



Colliers International je jedna od najvećih svetskih kompanija u oblasti nekretnina. Colliers International je prva multinacionalna kompanija u oblasti nekretnina koja je ušla na tržište Srbije. U Srbiji posluje od 2000. godine i ima dve kancelarije – u Beogradu i Nišu. Kancelarija u Beogradu je druga kancelarija ove multinacionalne kompanije koja je otvorena u regionu. Prva je bila u Sofiji. Colliers Srbija je učestvovao u razvoju modernog tržišta nekretnina u Srbiji, a mnogobrojni klijenti prepoznaju iskustvo kojim raspolaže na lokalnom i regionalnom nivou. Sa 40 zaposlenih koji su specijalizovani za različite oblasti tržišta, svojim klijentima pruža vrhunsku uslugu. Kompanija je radila i na nekoliko odabranih projekata u regionu, pre svega u Bosni i Hercegovini i BJR Makedoniji. Senior menadžment tim kompanije čine Jovica Jakovac, generalni direktor i Maja Šahbaz, generalna menadžerka.

Intervju: **Maja Šahbaz**, generalna menadžerka Colliers Srbija ■■■

## U Srbiji dobri uslovi za gradnju

■■■ **Položaj Srbije u regionu za investitore veoma povoljan. – Olakšice za investiranje u lokalnim propisima i u međunarodnim sporazumima. - Colliers Srbija na aukciji uspešno prodao zemljište u Nišu**

Colliers Srbija, deo Colliers International, je afirmisana i uspešna kompanija na tržištu Srbije. Doveo je zakupce u najveće trgovinske centre, iznajmio na hiljade kvadratnih metara kvalitetnog poslovnog prostora i uspešno posredovao u prodaji velikih stambenih projekata sa stotinama stanova. Bavi se i konsultantskim uslugama za potencijalne investitore i na taj način utiče na isplativost njihovih ulaganja i profit.

Kako Colliers international radi u Srbiji i kakve planove ima za dalje angažovanje na tržištu nekretnina objašnjava **Maja Šahbaz**, generalna menadžerka Colliersa u Srbiji.

### Zašto je Srbija dobro mesto za investiranje?

- Srbija je svakako država koja pruža veoma dobre prilike za investiranje. Pored odličnog položaja i dostupnosti Koridora 10 i vodenog Koridora 7, postoji i stimulatívna državna politika. Veliku pogodnost za investitore predstavljaju niske poreske stope, organizovane slobodne zone, ali pre svega dostupnost dobro obrazovane, sposobne i kvalitetne radne snage. Svakako treba pomenuti i Sporazum o stabilizaciji i pridruživanju Evropskoj uniji, koji omogućava slobodan pristup robi iz Srbije na tržište EU, CEFTA, sporazume sa Rusijom i Belorusijom, Turskom...

### Da li potencijalni investitori treba da koriste konsultantske usluge za olakšice?

- Svima koji žele da investiraju u Srbiju preporučujemo da se detaljno informišu o segmentu koji ih interesuje, kao i o potencijalnim olakšicama koje im mogu biti dostupne. Olakšice nisu predviđene samo međunarodnim sporazumima koje Srbija ima sa mnogim zemljama, već i na lokalnom planu, domaćim zakonskim propisima. Odgovarajuća konsultantska usluga u ovakvim situacijama može biti od izuzetnog značaja za potencijalne investitore. Korišćenje olakšica na lokalnom nivou može da donese znatne uštede i u svakom slučaju treba imati prave informacije o olakšicama i načinu njihovog korišćenja.

### Da li je novi srpski Zakon o građenju doneo neka poboljšanja?

- Mislim da ćemo efekte novog Zakona o planiranju i izgradnji



moći da procenimo tek za godinu, dve, jer je Zakon donet u vreme kada je tržište nekretnina već počelo da usporava. Zakon je omogućio skraćivanja rokova pri dobijanju dozvola i transparentan pristup celom procesu. Verujem da će Srbija primenom ovog zakona biti još privlačnija za investitore koji se interesuju za sektor nekretnina. Novi Zakon omogućava dobijanje dozvola prema fazama izgradnje. Ta novina predstavlja ohrabrenje i pojednostavljuje pristup celom procesu gradnje. Verujem da takva, pojednostavljena procedura predstavlja pozitivan znak od strane Vlade i proaktivan pristup u privlačenju stranih investicija

### Koliko je na rad Colliers Srbija uticala kriza?

- Kriza na tržištu nekretnina u Srbiji je bila ozbiljna i pogodila je sve segmente našeg angažovanja. Neki segmenti su bili u početnim fazama razvoja kada se kriza desila, tako da je njihov razvoj zaustavila praktično u začetku. To se dogodilo, na primer, sa logističkim parkovima. Naša predviđanja su da će oporavak početi u toku narednih šest meseci dok će pravi

Colliers International is one of the biggest world real estate companies. Colliers International is the first multinational real estate company on the Serbian market. It has been operating in Serbia since 2000 and has two offices – in Belgrade and Nis. The Belgrade office is the second office of this multinational company opened in the region. The first one was in Sofia. Colliers Serbia participated in the development of the modern real estate market in Serbia and the numerous clients acknowledge the experience that it offers at the local and regional level. With 40 employees specialized for various market domains, it offers top quality service to its clients. The company worked on several selected projects in the region, primarily in Bosnia and Herzegovina and Former Republic of Macedonia. The senior management team of the company are Managing Director Jovica Jakovac and General Manager Maja Sahbaz.

**COLLIERS  
INTERNATIONAL**

Interview: **Maja Sahbaz**, General Manager of Colliers Serbia ■■■

## Good building conditions in Serbia

■■■ **The status of Serbia in the region is very advantageous for investors. – Reliefs for investments in local regulations and international agreements. – Colliers Serbia successfully sold land in Nis at an auction**

Colliers Serbia, a part of Colliers International, is an acknowledged and successful company on the Serbian market. It brought tenants to the biggest shopping malls, rented thousands of square meters of qualitative office space and successfully mediated in the sale of big housing projects with hundreds of flats. It also provides consulting services for potential investors influencing the cost effectiveness of their investments and profit.

**Maja Sahbaz**, the General Manager of Colliers Serbia explains how Colliers operates in Serbia and what its plans are for further engagement on the real estate market.

### Why is Serbia a good place for investment?

- Serbia is definitely a country which offers very good investment opportunities. Apart from the excellent position and the accessibility of the Corridor 10 and the water Corridor 7, there is also the stimulating state policy. Low tax rates, organized free zones, but above all the well educated, capable and qualitative man power provide a great convenience for the investors. Of course, one must mention the Stabilization and the Association Agreement with the EU. It enables free access of goods from Serbia to the EU, CEFTA market, the agreements with Russia, Belorussia, Turkey...

### Do potential investors need to use consulting services for reliefs?

- We advise all those who wish to invest in Serbia to inform themselves in detail on the segment that they are interested in, as well as the potential reliefs which may be available. Reliefs are not prescribed only by the international agreements which Serbia has with many countries, but also by the domestic legal regulations on the local level.

Adequate consulting service may in such cases be of extreme significance for the potential investor. Use of reliefs at the local level may lead to significant savings and, in any case, one must have true and correct information on the reliefs and the manner of their implementation.

### Has the new Serbian Planning and Construction Law brought about improvement?

- I think that we will be able to estimate the effects of the new Planning and Construction law only in a year or two time, for the Law was passed at the time when the real estate market had already started to slow down. The Law has enabled the shortening of deadlines for obtaining permits and a transparent approach to the whole process. I believe that Serbia, with the implementation of this new law, will be even more attractive for investors interested in real estate. The new Law enables the obtaining of permits in accordance with the phases of construction. This novelty represents an encouragement and simplifies the approach to the whole process of construction. I believe that such a simplified procedure is a positive sign from the Government and presents a proactive approach to attracting investors to Serbia.

### How much influence did the crisis have on the work of Colliers Serbia?

- The crisis on the real estate market in Serbia was serious and has hit all segments of our engagement. Some segments were in their initial phases of development at the time the crisis occurred, so their development was practically stopped at the embarkation point. That





izlazak iz krize biti osetan u periodu od godinu dana.

#### Koje ključne vrednosti su najznačajnije u radu kompanije?

- Colliers u Srbiji ima nekoliko ključnih vrednosti kojih se pridržavamo u svom poslovanju, ali i u odnosu prema zaposlenima. Verujemo u iskrenost i integritet, inovacije, posvećenost uspehu, kreativnost i aktivno učestvujemo u podršci zaposlenima, ali i lokalnoj zajednici. Kompanija u Srbiji na upravljačkim pozicijama ima pretežno žene, što nije rezultat „pozitivne diskriminacije“, već konkurencije. One su najbolje u svojim sektorima i predstavljaju primer odlične kombinacije obrazovanja, iskustva i sposobnosti koje su neophodne u ovom poslu, što se vidi i iz uspeha koje postižu.

#### Kako se Colliers Srbija odnosi prema novom trendu zelene gradnje?

- Kao savremena kompanija i zahvaljujući našoj posvećenosti ekološkoj održivosti, Colliers Srbija je prvi sproveo istraživanje o tehnologijama zelene gradnje koje su u upotrebi u objektima u Beogradu. U saradnji sa Booze Allan Hamiltonom i njihovim programom sproveli smo i kurs pripreme za LEED GA sertifikat koji je bio otvoren za sve zainteresovane, što smatramo našim doprinosom povećanju ekološke svesti u Srbiji. Trenutno dva naša zaposlena imaju LEED sertifikate, a naš cilj je da do kraja 2011. godine svi zaposleni imaju određeni nivo LEED sertifikacije. Verujemo da svako treba da pokaže prednosti ekološke održivosti na sopstvenom primeru, i svoj doprinos tome dajemo tako što sav papir koji se koristi u kancelariji šaljemo na reciklažu. Zaposleni su prošli program obuke o uštedi energije i vode i stečena znanja mogu da primene i u svojim domovima. Verujemo da upravo zelena gradnja treba da bude jedan od bitnih elemenata tokom oporavka tržišta nakon krize, jer omogućava bitne uštede u održavanju objekta, smanjuje potrošnju energije dok svakako povećava njegovu vrednost.

#### Kakva je konkretna ponuda Colliers Srbija za poslovne klijente?

- Smatram da investitori treba da iskoriste „period zatišja“, koji je pri kraju, i da se detaljno informišu o tržištu i potencijalima koji su im dostupni. Kao pozitivan primer svakako želim da navedem aukciju koju je Colliers organizovao za Grad Niš, gde je svih pet ponuđenih zemljišta prodato daleko iznad početne cene. Ovo je znak ne samo da postoje jasni koraci ka oporavku tržišta, već i da postoje investitori koji uviđaju potencijal ove zemlje i koriste prilike koje su se ukazale.



is what happened, for example, to logistic parks. Our forecasts are that the recovery process will began in the course of the following six months, while it will take a year for the end of the crisis to be felt.

#### What key values are of topmost significance in the work of the company?

- Colliers in Serbia has several key values which we adhere to in our business activities, but also in the relation towards the employees. We believe in honesty, integrity, innovation, dedication to success, creativity and we actively participate in the support of both the employees and the local community. The company in Serbia has mostly women in its managing positions, which is not a result of “positive discrimination” but rather of competition. They are the best in their departments and present examples of excellent combinations of education, experience and capability which are all necessary in this business and which are reflected in the success that they achieve.

#### What is the attitude of Colliers Serbia towards the new trend of green building?

- As a modern company and thanks to our dedication to sustainability, Colliers Serbia was the first to conduct a research on green building technologies which are implemented in buildings in Belgrade. In cooperation with Booze Allan Hamilton and their program, we have conducted a course of preparation for LEED GA certificate. The course was open for all those interested, and we consider this to be our contribution to the raising of ecological awareness in Serbia. Currently two of our employees have the LEED certificates and our goal is for all our employees to have a certain level of LEED certification by the end of 2011. We believe that everybody has to show, through their own example, the advantages of sustainability. We contribute to this by sending all the paper used in our office to be recycled. The employees have passed a program of education on saving energy and water and they can implement the acquired knowledge in their own homes as well. We believe that green building will be one of the significant elements in the course of market recovery after the crisis. It enables significant savings in facility maintenance and it decreases the use of energy while it definitely increases their value.

#### What is the specific offer of Colliers Serbia to business clients?

- I feel that investors should use the “period of quietness” which is coming to an end, and to inform themselves in detail regarding the market and the available potentials. As a positive example, I definitely want to point out the auction that Colliers organized for the city of Nis, at which all of the five offered land lots were sold far above their initial price. This is a sign that not only of clear steps towards recovery of market, but also that there are investors who realize the potential of this country and use the opportunities that open up.



**Sonja Lavrov Marinković** radi u kompaniji Colliers, Srbija od aprila 2008. godine na poziciji menadžerke odeljenja za investiciono i korporativno savetovanje. U okviru svojih aktivnosti ovo odeljenje je uradilo veliki broj raznovrsnih studija za domaće i strane klijente na tržištu Srbije, Crne Gore, Bosne i Hercegovine u okviru stambenog, poslovnog i industrijskog sektora. Aktivnosti obuhvataju usluge procene vrednosti nekretnina, istraživanje tržišta, izrade studija izvodljivosti, predloge koncepta projekta, savetovanje iz oblasti ekološkog inženjeringa itd. Značaj usluga ovog odeljenja naročito dolazi do izražaja u vreme krize kada je klijentima najpotrebniji pravovremen savet zasnovan na višegodišnjem iskustvu i detaljnoj informisanosti stručnjaka o tržištu u Srbiji i regionu. Potvrda uspešnosti njihovih aktivnosti je vrednost procenjenih nekretnina, koja na godišnjem nivou iznosi više od 1,000.000,000 evra. Dalji razvoj odeljenja za investiciono i korporativno savetovanje ogledaće se u novim profesionalnim uslugama koje će uključivati superviziju za poverioce, analizu tehničke dokumentacije i nadgledanje procesa razvoja i izgradnje projekta.

**Sonja Lavrov Marinković** has been working in Colliers Serbia since 2008, as the manager of Investment and Corporate Advisory Services (ICAS) Department. Within the framework of its activities, this department has done numerous diverse studies in the residential, office and industrial sectors, for both local and foreign clients on the territory of Serbia, Montenegro, Bosnia and Herzegovina. These activities encompass valuations, market research, feasibility studies, project concept solutions, as well as counseling in the field of ecological engineering, etc. The significance of the department's services is especially emphasized in the time of crisis when the clients need the most prompt advice founded on long-term experience and in-depth knowledge of experts regarding the market in Serbia and the region. The fact that Colliers ICAS team evaluates over a billion Euros worth of real estate per year is a testament to its success. Further development of the ICAS department will be reflected in new professional services which will include lender's supervision, technical due diligence and development monitoring.

**Jelena Jevremović** je menadžerka retail sektora za srpsko tržište. Colliersu se pridružila u oktobru 2007. godine. Osim aktivnosti u Srbiji, ovaj sektor asistira na retail projektima koje Colliers izvodi u Crnoj Gori, Bosni i Hercegovini i Makedoniji. Colliers retail sektor obavlja vrlo kompleksan posao koji se sastoji u konsultovanju investitora i retailera u vezi sa arhitektonskim i konceptualnim rešenjima projekta, rešenjima miksa delatnosti i zakupaca, cenovnim strategijama i projekcijama prihoda, kao i dogovaranju komercijalnih i tehničkih uslova projekata. Na ovaj način retail sektor pomaže u predviđanju i utvrđivanju ispravne strategije razvoja tržišnih centara pre početka izgradnje i postavljanju ispravne finansijske konstrukcije. Značaj ovog posla najbolje se ogleda u sadašnjim ekonomskim uslovima na tržištu kada je mogućnost primene improvizovanih i ad-hoc rešenja svedena na minimum. Iako je tržište maloprodaje još uvek nedovoljno razvijeno zbog malog broja tržišnih centara, u narednom periodu očekuje se povećanje konkurentnosti zbog znatnog broja brendova koji tek planiraju ekspanziju u Srbiju i region. Od strane Međunarodnog saveta za tržišne centre (ICSC), Jelena je izabrana za jednog od 5 članova komiteta za Srbiju. Očekuje se da će prisustvo ICSC-a u Srbiji svakako doprineti sazrevanju maloprodajnog tržišta i aktivnijem prenosu znanja i iskustava iz inostranstva.



**Jelena Jevremović** is the manager of the Retail Department in Serbia. She joined Colliers in October 2007. Apart from activities in Serbia, this department assists in retail projects carried out by Colliers in Montenegro, Bosnia and Herzegovina and Macedonia. Colliers Retail Department carries out a very complex task consisting of advising investors and retailers regarding architectural and conceptual project solutions, tenant and service mix, price strategies and income projections, as well as negotiating commercial and technical project conditions. In this manner, the Retail Department assists in predicting and establishing the correct strategy for the development of shopping centers before they are built, and the establishing of the correct financial construction. The significance of these activities is best noted in the current economic market conditions when the possibility of implementation of improvised and ad-hoc solutions is reduced to a minimum. Despite the fact that the retail market is still insufficiently developed due to existence of only a few shopping centers, an increase in competition is expected in the following period owing to a large number of brands which are planning their expansion into Serbia and the region. Jelena was chosen by the International Council for Shopping Centers as one of the 5 members of the committee for Serbia. It is expected that the presence of the ICSC in Serbia will surely contribute to the maturing of the retail market and the more active transfer of knowledge and experience from abroad.

**Marija Stojanović** je menadžerka finansijskog odeljenja počev od 2008, a u kompaniji radi od 2004. godine. Zadužena je za organizaciju, kontrolu, planiranje i obavljanje poslova iz oblasti finansija u timu koji broji još dve osobe. Finansijsko odeljenje implementira nove principe i sistem finansijskog izveštavanja, finansijskih procedura i standarda u skladu sa globalnim poslovanjem svih kompanija članica Colliers mreže. Za svoje angažovanje na jednom od ovakvih projekata Marija Stojanović je nagrađena kompanijskim priznanjem "Recognition for Regional Team 2008 and total dedication to succeed under difficult conditions". U svetlu ekonomske krize, finansijsko odeljenje Colliersa ima dosta izazova koje nameću dinamični uslovi na tržištu nekretnina u Srbiji i regionu. Uz kontinuiranu potrebu za profesionalnim usavršavanjem, u ovom Odeljenju kompanije poseban naglasak se stavlja na dobru poslovnu praksu, održavanje visokog nivoa kvaliteta usluge i integriteta u odnosu sa klijentima.



**Marija Stojanović** has been the manager of the Finance Department since 2008 and has been in the company since 2004. She is in charge of organization, control, planning and performing of tasks in the field of finance in a team which includes two other colleagues. The Finance Department implements new principles and the system of financial reporting, financial procedures and standards in accordance with global business practices of all companies' members of the Colliers network. For her engagement in one of such projects Marija Stojanovic was rewarded the company avowal "Recognition for Regional Team 2008 and total dedication to succeed under difficult conditions'. In the light of the economic crisis, the Colliers Finance Department is confronted with many challenges which are imposed by the dynamic conditions on the real estate market in Serbia. Along with the continuous need for professional training, a special emphasis in this department is placed on good business practice, maintaining a high level of service and integrity in relation to the clients.



**Ana Marković** je menadžerka stambenog odeljenja u okviru Colliers Internationala od 2009. godine, a kompaniji se pridružila u 2003. Aktivnosti stambenog odeljenja su među osnovnim delatnostima kompanije, a baziraju se na pružanju dve kategorije usluga:

- Ekskluzivno zastupanje investitora pri prodaji stambene novogradnje što uključuje širi spektar usluga kao što su savetovanje o konceptu projekta i cenovnoj strategiji, marketing konceptu, pravnom segmentu, a na kraju i samu prodaju krajnjim korisnicima. Colliers je na ovaj način zastupao prvi stambeni projekat stranog investitora u Beogradu, kompanije GTC. Ana sada rukovodi prodajom stambeno-poslovnog projekta „Metropolitan apartmani” investitora Metropolitan Project. U ovoj godini Colliers će biti angažovan kao ekskluzivni prodavac na projektima u ulici Neznanog Junaka u Beogradu investitora Energogroup, u Lamartinovoj ulici gde je investitor takodje Metropolitan Project, kao i u Novopazarskoj ulici gde je investitor kompanija Meteor.
- Pronalaženje luksuznih kuća i stanova za diplomate i zaposlene u stranim kompanijama. Zahvaljujući posvećenosti zaposlenih i izuzetnom kvalitetu usluga u ovom segmentu poslovanja, nekoliko kompanija u Srbiji pri smeštanju

svojih zaposlenih radi isključivo sa Colliersom. Ana Marković je početkom prošle godine postala prva osoba u Srbiji koja je dobila tada novouvedeni sertifikat LEED Green Associate, koji se odnosi na zelenu gradnju.

**Ana Marković** has been the manager of the Residential Department within Colliers International since 2009 and she joined the company in 2003. The activities of the Residential Department are amongst the basic activities of the company and are based on two categories of services:

- Exclusive investor representation for sales of new residential projects. This involves a wider range of services such as counseling on project concept and pricing strategy, marketing concept, the legal segment and finally the sale to buyers. Colliers has represented in this fashion the first residential project done by a foreign investor in Belgrade, the GTC company. Ana is now managing the sale of a mixed use development "Metropolitan Apartments" done by Metropolitan Project. This year Colliers will be engaged as the exclusive sales agent for projects in Neznanog Junaka Street in Belgrade by the investor Energogroup, in Lamartinova Street where the investor is again Metropolitan Project as well as in Novopazarska Street where the investor is the company Meteor.
- Sourcing luxurious houses and apartments for diplomats and employees in foreign companies. Thanks to the commitment of the employees and the exceptional quality of services in this segment of business, several companies in Serbia, when accommodating their employees, work exclusively with Colliers. Last year, Ana Markovic became the first person in Serbia to receive the then newly introduced LEED Green Associate certificate referring to green building.

# Colliers International

- accelerating your success



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## LEADING REAL ESTATE CONSULTANTS IN SERBIA FOR THE PAST 10 YEARS

Colliers International, Serbia was established in Belgrade in 2000 and has since become the unquestionable market leader in comprehensive real estate services.

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