

Fruit Industry in Serbia



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Development Programme

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Serbia Investment and
Export Promotion Agency

SIEPA



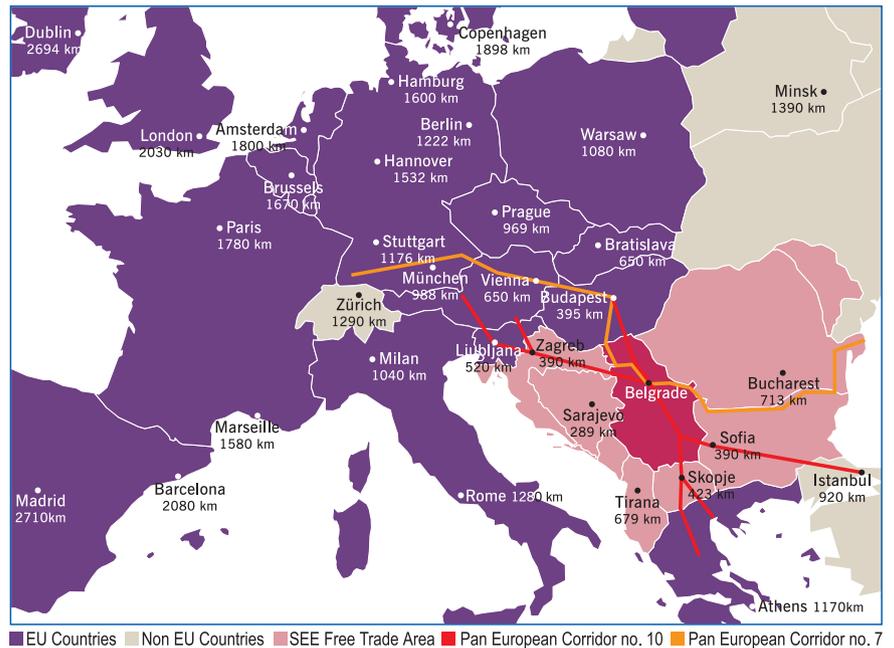


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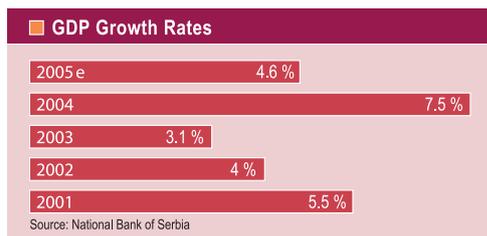
Official Name	Republic of Serbia
Form of State	Democratic Republic, member State of the State Union of Serbia and Montenegro
Legal System	Based on the Serbian Constitution of 1989
Political Structure	President, Unicameral Assembly with 250 seats
Area	88.361 sq km
Population (in million)	7.498
Geographic Position	South East Europe, central part of Balkan Peninsula; borders Hungary, Bulgaria, Romania, FYR Macedonia, Albania, Bosnia and Herzegovina, and Croatia
Official Language	Serbian
Main Religion	Christian Orthodox
Largest Cities	Belgrade (capital): 1.5 million, Novi Sad: 300.000, Niš: 250.000
Currency	Dinar (CSD)
Exchange Rate	1 USD = 63.0545 CSD, 1 EUR = 81.4979 CSD (as of 29th of April 2005)
GDP (2004)	21.377 billion USD
GDP per Capita (2004)	2.813 USD
Time Zone	Central European time zone (GMT + 01:00)
Internet Domain	.yu



About Serbia

Southeastern Europe is the region with the highest growth in Europe. For companies that seek to start or expand their businesses in this region, Serbia is a place to be. For a number of reasons Serbia and Montenegro is the only country outside of the Commonwealth of Independent States (CIS) that enjoys a free trade agreement with the Russian Federation, offering a customs-free access to its market of 150 million people!

Serbia is in the middle of the South East Europe Free Trade Area that provides a duty-free access to a potential market of 55 million people. The local - Serbian market itself is among the largest in the region (7.5 million people). Moreover, Serbian economy grew by 7,6% in 2004 (GDP growth) and is expected to retain high growth rates, which will lead to a significant increase in purchasing power and expansion of the domestic market.



By operating in Serbia, a company can fully benefit from having production outside the EU, while enjoying the possibility of easily accessing EU markets. It is a natural gateway between South East Europe, and Western and Central Europe, and a place where two most important transportation corridors connecting Western Europe and Middle East (Pan-European corridors No. 10 and No. 7) intersect.

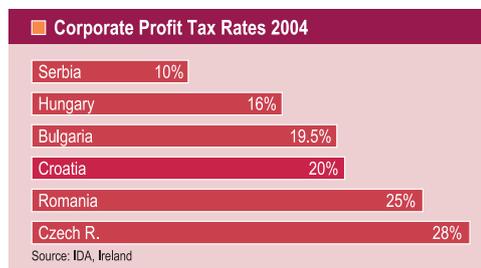
Extraordinary human capital at competitive prices

Every year, thousands of young graduates leave universities and colleges in Serbia. Highly educated people, fast learners, receptive to new technologies, familiar with IT, and well versed in foreign languages, represent Serbia's true capital. On the other hand, Serbia possesses a skilled and productive workforce with a wealth of experience, both in management and manufacturing. A tradition of cooperation with foreign companies and decades of openness towards Western culture and values have left a mark on their skill-set. However, this exceptional human capital is available at very competitive prices. The costs of labor in Serbia are among the lowest in the region and significantly lower than those in the EU member countries.



Favorable tax regime

The tax regime in Serbia is the most favorable in the region. Serbia has the lowest corporate profit tax rate in Europe, set at 10%.



Investment Incentives



If you invest in fixed assets

Taxpayers investing in fixed assets are entitled to a tax credit of up to 20% of the value of the investment made in that year. The tax credit is limited to 50% of assessed tax in the year of the investment. The unused portion of the tax credit can be carried forward up to 10 years.

Taxpayers classified as small companies are entitled to a tax credit of up to 40% of the value of their investments in fixed assets in the year of investment. In this case, the credit is limited to 70% of assessed tax in the year of the investment. Certain industries, including agriculture, are entitled to receive a tax credit of up to 80% of investments made in purchasing fixed assets with their own financing. The unused portion of any such credit can be carried forward for up to ten years.

If you employ new workers

Taxpayers who employ new workers are entitled to a tax credit equal to their new employees' gross salaries plus related social security contributions paid by the employer.

For your big investments

Taxpayers who invest over CSD 600 million (around 7.4 mill. Euro) in fixed assets and employ at least 100 new workers are not liable for corporate income tax for up to ten years, provided that those assets are used for the activities for which the taxpayer is registered.

Other incentives

- Import of equipment and other assets as well as construction materials representing a foreign entity's investment is exempt from customs duties.
- Import of raw materials, semi-finished and component parts carried out for the purpose of realization of a long-term production contract in cooperation with a foreign producer is exempt from customs and other import duties.
- The liberalization of property laws made it possible for foreigners to own real estate.

Fruit Sector

Blessed with fertile soils and favorable climatic conditions, agriculture has always been an important part of the Serbian economy. The total area of agricultural land exceeds 6 million hectares with 85% of ownership belonging to private farms. The total land covered with fruit exceeds 310 thousand hectares.

Serbia has ideal climatic conditions for the growing of fruit. The country's territory is rich in microclimates that are perfectly suited for organic fruit production making the development of this sector extremely promising. Its soil is still one of the cleanest in Europe, most of the fruit is grown in perfect conditions, hand picked and carefully stored and packaged. Serbian fruit cultivation, which places an emphasis on quality and flavor, contrasts with the large industrialized farms of the West. In fact, most fruit in Serbia is still grown on small, family owned farms.

Serbia's fruit processing industry is well developed and poised to lead export growth for the country. Currently, the industry exports juices, concentrates, purees, jams, and frozen and dried fruit. Premium juices have always used high quality Serbian fruit as a basic ingredient, and now Serbia's own premium juice brands are one of the country's fastest growing exports.

Demand for Serbian fruit is growing steadily, with exports showing an upward trend not just in quantity but also in the number of countries which are becoming importers. In 2004, Serbia exported \$163 million in fruit and fruit products. The vast majority of Serbian exports go to the European Union, and as the EU's health standards become stricter many companies have quickly responded by introducing quality standards such as HACCP.

Fruit export (by level of processing) in 2004	
Level of processing	Export (in tons)
Frozen fruit	104.000
Fresh fruit	48.200
Juices and fruit concentrate	28.500
Preserved fruit	7.900
Dried fruit	2.300
Cooked and candied fruit	1.500
Stone fruit	720

Source: Association for Fruits and Vegetables

Serbia's fruit export partners in 2004	
Country	Export (in millions of EUR)
Germany	48
France	24.5
Bosnia and Herzegovina	23
Austria	18
Belgium	14.5
Netherlands	12
Great Britain	8
Italy	5.5
Sweden	4.3
Croatia	3.7

Source: Statistical Office of the Republic of Serbia

Total fruit production in 2004	
Type of fruit	Production (in tons)
Apples	184.000
Pears	59.000
Peaches	58.020
Plums	560.000
Grapes	425.000
Strawberries	33.000
Cherries	140.000
Apricots	40.000
Raspberries	92.000
Blackberries	25.000

Source: Statistical Office of the Republic of Serbia

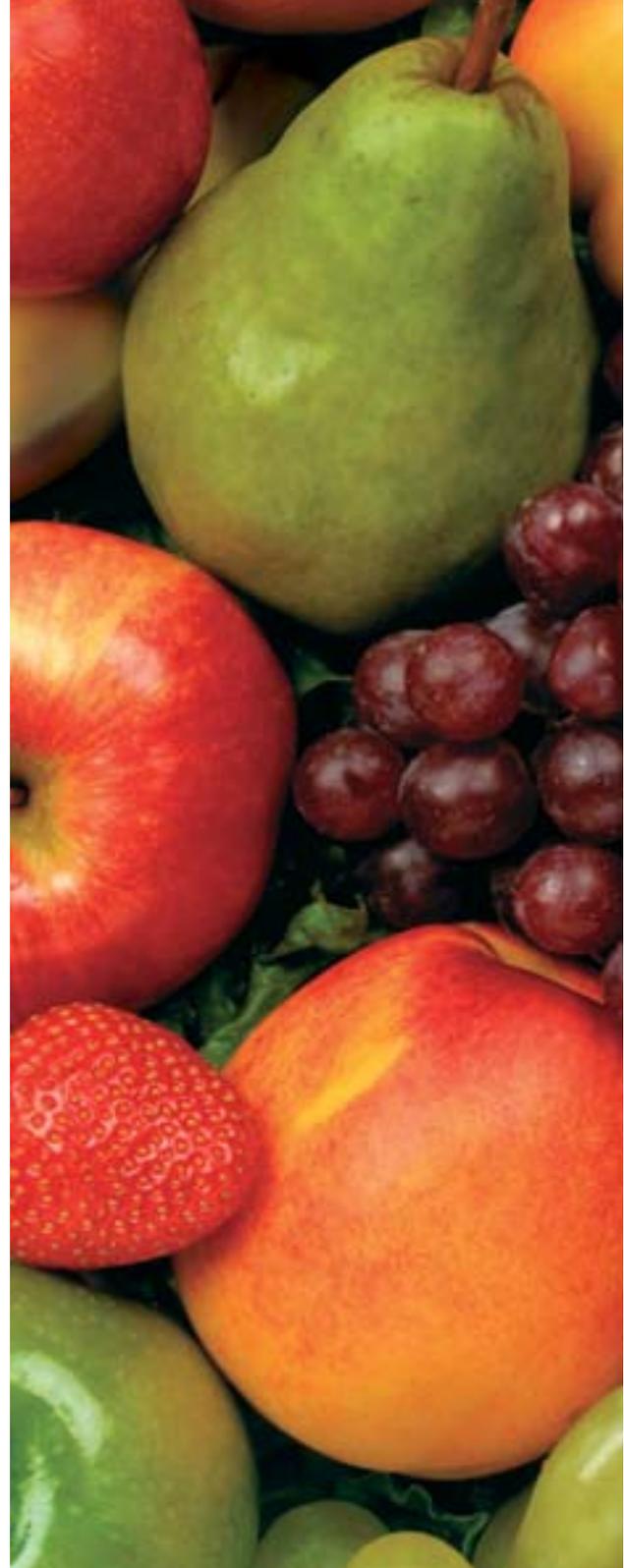
Investment Opportunities

Investment opportunities in the fruit processing sector are provided primarily by the quality of raw materials that can be used in production. In addition, potential investors have all the necessary support from Serbia's recognized fruit research institutes as well as a broad base of highly skilled technologists at their disposal. Years of experience in this particular sector, which we can confidently consider to be one of Serbia's finest, can make a difference when competing in markets throughout the world.

Quality products, made of the finest raw materials are extremely likely to sell well almost anywhere in the world. Since agriculture has always been an important part of Serbia's economy, there is a large number of fruit processing plants operating in the country. Due to sanctions and underinvestment in recent years, most of the plants work with outdated technology which has not been modernized since the 1980's. However, Serbia still has qualified labor with valuable experience, fertile soils and quality fruit. Investing in the modernization of Serbia's fruit processing plants offers foreign investors an opportunity to create substantial cost savings in the industry and recover the cost of their investment quickly.

Investing in Serbia will make it even easier to access some of the most interesting markets in the region. Being in the very centre of the Balkans and having free trade agreements with all of the neighboring countries make it possible to operate and service the entire region from Serbia. Moreover, Serbia is the only country outside of the CIS that has a free trade agreement with Russia. Therefore, operating from Serbia can help make you turn costs into profits when exporting to Russia.

Whether you choose to invest in an existing company or start your own Greenfield investment, you should be sure to grasp all the opportunities that Serbia offers. Apart from your goals, visions, challenges and demands, investing in Serbia is bound to be a fruitful experience.



Plums

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Plums are considered one of Serbia's most traditional fruits. The fact that there are about 42.5 million plum trees in Serbia is the best single indicator of how popular plums are. Not only are there many plum trees in Serbia, but every tree yields approximately 13.2 kilograms. In overall terms, more than 560 thousand tons of plums were produced in Serbia in 2004.

There are nine basic types of plums grown in Serbia: Stanley, Madžarka, Pozegaca, Čačak Beauty, Čačak Best, Čačak Rich, Dženerika, Ringlov and Trnovača. Most of the plums grown are of the Stanley type, which is understandable considering that this particular type of plum is suitable for both fresh consumption and processing. However, locally developed varieties from the Čačak range are also very popular. These plum types, which are named after the city of Čačak in central Serbia, are well known beyond the borders of Serbia and grown in other parts of the world.

Not only is Serbia growing a lot of plums, it is also developing new varieties that can enable people throughout the world to enjoy the taste of plums. In 2004 alone, agriculture institutes in Serbia developed three new varieties of this fruit.

Apart from being sold fresh, Serbian plums are also often processed. Plums are used in the production of šljivovica, a traditional Serbian plum brandy. In 2004, šljivovica production exceeded 400,000 liters. Dried plums are also a specialty of Serbia but most people, and children in particular, would claim that plum jams and preserves are the most delicious types of processed plum product.

Out of total exports, fresh and dried plums account for 74% and 23% respectively.



Blackberries

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Blackberries are a local favorite and an important export crop. The main varieties of blackberry grown in Serbia include Thornfree, Cacak Thornfree, and Black Satin. Most blackberries in Serbia are still grown on small farms according to traditional techniques of cultivation. Picking or harvesting is done only by hand.

Blackberries are grown on 5.3 thousand hectares throughout Serbia. With an average yield per hectare of 4.8 tons, Serbia produced 25 thousand tons of blackberries in 2004. There is an upward trend in Serbian blackberry production indicating that Serbia may become one of the leading producers of blackberries in Europe.

Out of total blackberry production in Serbia 84% goes to export. The majority of Serbian blackberries for export are frozen (90%), while a smaller amount is chilled (10%) and exported fresh. Most exports go to the European Union.



Strawberries

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Serbian strawberries are known for their rich red color and its ability to sustain fresh flavor even after freezing and processing. Strawberries are grown on more than 8.5 thousand hectares throughout Serbia. With an approximate yield of nearly 4 tons per hectare in 2004, Serbia produced more than 33 thousand tons of strawberries.

The most commonly grown variety is Senga Sengana, with a quickly growing trend of production of Camarosa and other varieties which are more suitable for fresh consumption. Thanks to the support of relevant agricultural institutes, Serbian strawberries can be used in many different ways. Strawberries are often used for jams and preserves as well as in the sweets industry and in fruit juices. Nevertheless, the market for fresh strawberries still remains one of the most lucrative for producers of this fruit.

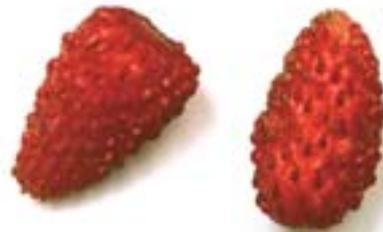
Only a small percentage of total strawberry production in Serbia is exported. Most of it goes to the domestic market since it is widely used for fresh consumption as well as for homemade jams and preserves that can be found in almost any home in Serbia. Out of total Serbian strawberry exports, 93% are frozen. A small percentage is fresh and canned strawberries.



Forest Strawberries

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Forest strawberries are a variety that is rarely sold in commercial quantities. Serbia is one of the few countries in the world that export this product. These strawberries are known as Fragaria Vesca. Small in size, they have the most intense flavor. They are always picked by hand and represent a true premium product sold in luxury markets.



Peaches

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Peaches are another favorite fruit in Serbia, and are used to produce a wide variety of products. There are around 4 million peach trees in Serbia. With an average yield per tree of 14.7 kilograms, Serbia produced 58 thousand tons in 2004.

Main varieties include Spring Gold, Spring Lady, Red Heaven, and the Serbian Vineyard Peach.

Out of all these varieties, the Serbian Vineyard Peach is the most popular. The fruit is small, but highly flavorful. Serbian Vineyard Peaches are popular in the country's fresh produce markets. Due to their intense peach flavor, they are highly valued for use in jams, preserves, and other processed peach products.

Out of total Serbian peach exports, 46% are exported fresh and 54% in the form of juice.



Cherries

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Both sour cherries and sweet cherries are represented well in Serbia. With more than 1.8 million sweet cherry trees and almost 9 million sour cherry trees, Serbia clearly has tradition and knowledge of growing cherries. More than 112 thousand tons of sour cherries and almost 31 thousand tons of sweet cherries were produced in Serbia in 2004. There is a significant trend of increase in the production of sour cherries in Serbia, since production in 2003 stood at almost 90 thousand tons and prior to that, average annual production was around 75 thousand tons. Average yield per tree for sour cherries is about 12.6 kilograms and 16.8 kilograms for sweet cherries.

The vast majority of sour cherries grown in Serbia are of the Oblacinska variety. Other varieties present are Šumadinka and Burlat's Early. Sweet cherry varieties include Bing, Lambert, Burlat, Lapins, Sweetheart, Stella, Asen's Early and Dragan's Yellow.

Apart from fresh, both sour and sweet cherries are consumed as preserves, jams, juices and liqueurs. Both are used in production of yoghurts, while sour cherries are also used in the sweets industry. Famous for its quality, cherries in liquor are suitable for liquor flavored chocolates.

Out of total Serbian sour cherry exports 49% are frozen, 36% are fresh and 15% are canned.



Raspberries



Raspberries are one of Serbia's best known and most widely exported fruits. Serbia is one of the biggest producers and exporters of raspberries in the world. They are prized worldwide for their color, unique taste, and firmness. Between 90-95% of Serbian raspberries is the North American Willamette variety from Oregon. Other raspberry varieties cultivated in Serbia include Meeker, Promise and Gradina from Europe. Raspberries are grown on small family owned farms on plots of land that average 0.5 hectares. They are harvested by hand.

Raspberries are grown on 16 thousand hectares throughout Serbia. With average yield per hectare of 6 tons Serbia produced 92 thousand tons of raspberries in 2004.

The Serbian raspberry harvest starts in late June and ends in July, depending on weather conditions and location of fields. Almost 90% of Serbia's raspberry production is frozen in cold storage plants, while around 10% remains in Serbia for use by the processing industry, or is sold in open green markets and supermarkets. Most fresh raspberries are sold and consumed during the summer season. The majority of Serbian raspberries are exported frozen (93%), while a smaller amount is chilled (7%) and exported fresh.

Raspberries are frozen at the temperature of -40°C and are stored at temperatures of -18° to -20°C . Chilled raspberries are cleaned, prepared and stored at 0°C and then transferred by refrigerated trucks to their destinations within a maximum of three days. Once chilled, raspberries are often further processed into juice and concentrates. Most production is exported to Western European markets.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Apples

With almost 15 million trees, apples represent an important sub-sector of the fruit growing industry in Serbia. In 2004 apple trees yielded more than 184 thousand tons, and the recent yield growth rate suggests that very soon Serbia will be producing about a quarter of a million tons per annum. At the moment, on average 12.3 kilograms of apples are yielded per tree in Serbia. Serbia is also a substantial producer of organic apples.

In Serbia, both international and local varieties of apples are grown. From the well known international varieties, Fuji, Gala, Golden Delicious, Granny Smith, Idared, Jonathan, Red Delicious, Jonagold, Melrose and Gloucester are the most common. Local types grown are Kolačara, Đula, Petrovača, Krstovača, Kozara and the popular Budimka. Budimka has been a market favorite for a number of years and it is considered to be a treasured local variety. It is red in color and has sharp and intense flavor which makes this variety suitable for both processing and fresh consumption.

Processed apples most often end up as beverages. Apple juice concentrate is one of the most important ingredients for the production of many other juices, and in particular for those juices that consist of several different fruits. Jabukovača, or apple brandy, is yet another variety of alcoholic beverage made of fruit well known in Serbia.

The majority of Serbian apples exported are fresh – 90%, while a small percentage is exported as dried apples and concentrate.



Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

Pears

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

In Serbia, pears are a favorite fruit. With more than 5 million trees of productive age, it is also one of the most widely grown species. In 2004, more than 58 thousand tons of pears were produced, well above the annual average which stands at around 50 thousand tons. On average each tree yields about 11.4 kilograms of pears. The main varieties of pear grown in Serbia are William (Bartlett) and Red William. Local varieties include Kaluđerka, Krašanka, Karamanka, Lubeničarka and Boškova Bočica. Such a wide range of local varieties suggests that not only are pears one of the beloved types of fruit but also that Serbian agriculture institutes are interested in the development of new types of pears.

Processed pears are most often used in the beverage industry. Apart from juices that preserve the fruit's true flavor, pears are often used in the production of alcoholic beverages. One of the most luxurious alcoholic beverages made of pear is viljamovka, a type of brandy, with a fully ripe and grown pear inside the bottle. Out of total exports, fresh pears account for 87% while canned pears account for the remainder.



Grapes

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

There are nearly 70 thousand hectares of vineyards in Serbia with a total production of 425 thousand tons of grapes in 2004. The total number of grape vines is around 350 thousand with an average yield of 1.22 kilograms per grape vine. Wine production in 2004 was 1,550,000 liters. The majority of production is accounted for by small, local wineries.

Major varieties include Belgrade Seedless, Prokupac, Sauvignon, Italian Riesling, Cabernet, Chardonnay, White and Red Burgundy, Hamburg, Muscat, Afus Ali, Vranac, Tamjanka, Krstač, Smederevka, and Dinka.

Serbia has significant potential to increase its cultivation of grape vines since there is a lot of land available in the country that is ideal for vineyards. The wine produced in Serbia is gaining in popularity worldwide. Most of the local wineries are small but have a lot of potential. Some of them export the majority of their wine to markets in the region and the European Union.



Apricots

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											

It is very difficult to find a backyard in Serbia without an apricot tree. Apricot trees are common throughout the country. There are around 1.7 million apricot trees in Serbia. With an average yield per tree of 25.2 kilograms, Serbia produced more than 40 thousand tons of apricots. The greatest concentration of apricot trees can be found along the Danube River. The varieties of apricots that are most often grown in Serbia are Hungarian Best, Roxana and Kečkmet Rose. Hungarian Best apricots are sweet and attractive and balance excellent flavor, aroma and acidity. Such characteristics make these apricots well suited for processing in many ways. In Serbia, apricots are enjoyed both fresh and processed. Processed apricots can be found in jams and various other preserves. Just like with many other fruits, alcoholic beverages made of apricots are well known in Serbia. Juices are another characteristic beverage made of apricots and there is a long tradition of production. Out of total Serbian apricot exports, almost 75% are juices, 20% are fresh and the remaining 5% are accounted by frozen, canned and dried apricots.





success story

Fresh&Co. has officially become the biggest and most promising fruit juice company in Southeastern Europe. Since its founding in 1996, the company has focused exclusively on fruit – a product for which this region is known worldwide.

Fresh&Co. is famous for its neXt fruit juice brand, the most popular juice brand in Serbia and Montenegro. They are winners of many prestigious national and international awards.

The European Marketing Research Centre (EMRC) awarded Fresh&Co. with the prestigious EUROMARKET 2003 award as the most promising agricultural company in Southeastern Europe.

At the World Juice Conference in Amsterdam in 2004, neXt NFC Raspberry juice gained the industry's highest recognition – the World Juice Award in 2004 for the best new juice in the world.

The Serbian Investment and Export Promotion Agency (SIEPA) awarded Fresh&Co. the Exporter of the Year award, for the best new export product of 2004 – neXt Raspberry. Fresh&Co. operates with the international quality systems ISO 9001, ISO 14001 and HACCP.

With a current production capacity of 140 million units per year, Fresh&Co. is the absolute leader in the Serbian fruit juice market. It is continuously attracting the attention of major foreign investors and partners. The World Bank (IFC – International Finance Corporation) and the European Bank for Reconstruction and Development (EBRD) are just some of its partners. Their investments will help Fresh&Co. acquire a leading position in other markets and further expand the company and its exports.

neXt juices are now present in over 30 countries of the world. Apart from countries in Southeastern Europe, **neXt** juices are present throughout the world – Great Britain, Scandinavia, Italy, Germany, Belgium, as well Canada, USA and Australia.



success story



Foodland is a unique Serbian company that focuses on products prepared traditionally, like grandmothers did in the past. All the fruit that is used for making its products comes from Kopaonik, a mountain known worldwide for its clean air, a number of streams with extremely pure water, green valleys and untouched nature. Apart from fruit grown on small family farms, a number of forest and mountain fruits and herbs are used. Using fruit grown in this region is the most important factor of this company's success.

Since its founding, Foodland has been constantly developing new products in order to satisfy its customers' needs. In an era of industrialized production, where there is very little difference in quality between fruit products, their mission is to offer something different products that are 100% natural, without preservatives, additives and artificial colors. Known as "handicrafts" because of their traditional method of processing, products are produced in small series and limited quantities. Foodland produces home-made preserves, jams, dried fruit sweetened with honey, compotes and a special line of diet products.

The market share of this company in the Serbian market is growing steadily. They are suppliers for leading supermarkets, hotel chains and health food stores. Nevertheless, the company is especially proud of its export figures and the demand for its products worldwide. They are already present on three continents (Europe, Australia and North America) and it is likely that 2005 will be the most successful year since their founding.

In order to better serve their customers; in September 2005 Foodland will have HACCP and ISO 9001 certification which will further attest to the quality of their products.



success story

It took Nektar less than seven years to grow from a modest local non-alcoholic beverage and apple vinegar producer into one of the biggest and highly respected fruit and vegetable processors in the Balkans.

Back in 1997, few guessed that the company could go such a long way in such a short time. Many other companies have taken much longer to get to the same place—onto the tables of hard-to-please consumers.

At the moment, Nektar is the only factory in the region which exercises control over the entire production process: from growing and purchasing of fruit, to sub-contracting with growers, production of fruit concentrates and pulp, production of fruit juices, alcoholic beverages and jams. Final products are sold through its own distribution network.

Continuous technological improvement, new product development and enduring attention to high and stable quality have contributed to the fact that Nektar is now a synonym for the best from Serbia.

Its major export market is the European Union. In order to be more competitive and insure a presence in reputable world markets, Nektar has introduced ISO 9001 and organic food certification.





success story

Malina Produkt is one of the most successful Serbian companies engaged in the purchasing, freezing, sorting and exporting of frozen fruit such as raspberries, blackberries, sour cherries, strawberries, and wild forest fruit.

Their modern and efficient factory is located in the heart of Serbia, an area traditionally known for growing the best quality raspberries. This area produces about 35% of total raspberry production in Serbia.

Malina Produkt purchases almost all of its total annual quantity of raspberries from nearby farmers. Specific climate conditions as well as the quality of the soil contribute to the unique taste, aroma and fragrance of these fruits. Thanks to the company's special processing techniques, these fruits keep their specific, healthy and natural characteristics even when they are frozen.

Malina Produkt has storage space with a capacity of 3.000 tons and six static freezing tunnels with a total capacity of 140 tons a day. In its large sorting area, highly trained and skilled workers produce the highest quality of IQF fruit, as well as whole, broken and crumbled fruit.

With its fully modern small packaging line, Malina Produkt is a reliable partner for small packaging, offering both poly bags and click-clack carton boxes. The sorting process is strictly supervised in order to meet customers' expectations of high product quality and safety, and fast delivery times.

Malina Produkt recently obtained organic food certification granted by the German certifying body BSS. The HACCP quality standard will also be obtained by the end of May 2005.

Malina Produkt's mission is to become one of the leading exporters of frozen fruit in Serbia, offering the highest possible quality.



success story



Mondi Foods has more than 40 years' experience in the fruit business and today is one of the major European processors of red fruit products. Within its strategy of backwards integration, in 2002 Mondi launched a greenfield investment in central Serbia – the freezing and sorting of red fruit for the European market, mainly raspberries, blackberries and oblacinska cherries. It was the first foreign investment in the Serbian fruit processing industry. This investment enhanced Mondi's position as a supplier of organically cultivated fruit to European markets.

Today, Mondi Serbia's turnover amounts to approximately €4,5 million. In Serbia, it has a storage capacity of 4.000 tons, and employs around 150 people year round, which increases to around 350 people during the fruit harvesting season (July – August).

Mondi Serbia has a new Frigoscandia flow freeze tunnel that is already processing IQF fruits in combination with a new laser sorting line. A new coldstore was opened in June 2003 and expanded frozen fruit storage capacities by more than 2.500 pallets. Thanks to these investments the company is able to serve its customers with top quality fruit products from Serbia.

Mondi Serbia produces according to the HACCP quality system. Moreover, in 2004 this company became the first Serbian fruit cold store to attain high level BRC-certification (British Retail Consortium).

Although the investment took place at a time when Serbia was in a transitional period, the decision to invest was the right one at the right time following this group's strategy.

Industry Leaders

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Products: frozen fruits, dried plums and cherries

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fax: +381 11 344 6075
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www.agroekonomik.co.yu
Products: frozen fruits, fruit juices, fruit juice concentrates and jams

ATLE

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fax: +381 11 628 693
e-mail: atle@beotel.yu
www.atle.co.yu
Products: frozen and pre-cooled fruit

DONIMPEX

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fax: +381 26 522 748
Products: frozen and dried fruits

ETHNO FOOD

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phone: +381 21 610 548
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www.ethno-food.com
Contact: Milena Martino
Products: ethno food preserves, jams and jellies

FOODLAND

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fax: +381 11 428 579
e-mail: vasolekic@foodland.co.yu
www.foodland.co.yu
Products: fruit jams, preserves and compotes

HIBRID

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Serbia & Montenegro
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fax: +381 11 2432 208
e-mail: jmiro@hibrid.co.yu
www.hibrid.co.yu
Products: frozen fruits

LIBERTAS

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11000 Beograd
phone: +381 11 3086 103
fax: +381 11 3085 337
e-mail: slobodan@libertas.co.yu
www.libertas.co.yu
Products: fresh and frozen fruits

MALINA PRODUKT

Milentija Popovića 9
SAVA Centar, delegatska 20
11000 Beograd
Serbia & Montenegro
phone: +381 11 311 2350
fax: +381 11 311 1532
e-mail: office@malinaprodukt.co.yu
www.malinaprodukt.co.yu
Contact: Snježana Sredojević
Products: frozen fruits, standard and small packs

ML

Beloševac 1
14000 Valjevo
phone/fax: +381 14 231 444
e-mail: perugini@sbh.co.yu
www.mlraspberry.com
Contact: Momir Lučić
Products: frozen fruits

MONDI SERBIA

36000 Vrdila
Kraljevo
Serbia and Montenegro
phone/fax: +381 36 821 820
www.mondifoods.be
Products: frozen fruit

NECTAR

Novosadski put 9
21400 Backa Palanka
Serbia & Montenegro
phone: +381 21 520 178
e-mail: bojan.radun@nectar.co.yu
www.nectar.co.yu
Products: juices and juice concentrates, jams and frozen fruit

TAKOVO

Radovana Grkovića b.b.
32300 Gornji Milanovac
phone: +381 32 710 380
fax: +381 32 710 391
e-mail: office@takovo.co.yu
www.takovo.co.yu
Products: fruit juices and fruit syrups

SIROGOJNO

31207 Sirogojno
Serbia & Montenegro
phone: +381 31 802 011
fax: +381 31 802 075
e-mail: sirogojnoco@yahoo.com
www.sirogojno-co.co.yu
Products: frozen fruit

VAN DRUNEN FARMS

Njegoševa bb
23216 Banatsko Karađorđevo
Serbia & Montenegro
phone: +381 23 835 018
fax: +381 23 835 018
www.vandrunen-farms.co.yu
Products: freeze dried and dried fruits

VULIĆ & VULIĆ

phone/fax: +381 18 649 331
e-mail: vulic&vulic@bankerinter.net
www.vulic-vulic.co.yu
Products: frozen fruits

YUCOM

Nova bb
24214 Tavankut
Serbia & Montenegro
phone: +381 24 767 001
fax: +381 24 767 033
e-mail: direktor@yucom.co.yu
www.yucom.co.yu
Products: jams, frozen pies, canned fruit



Serbia Investment and Export Promotion Agency (SIEPA) is a Government Agency established in 2001 to facilitate and support foreign direct investments and promote Serbian exports.

The list of services that SIEPA provides to foreign investors:

- Analyzing Serbian business environment and providing critical information regarding the process of setting-up a company in Serbia, and the overall climate for doing business;
- Preparing sector analyses and studies that give a thorough overview of the situation in particular sectors of the Serbian economy;
- Providing help in identifying and acquisition of attractive Greenfield and Brownfield sites;
- Assistance in obtaining necessary permits and licenses, thus speeding up the completion of investment projects;
- Helping in finding partners and suppliers among Serbian companies.

Only by effectively networking with public sector bodies, as well as private sector, SIEPA can best respond to the needs of foreign investors. In particular, SIEPA works in close cooperation with the following institutions:

- All government ministries and other governmental bodies,
- Municipal authorities and local self-government,
- Building Directorate of Serbia and Agency for Building Land and Construction of Belgrade,
- Tax and customs authorities,
- Statistical bureaus,
- Chambers of commerce,
- National Bank of Serbia,

and all other institutions related to the process of establishment and successful pursuit of business ventures in Serbia.





SIEPA

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