



Novi Sad_European IT centre



City of Novi Sad

LOCAL ECONOMIC DEVELOPMENT OFFICE

Novi Sad Identity Card

Location: 45°46' N, 19°20'

Time zone: GMT+1

Area: 699 km²

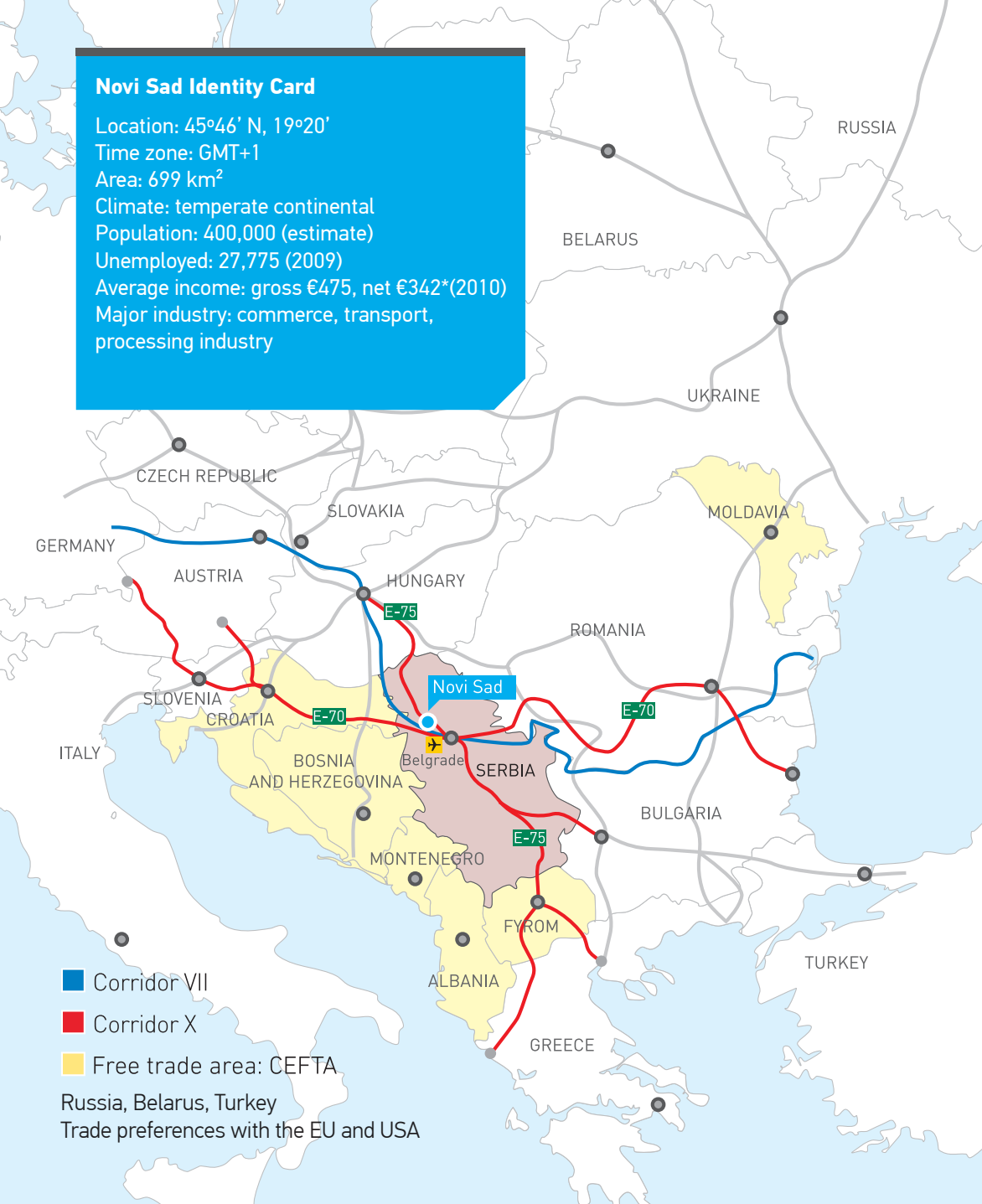
Climate: temperate continental

Population: 400,000 (estimate)

Unemployed: 27,775 (2009)

Average income: gross €475, net €342*(2010)

Major industry: commerce, transport,
processing industry



- + Geo-strategic position – SEE, corridors 10 and 7;
- + Customs-free access to the market of 1 billion consumers;
- + GDP – average 6.3% in last 5 years – fastest economic growth in Europe;
- + Lowest tax rate in EU – CT 10%, VAT 8%, 18%, PIT 12%;
- + €12 billion Foreign Direct Investments (FDI) in Serbia since 2002;
- + FDI in IT sector: IBM, Microsoft, Telenor, Cisco Systems, Ericsson, ect;
- + Professional and highly educated workforce, proficient in English (Serbia had the best results in SEE according Gallup poll 03);
- + Competitive labor costs;
- + Strong R&D base.





10 REASONS TO INVEST IN IT IN NOVI SAD

- + Regional leader – administrative, university, business, cultural, tourist, fair and congress centre;
- + The first city in Serbia with locations ready to sell;
- + Over 20,000 legal entities; IT sector has been expanding in last few years;
- + The University of Novi Sad is the second largest university center in Serbia; 45,842 students in 2008/2009;
- + The Faculty of Technical Sciences in Novi Sad is educating future experts in IT domain; a total of 220 students graduated from the Department of Computing and Automatics and Department of Power, Electronics and Telecommunications, in 2008/2009;
- + Development of the IT sector is priority in “Novi Sad Economic Development Strategy”;
- + Project “Construction of Optical Infrastructure in the City”;
- + Newly-founded IT Business Incubator;
- + Vojvodjanski ICT cluster seated in Novi Sad;
- + The construction of the Science and Technology Park in the near future.

“Novi Sad – world center for
Smart Grid development”

Prof. Dragan Popovic, PhD,
Prof. Vladimir Strezoski, PhD, DMS Group

Novi Sad has over 80 legal entities in IT sector.

The most successful IT companies are: Telvent DMS, Levi 9, RT-RK (Micronas).

OUR ENGINEERS:

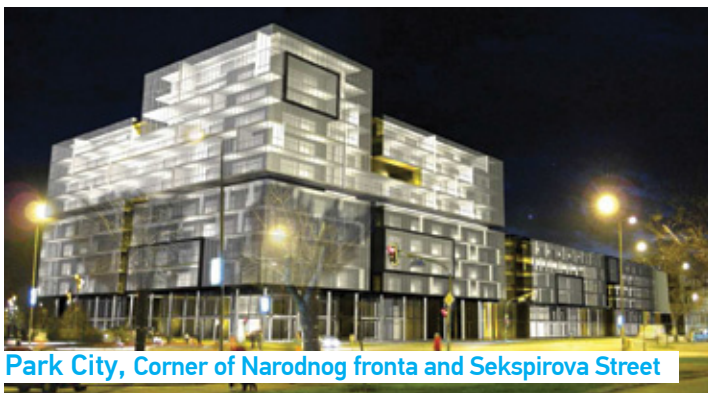
- + are experienced in application of a broad range of technologies;
- + are proficient in English;
- + have the most competitive labor costs in Europe, e.g. experienced engineers 19€/h in Serbia compared to 35€/h in Spain (gross);
- + have the starting salaries from €300 to €600 (net).

LOCATION FOR YOUR BUSINESS



Work zone "North 2"

Greenfield: aprox. 6ha, aprox. 70 lots, 50€/m² starting price at public auction



Park City, Corner of Narodnog fronta and Sekspirova Street

A-class business premises:
10 – 12€/m² base rent,
1.500€/m² base price*

INCENTIVES FOR INVESTORS

- + From €5,000 to €10,000 per each employed person in IT sector;
- + Ten years of tax-free investments for those over €6.4 million* and over 100 employees;
- + For building structures worth more than €1 million and employing more than 50 people, land construction fee can be decreased up to 50%;
- + For building production halls and premises, a part of land construction fee can be decreased by 50%;
- + 30% discount for paying the whole land construction fee at one go.



City of Novi Sad

LOCAL ECONOMIC DEVELOPMENT OFFICE

Trg slobode 1, 21000 Novi Sad, Serbia
+381 21 480 77 10
kler@novisad.rs
www.novisad.rs