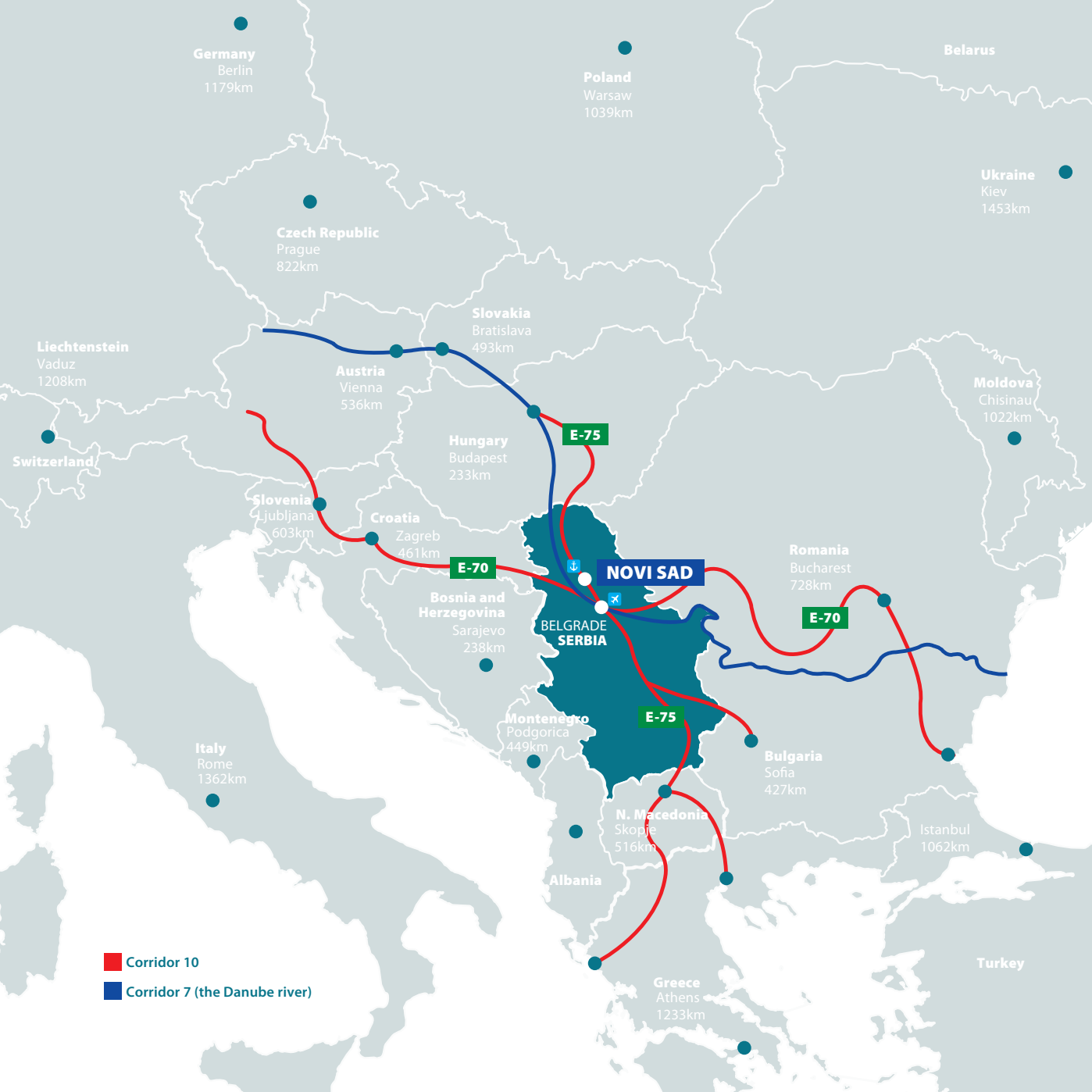
Novi Sad has always been the **centre of economic** growth owing to its geostrategic position and entrepreneurial spirit of its inhabitants.

As the largest city in the most developed part of Serbia, the Autonomous Province of Vojvodina, Novi Sad offers numerous incentives for business development to investors.

The **strong existing economy** made up of over 30,000 business entities and the best credit rating in Serbia, stand as a special recommendation for starting up of business in Novi Sad, while **proactive City Administration** is continuously working on improving the business environment and provides support to the investors throughout the entire investment process.

As the centre of significant scientific research and professional organisations providing assistance in development, higher education institutions, and health care institutions with cutting edge medicine and specialised services, institutions in the field of culture and social protection, **Novi Sad provides high level of quality not only to businesses, but also to life in general.**

The advantages of living in Novi Sad are best portrayed by numerous possibilities for education in the second largest university centre in Serbia, hundreds of cultural and sport events that are organised throughout the year, as well as the titles of the **European Youth Capital 2019 and European Capital of Culture 2021.**





ACCESS TO THE MARKET AND GEOSTRATEGIC POSITION

The Serbian market has 7.5 million consumers.

Thanks to the free trade agreements there is no customs duty on export from Novi Sad to the markets of CEFTA and EFTA member states, Russian Federation, Belarus, Turkey and Kazakhstan, which makes more than 280 million consumers. If we add the preferential trade conditions with the EU and USA to that number, we can say that the **total export potential makes more than one billion consumers, without customs duties.**

Geostrategic position and traffic infrastructure

Development and constant improvement of its infrastructure capacities, including the optical infrastructure as well as introduction of the Smart City services, i.e. Smart City concept, make one of the strategic priorities of the City Administration.

Novi Sad has **ideal geostrategic location** at the intersection of main international roads:

Corridor 10

Highways E-75 and E-70 and railway track connect Novi Sad with Western and Central Europe and Asia Minor.

Corridor 7 (the Danube river)

The Port provided with relevant infrastructure and three international river wharfs connect Novi Sad with the North Sea and Atlantic Ocean, across the Rhine-Main-Danube Canal, and the Black Sea.

Airports

The International Airport "Nikola Tesla" in Belgrade is 80 km from Novi Sad, around 50 minutes' drive, while the Sports Airport "Čenej" is just 16 km from the city centre.

SUCCESS STORIES

Novi Sad is the centre of some of the largest companies in the Republic of Serbia:

• APTIV •

Continental
The Future in Motion

Matijević
INDUSTRIJA MESA NOVI SAD

Neoplanta
INDUSTRIJA MESA NOVI SAD

NIS БУДУЋНОСТ
НА ДЕЛУ
GAZPROM NEFT

otpbanka

Viscofan
The cooling company

RT - RK

Schneider
Electric
Schneider Electric DMS NS

vojvođanska
banka
otp group

ERSTE
Bank

CTP



DOING BUSINESS AND THE EXISTING ECONOMY

City of Novi Sad owns regional certificate as a business friendly municipality according to the **Business Friendly Certification South East Europe** (BFC SEE) standard, awarded to the City of Novi Sad as a special guarantee of quality services that the City provides to investors and entrepreneurs.

In addition to the City of Novi Sad, the Autonomous Province of Vojvodina and the Republic of Serbia, the institutional support to business development, at the local level, is also being provided by numerous professional associations and clusters, Novi Sad Fair, Educational Center, National Employment Service and Business Incubator Novi Sad - intended for start-ups in the field of IT, while an additional stimulus is expected after completion of the Science and Technology Park, whose goal is to enable technology and knowledge transfer from the academic and research and development environment into the business sector.

30,153
companies

11,506
entrepreneurs

18,647
business entities

Dominant industries in Novi Sad are: processing industry (especially production of food and beverages), automotive industry, commerce, transportation and the sector of information and communication technologies.

The University of Novi Sad, in particular the Faculty of Technical Sciences, from which more than 140 *start-up* and *spin-off* companies originated, have contributed most to the expansion of the **IT sector** within the last few years, resulting in **Novi Sad being considered the IT centre of Serbia**. With around 500 registered companies and about 4,000 employees, Novi Sad's IT sector is among the five fastest growing sectors in the city.



Faculty of Technical Sciences, author FTS

Business Incubator Novi Sad, author BINS



EDUCATIONAL POTENTIAL

50,000
students

14
faculties

400
study
programmes

The University of Novi Sad provides knowledge from almost all scientific fields at the level of undergraduate, master, specialised and doctoral studies.

Novi Sad is the seat of the University as well as nine of the 14 faculties: Faculties of Philosophy, Agriculture, Sciences, Law, Technology, Medicine, Faculty of Technical Sciences, Faculty of Sports and Physical Education, Academy of Arts and Department of the Faculty of Economics in Subotica.

The University has a well-developed scientific infrastructure and a strong innovation potential, to which the newly built **Science and Technology Park** within the campus will make a significant contribution in the forthcoming period.

In addition to the University of Novi Sad, the second largest public university in the Republic of Serbia, there are eight private faculties, with over 7,000 students.

16,000
students

16
secondary schools

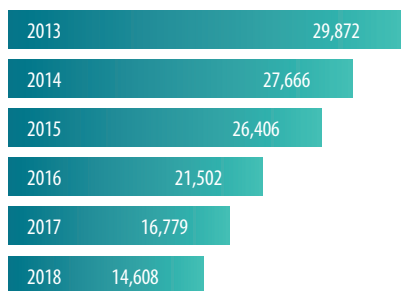
The **secondary school network** is made up of four grammar schools, three schools for artistic education, school for children with special needs and eight vocational schools: two technical schools, mechanical engineering, electrical engineering, economic, medical, agricultural and school of traffic engineering, while the additional number of around 1,000 students is educated at 10 private secondary schools.

Dual education has been present in some of the Novi Sad vocational secondary schools for quite a long time now, and it is aimed at preparing the young people for more demanding needs of the labour market in co-operation with local companies.

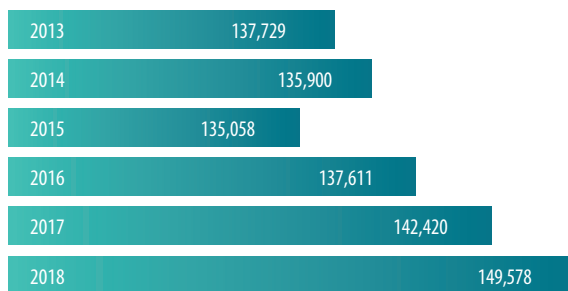
LABOUR MARKET

The institutional support for employers is provided by the **National Employment Service** and the **Education Centre**, which aims to reduce the gap between the education system and labour market needs, as well as organize training for specific occupational profiles at the request of employers.

Number of the unemployed, 2013-2018



Number of the employed, 2013-2018





INVESTMENT POTENTIALS

Sites

The City of Novi Sad owns attractive Greenfield **sites available for different purposes (business, production and multi-family residence)**. The list of available sites with the descriptions is available at:

<http://bit.ly/available-locations>

In addition to that, the City has databases on business premises and Brownfield sites owned by private entities.

Incentives

The Republic of Serbia, Autonomous Province of Vojvodina and the City of Novi Sad offer to the investors numerous **incentives for investing**, which is an additional benefit for the development of business in Novi Sad. The overview of the current incentives is available at the official website of the City:

<http://bit.ly/ns-incentives>

Doing business in the Free Zone

Free Customs Zone Novi Sad offers the opportunity for free business and import and export of goods and services without quantitative restrictions and without paying VAT and customs duties. Detailed information can be found on the website of the Free Customs Zone:

<https://www.freezonens.rs/en>

For more information on potentials for investing in Novi Sad contact the Local Economic Development Office by e-mail at kler@novisad.rs



City Beach „Štrand“, author Dragoljub Zamurović



Novi Sad City Centre, author Dragoljub Zamurović



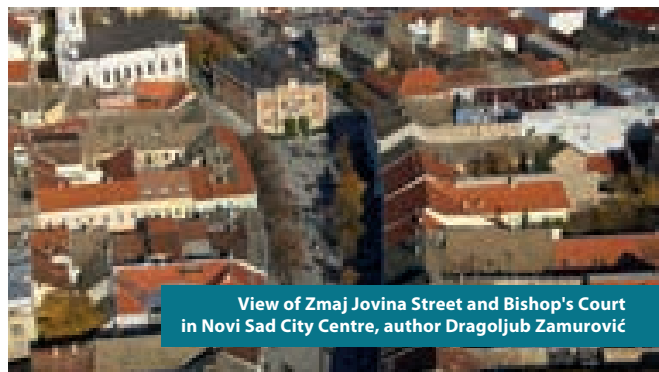
The Concert of Russian Symphonic Orchestra



The Danube Park, author Dragoljub Zamurović



"EXIT" Music Festival, author Exit photo team



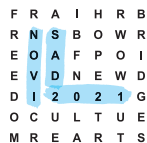
View of Zmaj Jovina Street and Bishop's Court in Novi Sad City Centre, author Dragoljub Zamurović

NOVI SAD

Top Travel Destination in 2019 according to the Lonely Planet portal



Danube Street, author Dragoljub Zamurović

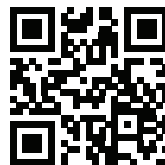


Novi Sad 2021
European Capital of Culture

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City of Novi Sad



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