



INVESTIGATE US

# CITY OF PRIJEDOR



[www.investinprijedor.com](http://www.investinprijedor.com)





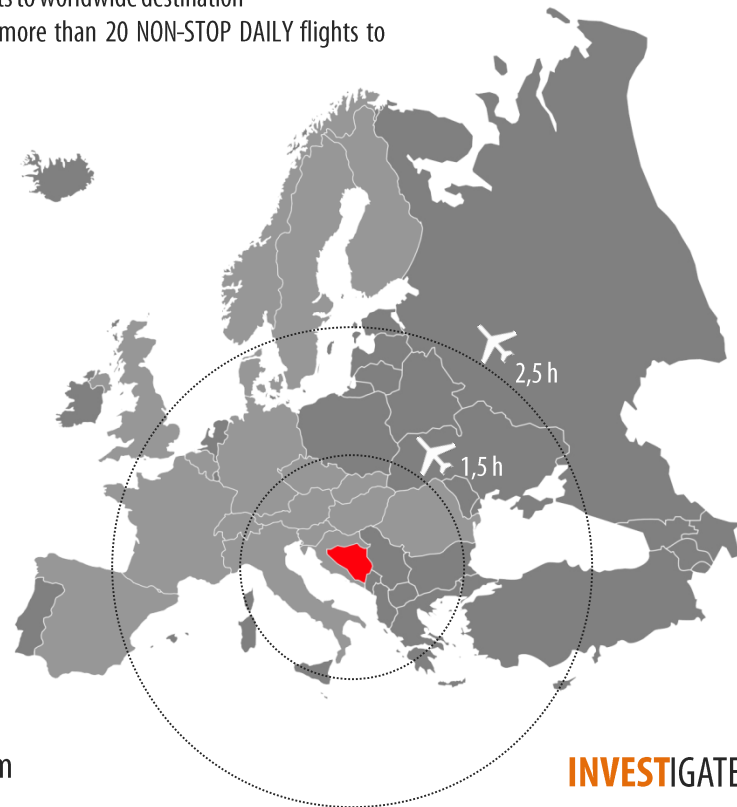
- ▶ NW part of Bosnia and Herzegovina/Republic of Srpska
- ▶ TOTAL AREA 834 km<sup>2</sup>
- ▶ POPULATION 80.916
- ▶ SETTLEMENTS 71

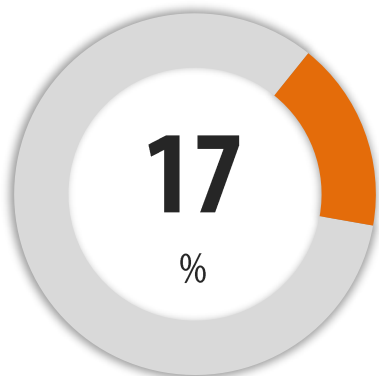


- ▶ Well developed road and railway network
- ▶ Easy connection with neighbouring cities and countries
- ▶ BANJA LUKA, SARAJEVO and TUZLA airports in vicinity of PRIJEDOR with more than 25 NON-STOP DAILY flights to worldwide destination
- ▶ ZAGREB (CROATIA) airport with more than 20 NON-STOP DAILY flights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

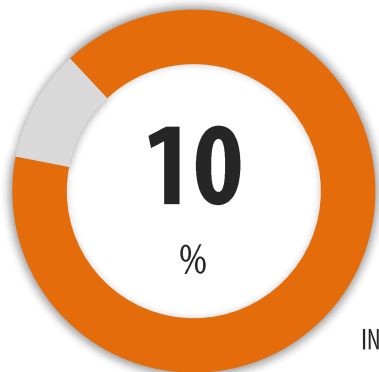
## EASY ACCESS

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

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

Dec/2024



# WHO INVEST IN PRIJEDOR - SUCCESS STORIES





EMPLOYMENT IN PRIJEDOR  
**14.427** / 17,82%



NUMBER OF COMPANIES IN PRIJEDOR  
**504** potential suppliers

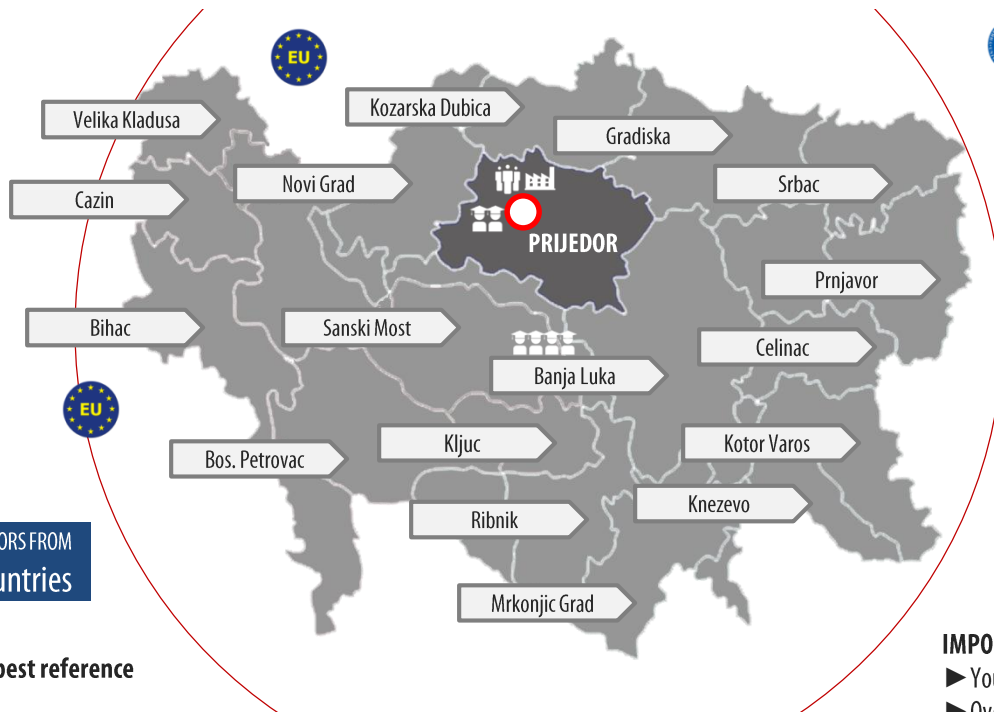
WIDE REGION WITH MORE THAN  
**750.000** inhabitants



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



## INVESTIGATE US



## WIDE REGION POTENTIAL

100 km

18 FOREIGN INVESTORS FROM  
**8** 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

**504**TOTAL NUMBER OF  
ENTREPRENEURS**1.496**

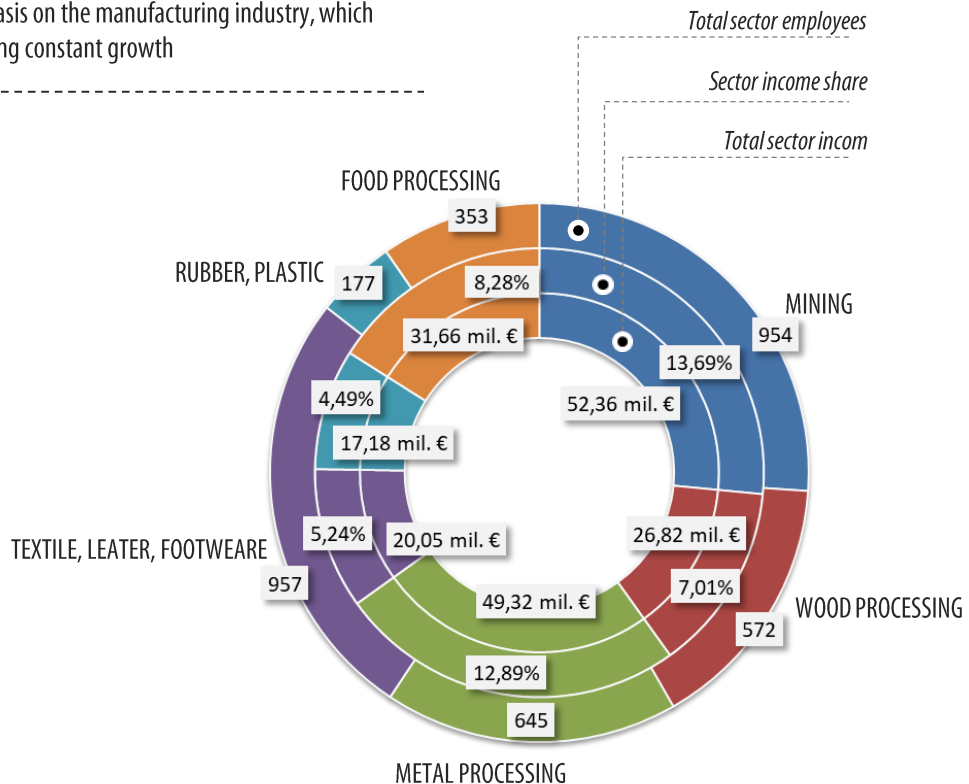
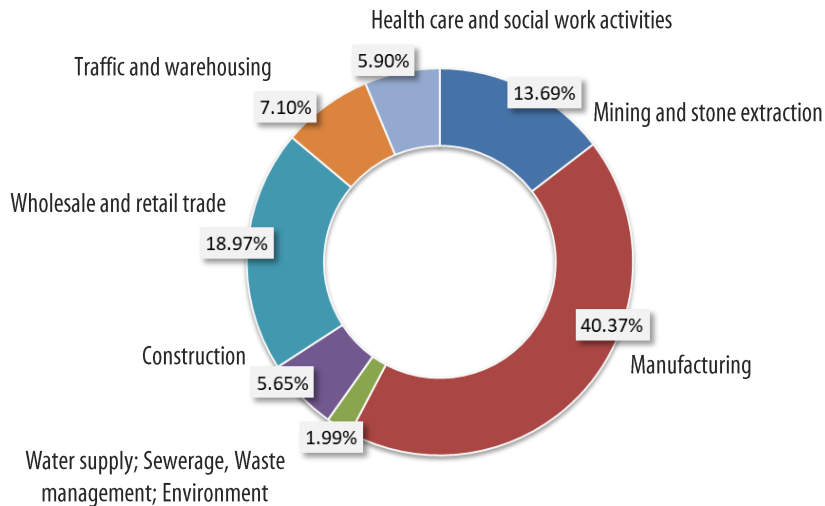
TOTAL INCOME IN 2023

**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

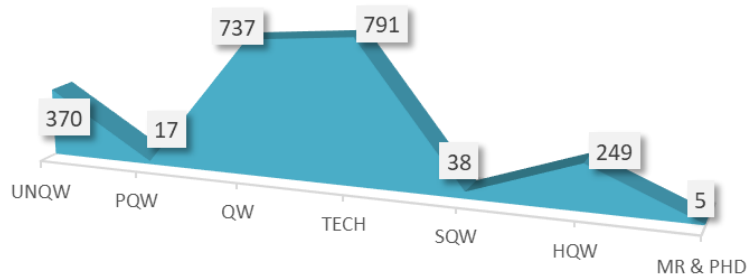
► Dominant areas of activity of companies in total income generated in 2023





# WORKFORCE OVERVIEW

## WORKFORCE STRUCTURE



Dec/2024

*"All progress takes place outside the comfort zone"*

MICHAEL JOHN BOBAK

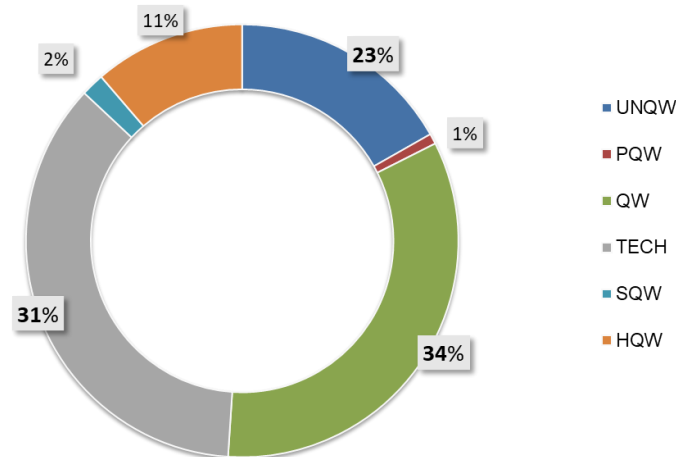
In Prijedor, a large number of activities have been initiated to improve educational programs and bring them closer to the business sector, especially in the field of the processing industry, with an emphasis on metal and wood processing, as well as IT and creative industries, which are essential in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





# INVESTIGATE US

# INVESTMENT OPPORTUNITIES

- 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

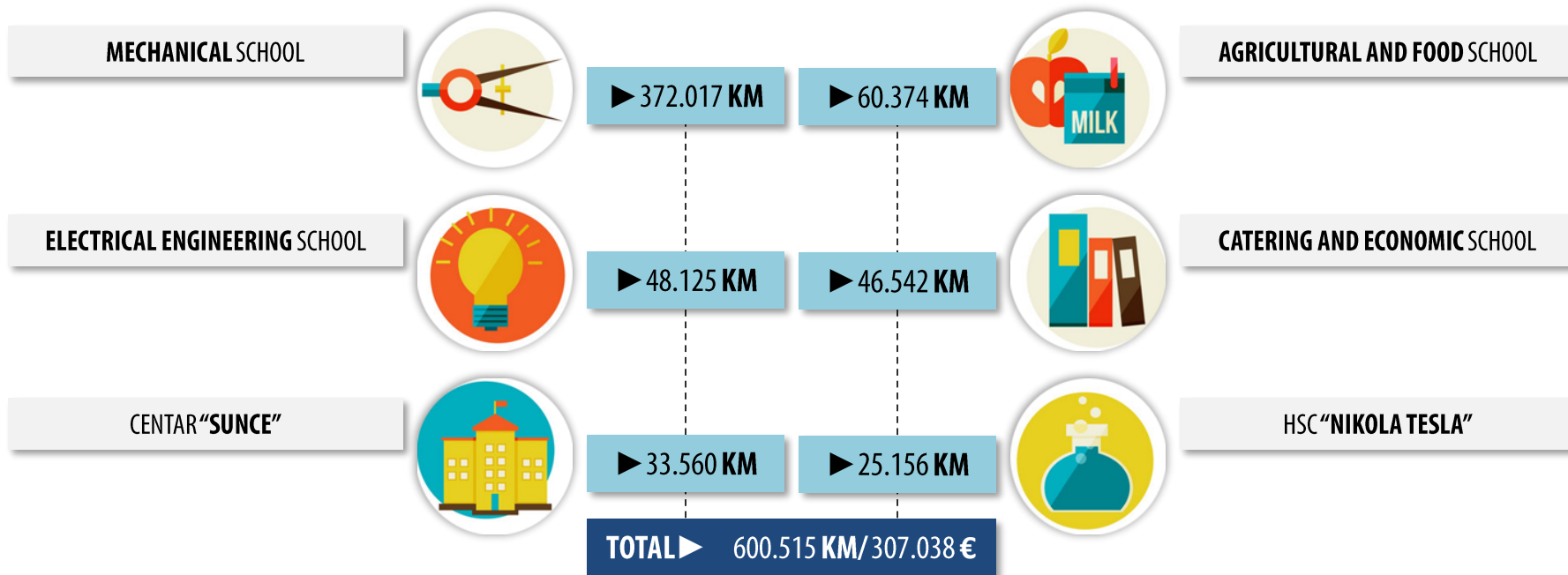
- stimulations and incentives for investors
- joined initiatives and business inclusion
- business re-investing and upgrading
- support to development of educational programs

### 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

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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

## 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

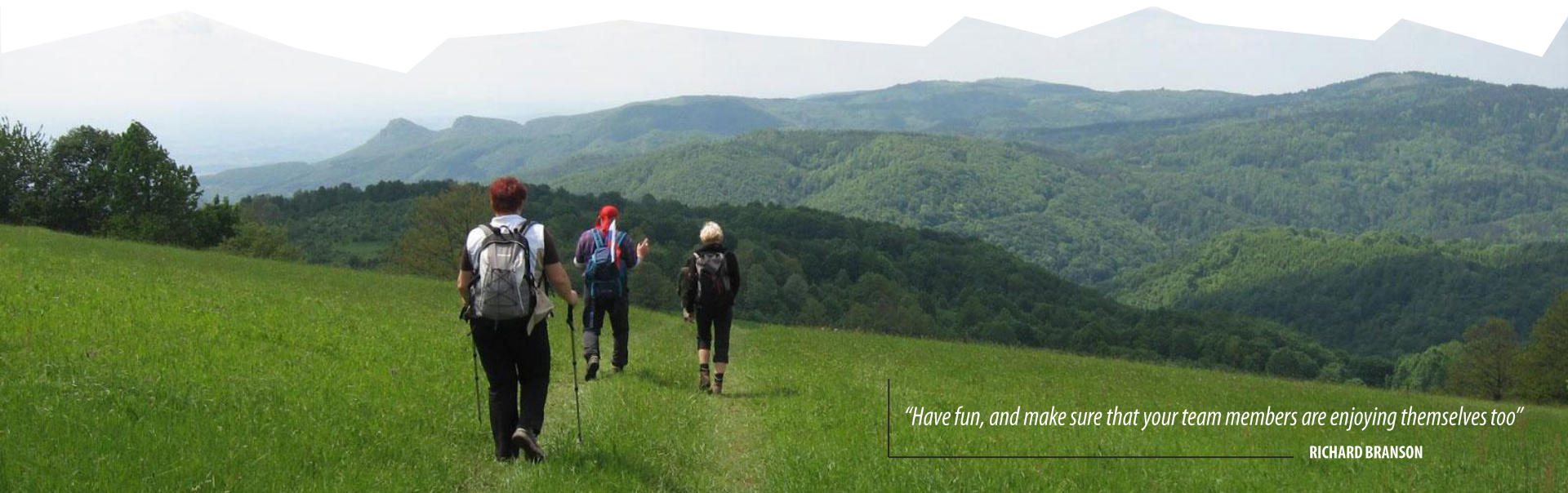
RANK	CITY	COUNTRY
1	Ivanec	Croatia
2=	Limerick	Ireland
2=	Ventspils	Latvia
4	Prijedor	Bosnia-Herzegovina
5	Galway	Ireland
6	Štip	Macedonia
7	Jastrebarsko	Croatia
8	Vranje	Serbia
9	Jelgava	Latvia
10	Tartu	Estonia



## 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.

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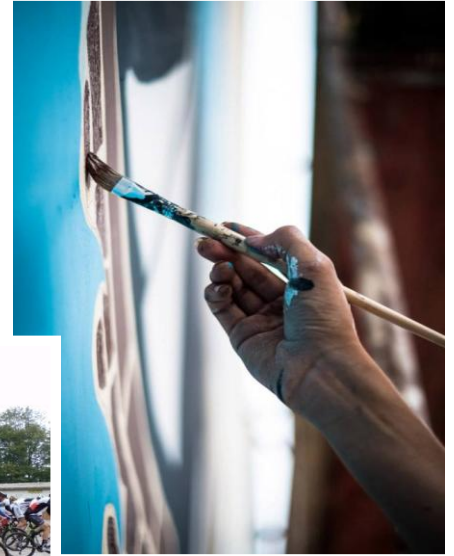


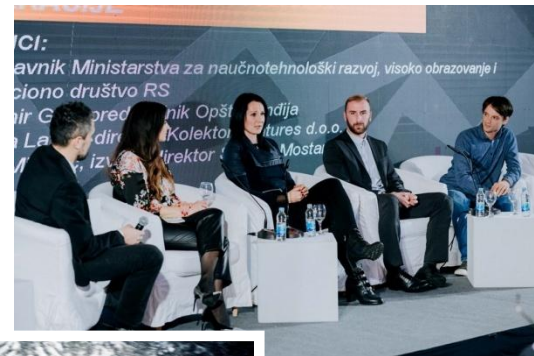
*"Have fun, and make sure that your team members are enjoying themselves too"*

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**

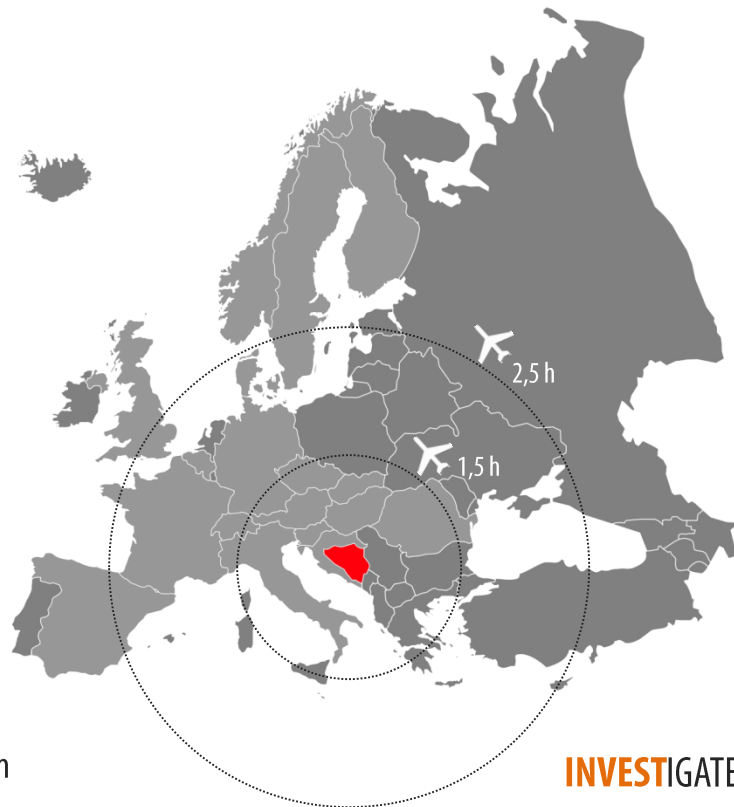
**DOING BUSINESS IN BUSINESS-FRIENDLY ENVIRONMENT**

**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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