



RAS

# INVEST IN SERBIA AUTOMOTIVE



## Serbia's offering



Unique location



European country located at the heart of the South East Europe region with a regional population of ~80 million and connectivity through land, water and air



Major economic reforms



Serbia went through **major reforms** that are creating strong economic upside and potential for businesses

- **#1 in greenfield FDI** globally and in Europe
- **31% increase in GDP from 2014**
- 47 places up in ease of doing business
- In the **process of joining the EU**



Attractive trade agreements



**Serbia is cementing its economic focus with open trade agreements covering countries around the world**

- Access to 1.3 bn customers through free trade agreements with EU, USA, Russia, Turkey, etc.
- Only European country where no visa regime applies to USA, EU, Russia, India and China simultaneously



International presence



Top international companies across industries are trusting and investing in the Serbian economy such as **Continental, Siemens and Henkel**



Skilled & affordable talent



**Affordable, available and skilled** workforce being a key driver of attracting FDI with **40,000 graduates/year**



Gov. support and incentives



**Strong and dynamic government support for businesses willing to invest in Serbia**



## Strategic direction towards EV & mobility

EV and related e-mobility manufacturing are at the core of the government's automotive strategy

Serbia is supporting the development of full lithium value chain with attractive incentive packages

Rio Tinto is developing a lithium mining and refining project with the capacity to satisfy 10% of the current world production of LCE (56 kt of LCE/annum)



## Strong ecosystem and supply chain

- **EUR 2 bn** of automotive FDIs since 2019 and **43,000 new jobs** created since 2015
- Large presence of **leading global players in high tech and capital intensive** projects proving excellent investment climate such as **ZF, BROSE, Continental R&D, Bosch, Toyo Tires, Ling Long, Motherson, etc.**



## Nearshoring trends provides attractive trade position

- Nearshoring trends due to COVID-19 further increased attractiveness of Serbia's geo and trade position
- Major European cities can be reached by **truck in 24h**, and easily accessed by **network of railways**
- Free Trade Agreements cover **Europe, Turkey, USA, Japan, Russian Federation and Eurasian Economic Union (EAEU) member states.**



## High quality and availability of labor at competitive cost

- Large talent pool as a result of **>80 years of history in automotive industry** and **flexible educational system** to respond to industry needs
- **Same level of productivity** in Serbia comes at **half the cost** of top manufacturing automotive countries
- Serbia is **at least 35%** lower in employee costs than majority of CEE/SEE countries



## Mandate to strive towards green future

- **34% installed electricity generation** capacities being renewables
- New policies and regulations to **increase energy generation** coming from renewables
- **Green Agenda for Western Balkans** as a supportive mechanism for the region to back the EU **Green Deal**

## E-MOBILITY PRODUCTION IN SERBIA

### ZF PRODUCTION+R&D INVESTMENT IN SERBIA



Total Workforce

**1,281**



Investment value

**€ 196 M**



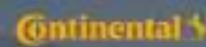
Notable product

Electric Drive Systems for  
Electric and Hybrid Vehicles

- ZF Friedrichshafen AG is a German car parts maker, a global leader in driveline and chassis technology as well as active and passive safety technology.
- In 2018 one of the ZF divisions, e-mobility established production in Serbia, City of Pančevo. Serbia was selected among 10 countries that were competing for the project.

## R&D HI-TECH PRODUCTION IN SERBIA

### CONTINENTAL PRODUCTION+R&D INVESTMENT IN SERBIA



Total Workforce

**1,000**



Investment value

**€ 150 M**



Notable product

Vehicle Infotainment  
System

- R&D Center Novi Sad focused on innovative products and solutions related to the future of the automotive industry
- Established in 2017, specializes in electronics, software and testing for leading global passengers' cars and commercial vehicles such as Mercedes, BMW, MAN, Volvo.

# Investments in the EV/battery space



## Rio Tinto gives go-ahead to \$2.4 billion Serbia lithium project

By Reuters

## ElevenEs receives investment and support from EIT InnoEnergy to build a battery gigafactory near Serbia's lithium deposit



## Rio Tinto invests in European EV battery producer InoBat Auto

<https://www.ras.rs/en/2021/04/14/rio-tinto-invests-in-european-ev-battery-producer-ino-bat-auto>



InoBat to b

Rio Tinto  
batteries to

## Japan's Nidec announces €1.5 bln Serbia electric motor hub plan

Apr 14, 2021

Nidec Corporation officially announced its decision to open a new European production hub in the city of Novi Sad in the Republic of Serbia. It is a 1.5 billion euro (\$1.8 billion) worth investment in the construction of the factory of motors for electric vehicles (EV) and household appliances.





## EV Value Chain

*From raw lithium, to batteries production, to complete e-vehicles*



### Prime available locations:

Two strategic locations with over 1,200 ha of land, able to host large scale projects including supplier parks



### Available talent:

Close proximity to the largest cities and university centers offering a large pool of talent



### Infrastructure and excellent connectivity:

Both locations offer plug-in infrastructure and direct connection with EU countries via Pan-European Corridor X (railway and highway)



### Project of national importance:

Government is willing to proclaim such projects as of national importance and provide full support in permits issuance



### Attractive incentive package:

Provision of attractive incentive package to support the projects in the EV value chain



### Local lithium source:

Direct access to the Rio Tinto's project for battery-grade lithium carbonate ensuring high % of local content



## EV batteries chemistry: *Chemical Park Prahovo*



### **“Plug & play” concept on the prime location**

First chemical park in Serbia offers land of >300 ha located at the Danube river



### **Ready chemical infrastructure**

**Single site operator** provides chemical infrastructure, logistics and services for tenants



### **Direct access to major European cities**

Direct access through port (Danube river), rail (connected to international rail network) and road (European Corridor 4 and 10)



### **Ease of doing business**

Free zone regulations can be applied to investors operating from the park



### **Attractive incentive schemes**

Provision of incentives such as cash incentives, tax holiday, employment incentives, etc.



# EXPO 2020 DUBAI: SERBIA INVESTMENT CONFERENCE – INDUSTRIES

CONFERENCE ON DECEMBER 13, 2021



**Gov. of the Republic of Serbia**  
Development Agency of Serbia



**Int'l automotive player**  
Representatives



**MIND Group**  
Representatives



**Elixir Group**  
Representatives

## AGENDA

13:00 – 13:05	<b>Keynote address</b>
13:05 – 13:15	<b>Why Serbia?</b> <i>Development Agency of Serbia</i>
13:15 – 13:30	<b>Automotive landscape and opportunities</b> <i>Development Agency of Serbia</i>
13:30 – 13:45	<b>Rail landscape and opportunities</b> <i>MIND Group</i>
13:45 – 14:05	<b>Chemical landscape and opportunities</b> <i>Development Agency of Serbia and Elixir Group</i>
14:05 – 14:15	<b>Q&amp;A</b>
14:15	<b>Networking and snack bar</b>



**REGISTER TO DISCOVER INVESTMENT OPPORTUNITIES AND HAVE 1-1 MEETINGS WITH KEY STAKEHOLDERS**

Scan the code or click on the upper box to register for the event

