



SERBIA: the European country to invest in right now



塞尔维亚 - 一个正适合投资的欧洲国家



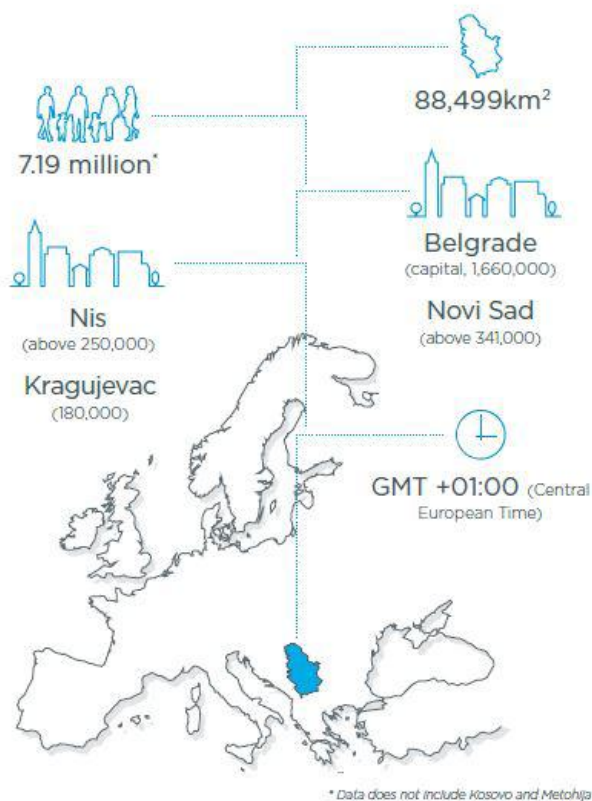
塞尔维亚 - 中国工业园区“尼古拉特斯拉”
- 2019 -

Serbia-China Industrial Park “Nikola Tesla”
- 2019 -

Serbia fact book 塞尔维亚简介	
Official name: 名字	Republic of Serbia 塞尔维亚共和国
Form of state: 性质	Democratic Republic 民主共和制
Political structure: 政府性质	Parliamentary democracy 民主议会制
Area: 面积	88,499 m ²
Population: 人口	7.19 million 719万
Official language: 官方语言	Serbian 塞尔维亚语
Main religion: 宗教	Christian Orthodox 基督教东正教
Other religions: 其它宗教	Roman Catholic, Islamic, Jewish, Protestant 罗马天主教, 伊斯兰教, 犹太人, 新教
Currency: 货币	Serbian Dinar (middle exchange rate is approx. 118 RSD for 1 EUR) 塞尔维亚第纳尔 1 EUR = 118 RSD
\GDP (2015):	52.4 billion EUR 524亿欧
GDP per capita (2019): 人均GDP	7526 EUR 7526 欧
Time zone: 时间区	Central European Time (GMT + 01:00) 中欧时间 (格林尼治标准时间 + 01:00)
GDP Growth GDP增长	4.4 %
Capital City: 首都	Belgrade, with population of more than 1,600,000 贝尔格莱德人口160万
Credit ratings: 信用评级:	BB positive (Standard&Poors, 2018) BB stable (Fitch, 2018) Ba3 stable (Moody's, 2017)



Welcome to Serbia!



塞尔维亚将继续操办加入欧盟一事，并计划在 2020 年加入欧盟

在塞尔维亚当今就业人数与人口规模比例下，塞尔维亚已经重新成为世界上最有潜力的投资目的国；

塞尔维亚是独立国家联合体之外唯一与俄罗斯联邦，欧盟和土耳其签有自由贸易协定的国家；

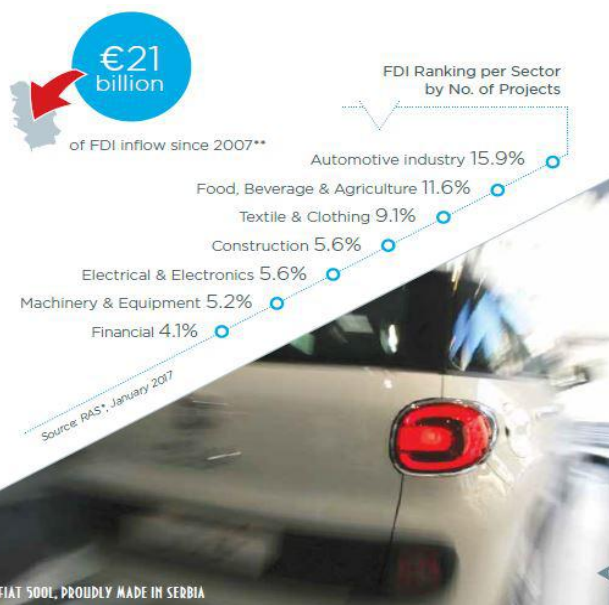
在“WB WB Business List”中，塞尔维亚在过去两年中上升了 44 位，目前在全球排名第 47 位；

贝尔格莱德被“金融时报”评为南欧未来城市；

“（塞尔维亚有）稳定的商业环境，透明的市场条件，从长远来看，为我们的业务增长创造了一个良好的起点”

Marco Aspesi, VP Corporate Transformation at SR Technics Group

Join the Pool of the Successful



“塞尔维亚已采取重要措施，实施吸引外国和国内投资者所必需的改革。我们很高兴能进一步改善投资环境和加强治理。在塞尔维亚的强大潜力下，我们相信西巴尔干地区最大经济体的积极变化将对整个地区产生更广泛的影响”

Sir Suma Chakrabarti, EBRD President (2015)

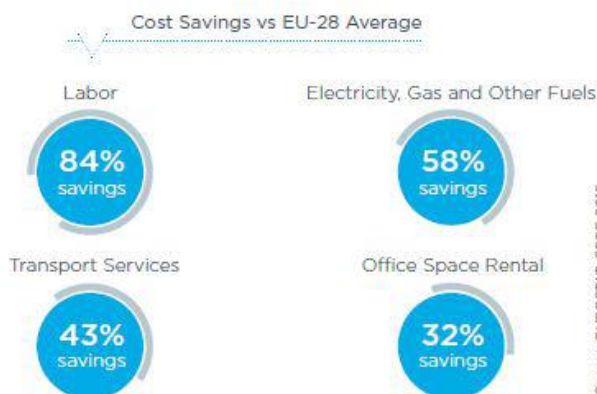
WHY SERBIA 选择塞尔维亚



- 1 Availability of High Quality Labor
- 2 Competitive Operating Cost
- 3 Customs Free Access to 1.1bn Consumers
- 4 Political and Economic Stability
- 5 Financial Benefits and Incentives
- 6 Optimal Geographic Location

COMPETITIVE OPERATING COSTS 运营成本

欧盟统计局的数据显示，塞尔维亚是 37 个欧洲国家中电力，天然气，其他燃料和固定话费最低的国家。



“现成的基础设施，建筑许可证的快速发放，便捷的行政程序，和现有的运输通道和物流，为公司提供了稳固、稳定的商业环境，是一个类似于欧盟的商业环境”

- CEO, Continental AG Serbia



“塞尔维亚政府还推进了雄心勃勃的经济和结构改革议程，这将有助于创造更具吸引力的商业环境：恢复增长，提高竞争力，创造新的就业机会”

Mr. Johannes Hahn, European Commissioner

“国际货币基金组织代表团对塞尔维亚在宏观经济稳定和财政整顿方面取得的进展感到满意。在强有力的政策和更多信心的支持下，经济将持续复苏”

Mr. James Roaf, Head of the IMF in Serbia (2015)

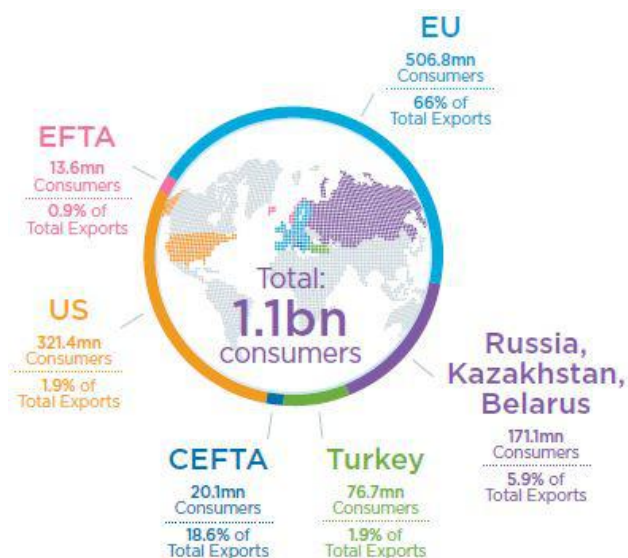
“塞尔维亚是整个东欧商业活动的理想基地。投资塞尔维亚的一个重要原因即这同样是获得高素质员工的机会，从而能够经济地生产和开发最高质量的产品”

Dr. Ronald Seeliger, CEO, STada/Hemofarm

CUSTOM FREE ACCESS TO 1.1. BILLION CONSUMERS 面向 11 亿消费者的免关税通道

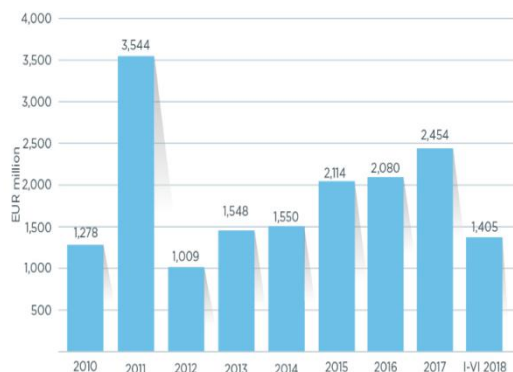
“受过教育和熟练的劳动力，对投资者的激励政策，与俄罗斯联邦和土耳其间的自由贸易协定，以及发达的基础设施和有利的地理位置，是 Grundfos 公司向塞尔维亚投资的关键因素”。

Jim Toft Nielsen, General Manager, Grundfos Serbia

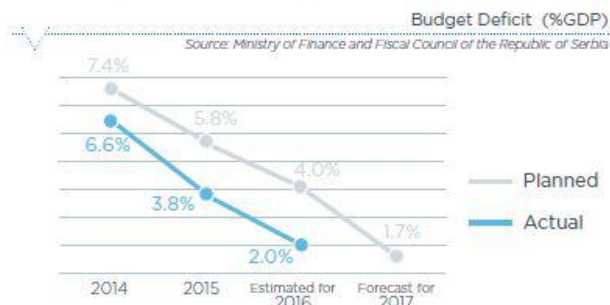
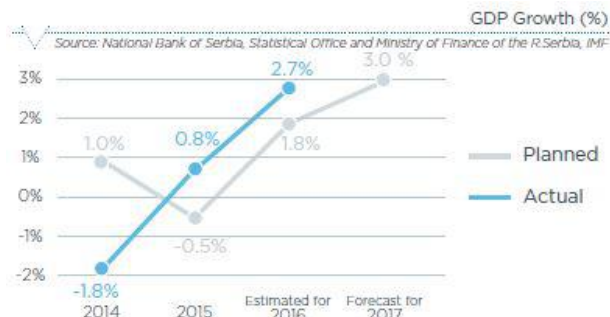


Source: Statistical Office of the Republic of Serbia, 2015

FDI Inflow



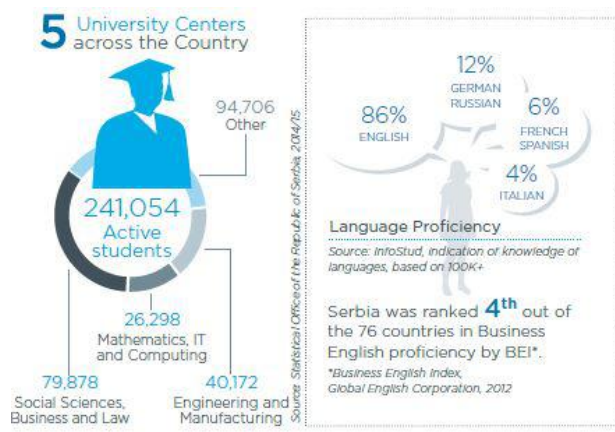
Source: NBS, 2018



POLITICAL AND ECONOMIC STABILITY 稳定的政治和经济

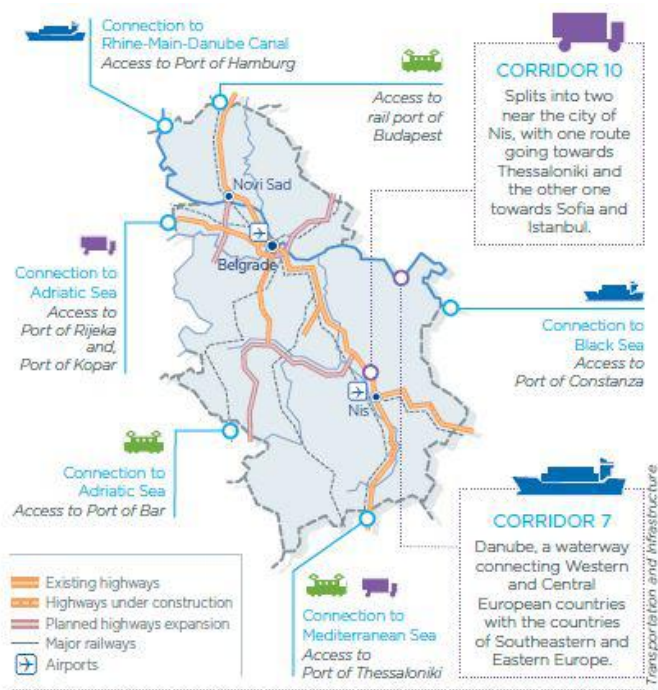
塞尔维亚在过去 4 年采取措施进一步稳定政治和经济。为了扭转塞尔维亚在进口和消费驱动下的经济增长趋势，并使该国走上一条以投资和出口为主导的，充满活力和可持续增长的道路，必须进行包括宏观经济稳定和经济优化改革，创造更好的商业氛围。

自 2014 年以来，塞尔维亚共和国政府已采取措施减少政府债务，包括通过扩大财政责任，改革公共行政，改革国有企业，和全面提高公共部门的生产力。



OPTIMAL GEOGRAPHIC LOCATION

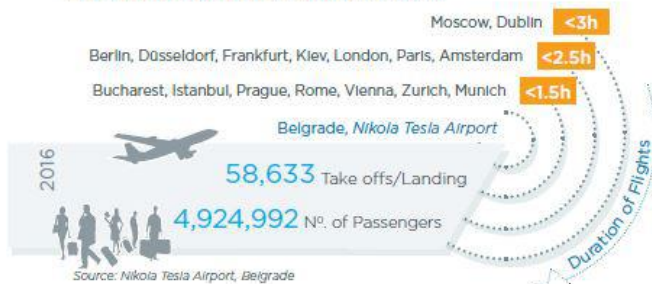
绝佳的地理位置



Investments into infrastructure continue to be one of Government's top priorities



Getting to Serbia is easier than ever!



Stay close to your customers



FINANCIAL BENEFITS AND INCENTIVES

财政福利和激励

Cash Grants 财政补助

为了抵消初始资本投入并减少商业活动的启动费用，塞尔维亚政府为格林菲尔德和布朗菲尔德项目中的制造业，以及可能受国际贸易影响的服务业提供财政支持。

Construction Land Transfer Subsidy 建设用地转让补贴

政府或地方市政当局可以以低于市场价格的价格出售建设用地，以支持具有国家级的重要投资项目（土地归国家政府所有时），或支持促进当地经济发展的投资项目（土地归当地市政府所有时）。

Corporate Income Tax Relief 企业所得税免税减免

雇用超过100名员工并投资超过850万欧元（10亿RSD）的投资者可获得10年企业盈利免税期。免税期自公司盈利开始计算。

Payroll Tax Incentives 工资税激励政策

通过雇用在国家失业机构登记超过6个月的人，雇主可以从雇佣当时到2017年12月31日期间，从工资净额中获得客观的减免税：

- 1-9个新岗位：减少65%
- 10-99个新岗位：减少70%
- 超过100个新岗位：减少75%

（工资税优惠政策不与财务激励措施同用）

Double Taxation Avoidance 避免重复纳税

塞尔维亚共和国有54项有效的双重征税协定，涵盖收入，资本和财产。除了与大多数欧洲国家签订双重征税协议外，塞尔维亚还与亚洲和非洲的许多国家签订了双重征税协定。

Serbia's investment climate is improving, driven by important macroeconomic reforms, greater political and financial stability, improved fiscal discipline, and a European Union (EU) accession process that provides impetus for legal changes that improve the business environment. The government's three-year Stand-by Arrangement with the International Monetary Fund (IMF) is also an important impetus for reform, with the government exceeding all of its fiscal targets in 2018. On the World Bank's Doing Business list, which included new methodology, Serbia moved up 12 places in 2017, and is now ranked 43rd globally among 190 countries in terms of ease of doing business.

通过重要的宏观经济改革，更强大、稳定的政治和财政环境，优化的财政纪律，以及欧盟（EU）加入后促进了改善商业环境的法律变革，塞尔维亚的投资环境正在不断提高中。塞尔维亚政府在 2018 年的超支所有立项，与国际货币基金组织（IMF）的三年期待用安排（SBA）也成为了这次改革的重要推动力。在世界银行适用新条例的营商环境清单中，2017 年塞尔维亚排名上升了 12 位，目前在 190 个国家中的商业便利性排名为第 43 位。

Attracting foreign investment remains an important priority for the Serbian government. U.S. and European investors in Serbia are generally positive, highlighting the country's strategic location, well-educated and affordable labor force, investment incentives, and free trade arrangements with key markets, particularly the EU, Russia and rest of the Eurasia market.

吸引外国投资仍然是塞尔维亚政府的一个重要优先方向。塞尔维亚有突出的战略位置，普遍良好的教育背景，价格合理的劳动力，多种投资激励措施，以及面向尤其是欧盟，俄罗斯，欧亚地区以及其他市场的自由贸易机制，在塞的美国和欧洲投资者对其前景普遍表示看好。

The Serbian government has identified economic growth and job creation as its top concerns and has committed itself to resolving a number of long-standing issues related to the country's slow transition to market-driven capitalism. On the legislative front, the government has passed significant reforms including: labor law, construction permitting, inspections, public procurement, and privatization that have helped improve the business environment. The government also is making progress on resolving state-owned enterprises. Where possible, this has been done through bankruptcy or privatization. However, problems surrounding more than a dozen strategic state-owned firms remain. The government is also slowly decreasing Serbia's bloated public-sector workforce, mainly through attrition and hiring freezes – although layoffs may also be an option as the government implements more strategic reforms expected in 2017 and 2018.

塞尔维亚政府已将经济增长和就业创造视为其最关注的问题，并致力于解决塞尔维亚在向市场驱动的资本主义缓慢过渡期间遗留的一些长期问题。在立法方面，政府已通过重大改革，包括：劳动法，建筑许可，质量检查，公共采购和私有化，这些都有助于商业环境的改善。政府也尽可能地通过破产或私有化解决国有企业方面问题，并取得了进展。然而，围绕十几家战略性国有企业的问题仍然存在。同时，政府也在通过自然减员和雇佣冻结，缓慢减少塞尔维亚臃肿的公共部门劳动力 – 政府计划在 2017 年和 2018 年实施更多战略性改革，因此随之到来的举措也可能包括裁员。

If the government delivers on promised reforms, business opportunities could grow significantly in the coming years. The sectors poised for growth include automotive, agriculture and agro-processing, information and communications technology (ICT), renewable energy, health care, mining, and manufacturing.

如果政府成功实施所承诺的改革，未来几年商业机会可能会大幅增长。受影响的部门包括汽车，农业和农业加工，信息和通信技术（ICT），可再生能源，医疗保健，采矿和制造业等。

Investment from China 来自中国的投资

Besides The Hesteel Group that acquired domestic steel company, China's Linglong tire manufacturer will come to Serbia as a destination for its European plant. The investment is worth 1 billion USD, and would be the largest foreign investment in Serbia's industry. The plant will produce ten million passenger car tires, two million truck and bus tires, and 10,000 off-the-road tires a year. The Zijin Mining Group acquired copper mine in South Serbia with a deal worth 1.26 billion USD. MINT Company from Shanghai in automotive industry has invested 100 million USD in western part of Serbia. Chinese companies are also involved in big infrastructure projects worth more than 5 billion USD.

中国的玲珑轮胎制造商除了收购塞当地钢铁公司 Hesteel 集团外，也将来到塞尔维亚建立其欧洲地区工厂。该投资价值 10 亿美元，将成为塞尔维亚工业中最大的外国投资。该工厂每年将生产 1000 万个轿车轮胎，200 万个卡车和公共汽车的轮胎，以及 1 万个越野轮胎。紫金矿业集团以 12.6 亿美元的价格收购了南塞尔维亚的铜矿。来自上海汽车工业的 MINT 公司在塞尔维亚西部投资了 1 亿美元。中国公司参与了一些总价值超过 50 亿美元的大型基础设施项目。

Besides Chinese companies, Serbia attracted many significant German companies and Italian car producer FIAT. After Germany and Italy most represented in Serbia are French and USA companies.

除了中国公司，塞尔维亚还吸引了许多重要的德国公司和意大利汽车厂商 FIAT。德国和意大利在塞尔维亚的大多以法国或美国公司作为代表。

Industrial Park Position 工业园区地理位置

The Government of Republic of Serbia have intention to develop, together with China companies and with support of China Government, Industrial Park with aim to attract investment for the organization and development of high-tech and competitive innovative industries with high export potential focused on supplying EU, Russia, CEFTA, EFTA and Eurasian Union market. The Serbian-Chinese industrial park in Belgrade will be built on land 15 km from the core center of Belgrade, the capital city of Serbia, beside Pupin Bridge and will take up 320 hectares. Except the land Serbia Government will provide lucrative incentives and basic infrastructure.

塞尔维亚政府有意在中国政府的支持下，与中国公司、园区共同吸引投资，为面向欧盟、俄罗斯、CEFTA、EFTA 和欧亚联盟等市场有出口潜力的高科技和创新产业发展而努力。塞尔维亚-中国工业园将建在与塞尔维亚首都贝尔格莱德中心距离 15 公里的土地上，毗邻普平桥，占地 320 公顷。除土地外，塞尔维亚政府也将提供优惠的激励措施和基础设施支持。



Distance from the Belgrade International Airport “Nikola Tesla that is under concession of French company Vensi Airport is 13.9 km (20 min). Distance from the Belgrade Port on river Danube is 10 km (15 min), Highway 5 km (6 min).

距贝尔格莱德国际机场“尼古拉特斯拉”为 13.9 公里（20 分钟车程），该机场由法国万喜集团管理。距离多瑙河上的贝尔格莱德港口 10 公里（15 分钟车程），距离公路 5 公里（6 分钟车程）。

A site will be created in a strategically unique location – the gate of Europe and connection between west and east, at the junction of the European Union and the new Silk Road. The park will provide excellent conditions for Chinese companies focused on European Union market but also welcome high-tech companies from all over the world and European companies focused on Eurasian market , especially Russian market (German and French companies are in need)

园区将建立在一个战略独特的地方 - 作为欧洲的大门以及西部和东部之间的连接，在欧盟与新丝绸之路的交界处。该园区将为专注于欧盟市场的中国公司提供良好的条件，同时也欢迎来自世界各地的高科技公司以及专注于欧亚市场的欧洲公司，尤其是俄罗斯市场（需要德国和法国公司）

The Industrial park will be built 15km away from the core center of Belgrade, Serbian capital in close proximity to the Belgrade international airport, railroads, ports and the transnational motorway Milano

(Italy)-Thessaloniki (Greece port), Munich (Germany) – Thessaloniki (Greece port) and Vienna (Austria) – Thessaloniki (Greece port).

工业园区距离塞尔维亚首都贝尔格莱德的市中心 15 公里，靠近贝尔格莱德国际机场、铁路、港口和多条跨国高速公路：米兰（意大利） - 塞萨洛尼基（希腊港口），慕尼黑（德国） - 塞萨洛尼基（希腊港口），以及维也纳（奥地利） - 塞萨洛尼基（希腊港口）。

The Industrial park will be designed as a genuine eco-friendly city for innovative enterprises with a high export potential, with a special legal status and optimal conditions for doing business. The park will include industrial and residential areas with the relevant infrastructure, a financial center and an R&D one, office premises, trade and entertainment premises.

园区将被设计为真正的生态友好型城市，为具有高出口潜力，具有特殊法律地位和最佳经营条件的创新型企业提供服务。该园区将建造工业、住宅区及相关基础设施、金融中心和研发中心、办公楼、贸易和娱乐场所。

Benefits for Industrial park enterprises 对园区企业的好处

Benefits and preferences of the industrial park are aimed at reducing the costs of investors throughout their activities, and not only during the development of investments. Taking into account the fact that the economy of Serbia has a diversified character and well-developed export potential with unique free trade agreements, the park, acting as a link for trade and technology exchange between the West and East, is an unprecedented profitable platform for the development of both large and medium-sized and small businesses.

园区旨在降低投资者的成本，并且不仅仅是针对投资开发的过程。塞尔维亚经济具有多样化的特点，发达的出口潜力，以及独特的自由贸易协定等优势，该园区作为东西方之间贸易和技术交流的纽带，将成为一个前所未有的盈利平台，促进大中小企业的发展。

Products of Serbia China Industrial Park enterprises can be exported to the markets of EU, Russia, Kazakhstan, Belorussia, Armenia, Kazakhstan, Turkey, CEFTA (Balkan region), EFTA (Scandinavia region), without tax fees and economic restrictions.

塞尔维亚中国工业园区企业的产品可以出口到欧盟、俄罗斯、哈萨克斯坦、白俄罗斯、亚美尼亚，哈萨克斯坦，土耳其，中欧自由贸易区（巴尔干地区），欧洲自由贸易区（斯堪的纳维亚地区），无关税和经济限制。

Serbia government is ready to provide financial and tax incentives as support for companies that have intention to come in industrial park and provide employment.

塞尔维亚政府将提供财政支持和税收激励措施，为有意入驻园区提供就业机会的公司提供帮助。





Industrial Park can play leading role in organizing Chinese companies approach to EU market and providing one stop service they need to be successful and to grow. Also Industrial park will serve as exchange and collection center for the new technologies that are needed in China market.

园区可以在组织中国企业进入欧盟市场方面发挥主导作用，并提供他们成功和发展所需的一站式服务。园区还将作为中国市场所需新技术的一个交换和收集中心。