

Fond za podršku investicija u Vojvodini / Vojvodina Investment Promotion - VIP

Vojvodina privlačna za strane investitore

Foreign Investors Find Vojvodina Attractive



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- VIP pruža usluge stranim investitorima kao informativni one-stop-shop. - Definisani sektori razvoja Vojvodine. - Zahvaljujući stranim investicijama, za osam godina otvoreno 38.000 radnih mesta.

- VIP provides services to foreign investors as an informative one-stop shop - Vojvodina development sectors identified - Owing to foreign investments, 38,000 jobs created in eight years.

Fond za podršku investicija u Vojvodini - VIP proteklih godina veoma mnogo je radio na privlačenju stranih investitora. Rezultati nisu izostali.

Koja je uloga VIP u vojvođanskoj administraciji?

- Uloga Fonda za podršku investicija u Vojvodini - VIP Fonda je da privlači investicije u AP Vojvodinu. U praksi funkcioniše kao regionalna agencija koja paralelno radi na privlačenju investicija u pokrajinu i sa 45 lokalnih samouprava, na unapređenju njihovih kapaciteta za privlačenje stranih investicija. VIP, takođe, promovise Vojvodinu kao investicionu destinaciju na manifestacijama u inostranstvu, radi na izgradnji pozitivnog imidža naše zemlje, kao i sa stranim kompanijama koje su već u Vojvodini, kojima pomaže da ostvaruju što bolje rezultate.

Bitna uloga VIP ogleda se i u podršci stranim kompanijama, nakon što donesu odluku da investiraju u Vojvodinu. U tom smislu, VIP funkcioniše i kao stručna podrška novoosnovanoj kompaniji, sve do trenutka dok ona ne angažuje lokalni menadžment.

Da li VIP predstavlja one-stop-shop i šta u konkretnom slučaju to znači?

- VIP u praksi zaista predstavlja informativni one-stop-shop, jer pruža sve relevantne informacije potencijalnom investitoru na jednom mestu, besplatno. Investitori koji su radili sa nama nikada nisu skrivali zadovoljstvo koliki standard i efikasnost u radu pruža VIP, jer smo mi u stanju da isporučimo kompletan paket informacija koje od nas zahteva investitor u najkraćem vremenskom roku.

Koji su definisani sektori razvoja u Vojvodini?

- VIP je zajedno sa UNCTAD-om izradio je Strategiju za privlačenje investicija u Vojvodinu. Tom strategijom definisani su sektori razvoja Vojvodine i to su: agro-biznis, metaloprerađivačka industrija (elektro, prateća automobilska industrija), informacione tehnologije i razvoj turizma duž Dunava.

Koliki je priliv stranih investicija u Vojvodinu, iz kojih zemalja dolaze i iz kojih sektora?

In recent years, Vojvodina Investment Promotion Fund - VIP has invested considerable efforts in attracting foreign investors. Needless to say, success ensued.

What is the role of VIP in Vojvodina administration?

- The role of Vojvodina Investment Promotion Fund - VIP in the province administration is to attract investments in the Vojvodina. In practice, it operates as a regional agency that strives to attract investments in the province and, in parallel, collaborates with 45 municipalities in the efforts to strengthen their capacities for attracting foreign investments. VIP also promotes Vojvodina as an investment destination at international events, works towards building a positive image for our country and cooperates with international companies already operating in Vojvodina, aiming to assist them in achieving the best possible results.

The importance of VIP role is reflected in the support it provides to foreign companies after they have made the decision to invest in Vojvodina. In this respect, VIP functions not only as an informative one-stop shop but also as provider of expert assistance to a newly-established company until it hires local management.

Is VIP a one-stop shop and what does it mean in this particular case?

- In practice, VIP really is an informative one-stop shop, since it provides all relevant information to a potential investor in one place and free of charge. Investors that have worked with us never hide their satisfaction with the standard and efficiency provided by VIP, since we are capable of delivering the full information package requested by an investor in the shortest time possible.

What are the identified development sectors in Vojvodina?

- Together with UNCTAD, VIP has developed the Investment Promotion Strategy for Vojvodina. The Strategy identifies Vojvodina development sectors, namely agribusiness, metal processing industry (electrical and automotive supply industry), information technology and tourism development along the Danube.

- Priliv stranih investicija u Vojvodinu od 2000. godine iznosi više od 3,3 milijarde evra, otvoreno je 38.000 radnih mesta, a registrovano je više od 130 investicionih projekata u kojima je učestvovao strani kapital.

Prema evidenciji VIP, najveći priliv investicija u Vojvodinu bio je iz Nemačke, Belgije, Italije, Slovenije i Grčke, a najviše je ulagano u finansijski sektor, zatim u pivarsku industriju, kao i u prateću automobilsku, metalsku i farmaceutsku.

VIP je doveo dva investitora iz prateće automobilske industrije, da li njima dajete prednost?

- Svi investitori koji žele da izmeste svoje poslovanje ili da započnu novi biznis u Vojvodini su dobrodošli. VIP ne daje prednost ni investitorima, ni opštinama koje se bore da dođu do investitora. Ali, činjenica je da je jedan od definisanih sektora razvoja Vojvodine sektor prateće automobilske industrije, kao i da smo intenzivno radili na komunikaciji sa investitorima iz ovog sektora. Sada možemo da najavimo otvaranje proizvodnog pogona nemačke kompanije „Draexlmaier“ u vojvođanskoj opštini Zrenjanin. „Draexlmaier“ je proizvođač koji snabdeva komponentama vodeće svetske kompanije (Mercedes - Benz, BMW, AUDI, Maybach, Bugatti) za njihove top-modele. Kompanija ima proizvodne pogone na četiri kontinenta u 17 zemalja na 52 lokacije, ima 38.000 radnika, a na svetskom tržištu beleži uspehe iz godine u godinu. U 2008. godini planira da uloži više miliona evra i da zaposli 1.000 ljudi u opštini Zrenjanin.

Vojvodina ima dugu tradiciju u ovoj oblasti, što je prepoznala i nemačka kompanija „Bauerhin“ koja u opštini Indija proizvodi grejače za sedišta, takođe za renomirane kompanije automobilske industrije.

VIP trenutno priprema sektorsku studiju u saradnji sa autoklastrom „Štajerska“ i ona će predstaviti prilike i potencijale Vojvodine u sektoru prateće automobilske industrije, da bi privukao što veći broj investitora iz ovog sektora.

Koje prednosti nudi Vojvodina investitorima?

- Danas Vojvodina ima dve trećine od ukupnog priliva stranih investicija u Srbiji, ima visoko obrazovanu radnu snagu, najviše plate, ali i najjaču poresku disciplinu. Iz Vojvodine u Evropu odlaze najbolji projekti, a sa druge strane u Vojvodinu dolaze najbolje svetske kompanije kao što su: Lafarge, DSD, Stada- Hemofarm, ATB Sever Subotica, Si & Si, Coca-Cola, Linde Gas, Tarkett, Carlsberg, Phiwa Subotica, Albon, InBev, Flender, Loher, Erste banka, Pompea.

Prednosti koje nudimo stranim investitorima pored odličnog geografskog položaja su optimalan odnos između cene, kvaliteta i produktivnosti radne snage, zatim da naša zemlja ima najniži porez na dobit u regionu, kao i da Vlada Srbije nudi investitorima finansijske olakšice prilikom započinjanja poslovanja u našoj zemlji.

Šta je najveći potencijal Vojvodine?

- Potencijal Vojvodine najbolje se ogleda u kombinaciji kvalitetnih i obrazovanih ljudi i privrednih potencijala kojih su sada već svesni i strani investitori i EU.

www.vip.org.yu

What is the foreign investments inflow into Vojvodina, what are the countries of origin and sectors?

Foreign investments inflow into Vojvodina since 2000 has exceeded € 3.3 billion, 38,000 jobs have been created and over 130 investment projects with participation of foreign capital have been recorded.

According to VIP records, the highest foreign investment inflow into Vojvodina came from Germany, Belgium, Italy, Slovenia and Greece, and the highest proportion of investments went to the financial sector, beer brewing industry, automotive supply, metal processing and pharmaceutical industries.

VIP attracted two investors in the automotive supply industry; do you favour them in any way?

- All investors that wish to relocate their operations or start a new business in Vojvodina are welcome. VIP favours neither investors, nor municipalities striving to attract them. It is, however, a fact that one of the identified development sectors in Vojvodina is automotive supply industry, and also that we have worked very hard on developing contacts with investors in this sector. Now we can announce the opening of a plant by the German company *Draexlmaier* in Vojvodina's municipality of Zrenjanin. *Draexlmaier* is a manufacturer that supplies components to the world's leading companies (Mercedes - Benz, BMW, AUDI, Maybach, Bugatti) for their best-selling models. The company has production plants at 52 locations in 17 countries on four continents, employs 38,000 people and has recorded success in the world market year after year. During 2008, it plans to invest several millions of Euros and to hire one thousand people in Zrenjanin.

In this field, Vojvodina has a lasting tradition that has also been recognised by the German company *Bauerhin*, which manufactures car seat heaters in the municipality of Indjija, also for renowned car manufacturers.

VIP is currently preparing a sector study in cooperation with the Auto Cluster Styria. The study will provide an overview of opportunities and potentials of Vojvodina in the automotive supply industry in order to attract as many investors in this sector as possible.

What advantages can Vojvodina offer to investors?

- Today, Vojvodina can boast two-thirds of the total foreign investment inflow into Serbia, highly qualified workforce, highest salaries, but also the highest level of fiscal discipline. Vojvodina offers top projects to Europe, and at the same time the world's top companies come to Vojvodina, for example Lafarge, DSD, Stada- Hemofarm, ATB Sever Subotica, Si & Si, Coca-Cola, Linde Gas, Tarkett, Carlsberg, Phiwa Subotica, Albon, InBev, Flender, Lohr, Erste bank, Pompea.

In addition to excellent geographic position, advantages we offer to foreign investors include an ideal ratio of labour price, quality and productivity, lowest corporate tax in the region and financial incentives offered by the Government of Serbia to investors starting business in the country.

What is Vojvodina's greatest potential?

- Vojvodina's potential is best reflected in the combination of excellent and highly educated people and economic potentials of which both foreign investors and the EU are already aware.