



MUNICIPALITY OF SOKOBANJA

Green heart of Serbia

INVESTOR GUIDE





SOKOBANJA

The municipality of Sokobanja is located in the Zajecar district in the eastern part of Serbia and is an excellent place for safe investment:

- ▶ One of the most famous Serbian brands in tourism
- ▶ Growing market with more than 160,000 visits of tourists per year
- ▶ A large number of already realized investments
- ▶ Long experience in tourism - since 1837
- ▶ Numerous thermal sources and an ideal combination of health and climatic factors
- ▶ A large number of potential projects
- ▶ Competitive prices of land and locations



WHY SOKOBANJA?

The Municipality of Sokobanja offers good support to anyone who wants to do business in Serbia:

- ▶ Simplified administrative procedures
- ▶ Existing plans and urban documentation
- ▶ The municipality provides investors with the necessary communal infrastructure (road, water ...)
- ▶ The municipality provides support in applying for excellent subsidies and incentives from the state level.



KEY FACTS

- ▶ The municipality of Sokobanja covers 525 km²
- ▶ About 13,325 people live in the municipality today
- ▶ Number of employees: 3,531
- ▶ The average salary is 58,148 dinars
- ▶ 645 entrepreneurs and 90 companies operate in the territory of the municipality
- ▶ Sokobanja has significant natural resources, most of which are numerous thermal sources
- ▶ There are 2,521 registered agricultural farms in Sokobanja



KEY FACTS

- ▶ Sokobanja is one of the leading Serbian spas
- ▶ The most significant tourist potentials: PARK VRELO - BORIĆI, Source of Barudzija, medieval town of Sokograd, waterfall Ripaljka, the Ozren mountain, village of Vrmža, Banja Josanica spa, Sesalačka cave, Monastery Jermenčić, the Rtanj Mountain.
- ▶ In Sokobanja, there are warm, cold and lukewarm sources of mineral water, which are concentrated at three localities: in the central park, at the Banjica site and by the Moravica river.
- ▶ Most sources are capped and in the function of the tourism development.
- ▶ The water temperature is ranging from 28 ° C to 45 ° C



KEY FACTS

- ▶ The municipality of Sokobanja is well connected with other cities in Serbia.
- ▶ The E-75 highway is 30 km away
- ▶ Sokobanja is located between 2 cities: Zajecar (representing the center of Zajecar district and the center of Eastern Serbia) and Nis.
- ▶ It is close to Bulgaria's border.
- ▶ At 60 km away is the airport in Nis. The airport in Krajova is on a couple of hours of driving (225 km) as well as Sofia (237 km) and Belgrade Airport (241 km).



PEOPLE

- ▶ According to the 2022 census, Sokobanja had 13.325 inhabitants

Structure of the unemployed by gender for 2021.:

DESCRIPTION	2021	
	F	M
Children up to 6 years (preschool age)	339	339
Children aged 7–14 (primary school age)	419	443
Children aged 15–18 (high school age)	225	267
Children aged 0–17 years	923	984
Number of young people (15–29 years)	943	1.079
Working contingent of the population (15–64 years)	3.891	4.091
Total population	6.963	6.571

Source: Vital Statistics, RZS



PEOPLE

- ▶ The structure of education in the municipality of Sokobanj (according to the 2011 census) is dominated by persons with secondary education, of which 34% are women and 44% are men
- ▶ Bachelor degree, master degree or PhD have 5% women and 6% men



ECONOMY

- ▶ In 2021, the total realized trade in Sokobanja amounted to 582,300 euro.

Total trade (000 EUR)	Export (000 EUR)	index I-XII 2021 / I-XII 2020	Participation in the export of eastern Serbia (in %)	Import (000 EUR)	index I-XII 2021 / I-XII 2020	participatio n in the import of eastern Serbia (in %)	Balance (000 EUR)	Coverage of imports by exports (in %)
582.3	156.7	49.6	0.0	425.6	67.8	0.1	-268.9	36.8

Source: Chamber of Commerce of Zajecar and Bor administrative districts



ECONOMY

- ▶ In the territory of the Municipality of Sokobanja in 2020, 3,758 people were employed, or about a quarter of the total population
- ▶ The structure of the number of employees is dominated by trade and services
- ▶ Average salaries without taxes, in the period from 2017–2020 recorded an increase and amounted 41,606 dinars in 2017, 45,794 dinars in 2019, 46,770 in 2020 and in December 2022 average net salary was 61,721
- ▶ Despite growth, salaries are below the national average
- ▶ In December 2022, the number of unemployed persons decreased and amounted to 1,014



TOURISM

The most significant tourist facilities in the municipality are:

- ▶ The Aqua Park water complex covers 16,000 m² and can accommodate up to 2,000 visitors per day
- ▶ Recently renovated Hotel Sunce: 4 Star and 124 accommodation units, with 14 room types
- ▶ Moravica Hotel (200 beds and restaurant with 400 seats, gym, table tennis and billiards, basketball courts, small football and volleyball, 2 meeting rooms
- ▶ A large number of small hotels and guest houses (e.g. Natali Spa with wellness facilities, Soko Terme with 3 pools with thermal water etc.).
- ▶ Special Hospital "Sokobanja" with 530 beds in 5 objects
- ▶ Special Hospital "Banjica" with a capacity of 270 beds and developed health services for diagnosis and therapy



WHY SERBIA?

- ▶ Competitive tax rates - VAT, income tax, etc. are among the lowest in Europe.
- ▶ Restructured and stable financial system.
- ▶ Simple procedures for founding and registering a company.
- ▶ Simple procedures for performing foreign trade and for realizing the investments.
- ▶ Free market access with over 1,1 billion consumers (EU, Russian Federation, USA, Kazakhstan, Turkey, countries of CEFTA - Albania, Bosna and Herzegovina, Montenegro, North Macedonia, Moldavia, Serbia and UNMIK/Kosovo, members of the Free Trade Agreement with EFTA countries - Iceland, Lichtenstein, Norway and Switzerland and agreement with Belarus)
- ▶ Favorable business environment in Serbia with a system of incentives provided by the state.



RARIS - Regional Development Agency of Eastern Serbia

The goal of RARIS is to support development initiatives based on institutional connections and partnerships that lead to the sustainable development of Eastern Serbia.

- ▶ RARIS has exceptional cooperation with several ministries, domestic institutions and organizations.
- ▶ RARIS provides a range of services to entrepreneurs and companies: providing important information, organizing promotions, training, mentoring, advisory services, assistance in the project preparation etc.
- ▶ RARIS has many years of experience in cooperation with the diaspora and runs the digital platform Diaspora Business Info - RARIS. This Platform is intended for people from diaspora who want to start business in Eastern Serbia or do business with Eastern Serbia.
- ▶ RARIS runs the regional investment portal of Eastern Serbia

www.investeastserbia.com



THANK YOU FOR YOUR ATTENTION!



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