



MEDICINAL PLANTS, HERZEGOVINA REGION

Project title	Diversification of the production process and processing of medicinal plants
Sector	Agriculture and food processing
Location	Herzegovina - Ljubinje, Bileća, Trebinje
Location description	Own plantations of medicinal plants are located in the area of Ljubinje, while plantations of subcontractors are located in the whole Herzegovina's area. Processing of medicinal plants and seedlings production are located in the two working units: Bileca and Ljubinje. Processing facilities are placed very close to the main roads and distance from the airports (Dubrovnik and Mostar) is about 60 km.
Company description/ Project background	"Ljbilje" has a long tradition of over 20 years in the projects dealing with medicinal plants and main activities of the company are as follows: <ul style="list-style-type: none"> - Production of seeds and seedlings of medical, aromatic and spices herbs; - Planting of medical, aromatic and spices herbs; - The production of filter, classic teas and tea mixtures; - The production of essential oils, hydrolats, extracts; - Production of fragrant program (scented sachets, pillows, auto-perfumes); - Producing natural cosmetics based on medical herbs (immortelle, lavender, sage); - Collection and primary production of wild growth, medical and aromatic herbs and sylvan berries; - Providing services in the field of agriculture (development strategies, investment and preliminary projects, the appointment of experimental fields and education); - Providing training and education services in the field of medicinal plants and traditional medicine (aromatherapy and phytotherapy).



	<p>At the area of 10 ha "Ljbilje" has its own nursery centre (the parent plant) with plantations for the production of medicinal, aromatic and spice plants.</p> <p>At the competition for the best technological innovation TNTI 2008, »Ljekobilje« won the first prize with project »Introduction to organic production and planting of immortelle (<i>Helichrysum italicum</i>)«. "Ljbilje" was the first company that initiated production of seedlings and plantation of immortelle in the Balkans.</p> <p>Based on Contract on business and technical cooperation with the Institute for the medicinal plants research "Dr Josif Pančić" and the European Center for Peace and Development of the University for Peace of the United Nations, "Ljbilje" is educational and scientific base of these institutions to the sub-Mediterranean culture.</p> <p>Moreover, at the national and international fairs "Ljbilje" has won numerous awards and certificates of quality for its products, mainly tea.</p>	
Project status	Project is in progress	
Project description	<p>This project includes expansion of existing plantations of medicinal plants (with emphasis on sub-Mediterranean culture) and diversification of existing processing capacity by introducing modern production lines and packaging of cosmetic and pharmaceutical products that will include:</p> <ul style="list-style-type: none"> - Face cream for day and night based on Immortelle; - Regeneration, anti-stretch marks, and after sun cream based on Immortelle; - After depilation cream on the basis of Lavender; - Anti-cellulite gel based on Sage; - Spray against bad breath based on sage and other products; - Herbal drops based on medicinal herbs. 	
Estimated total investment cost	1.400.000 EUR	
Inputs provided by local partner	Value	Description
	400.000 EUR	<ul style="list-style-type: none"> - Land plot of 30.000 m² - Production facility of 5.000 m² - Equipment for production and packing of teas (filter, classic and teas mixtures) - Distiller for the production of essential oils
Inputs required from foreign partner	Value	Description
	1.000.000 EUR	<ul style="list-style-type: none"> - Concession of land for new plantations - Establishment of new plantations - Equipment for production and packaging of cosmetics - Equipment for production and packaging of pharmaceutical products; - Funds for design and promotion of products.
Form of cooperation with foreign partner	Financial	Technical
	Joint venture	<ul style="list-style-type: none"> - Marketing expertise - Access to markets and distribution channels
Supporting information available	<p>For additional information about this project, please contact FIPA either by e-mail: fipa@fipa.gov.ba or phone number: +387 33 278 080.</p>	