



KRAGUJEVAC

CITY OF THE FUTURE



KRAGUJEVAC

is the fourth largest city in Serbia with a population of about 200,000 inhabitants. The City is an administrative, economic, educational and health centre of Šumadija and West Serbia regions with over 2,000,000 inhabitants.



- Airport Nikola Tesla, Belgrade - 140 km (1h 20 min by highway)
- Airport Konstantin Veliki, Niš - 160 km (1h 45 min by highway)
- Airport Morava, Kraljevo - 46 km (45 min by highway)
- area 835 m²
- altitude 173 m - 220 m
- temperate-continental climate
- Construction of an airport for small passenger planes in MIND Industrial Park, 12 km from Kragujevac has started

44° 22' N - 20° 56' E





Kragujevac is the fourth largest city in Serbia, but in terms of historical and cultural heritage - it is the first in everything! A modern Serbian state was created in Kragujevac at the beginning of the 19th century and institutions were established.



- 1818 - The first capital city of modern Serbia
- 1820 - The first Serbian court is established
- 1833 - The first gymnasium was founded
- 1835 - The first Constitution of Serbia is adopted
- 1838 - The first high school in Serbia
- 1853 - The first Serbian factory

And many other things in Serbia have their roots in Kragujevac. Famous places and cultural monuments testify to the rich history and importance of Kragujevac in the establishment and development of Serbia.





It is especially important that the development of Serbian industry, secondary and higher education started from Kragujevac. Industrial production with a tradition of more than 170 years has created generations of Kragujevac citizens, whose attitude towards employers is characterized by an extremely high degree of loyalty and a sense of belonging to the companies in which they work. Therefore, labor turnover is very low. The geographical position of Kragujevac, the central city of Serbia, and the direct connection with Pan-European Corridor 10, as well as the central location in the ring of highways under construction in Central Serbia, allow easy access and encourage mobility of workers within 50 km. which increases the existing workforce reservoir in potential for almost 300,000 people.

Kragujevac has an extremely proactive secondary education system, which throughout its development, especially in the last decade, is closely connected with the needs of the economy and numerous investors, most of whom are multinational companies. Numerous high schools, as well as the University of Kragujevac, arose precisely from the needs of the economy for secondary and highly educated staff.

- 12 faculties
- 120 study programs
- 20,000 students
- 1,300 professors and researchers

Out of the total number of inhabitants in Kragujevac, 14% possess higher education degree, 51.34% possess high school degree, while 21.22% possess elementary school degree.

Competitive operating costs

Like Serbia, Kragujevac is treading the European path in every segment, primarily in creating a favorable environment for business. Operating costs in Kragujevac are competitive in relation to Belgrade and the province of Vojvodina.

COMPETITIVE OPERATING COSTS	
Typical monthly salaries	Gross update
Minimal gross salary	403 €
Average blue collar gross salary	592 €
Average white collar gross salary	890 € - 1,050 €
Working week	40 h
Overtime	8 h/week 4 h/day
No. of shifts	max 3
VAT	20 %
Corporate profit tax	15 %
Utilities	
Electricity cost	0,06 €/kWh
Gas cost	0,42 €/m ³
Water cost	0,9 €/m ³
Wast water - sewerage system cost	0,6 €/m ³
Municipal waste - collection cost	0,2 €/m ² (gross area of buildings)
Building	
Average building cost	400 - 500 €/m ²
Average industrial facility lease cost	3 - 5 €/m ²



Due to favorable conditions for business, the following operate in Kragujevac

At the moment, a large number of well-known world companies operate on the territory of the city of Kragujevac, which have recognized the advantages of investing in this area. First of all, these are:





INDUSTRIAL ZONES



MIND Park - Centre of Competence

MIND Park is an industrial cluster-based area, spread across 160 ha in Central Serbia, located 12 km from Kragujevac, which started construction in 2018 and has been growing steadily. The Park provides turnkey facilities following business needs of investors.



MIND Park has an excellent and brand-new utility network and infrastructure aligned with *Industry 4.0* which also ensures the preservation of the environment:

- Geothermal heat pumps
- Power - distributing station with the capacity up to 20 MW (increasing to 70 MW) - with the latest wastewater treatment system
- Optical fibre with a high-speed internet connection
- Gas distribution with the capacity of 2,000 m³/h for the entire park
- BMS security & Access Control, Energy Efficiency, Fire Protection System
- Data center

To date, on the location exist several companies such as Siemens and CAF, components producers for rail vehicles.

Next big steps are:

- building a *logistic center* with the rail and truck terminal along with the railway with the test track on site - will be completed during 2022;
- construction of the aviation zone in MIND Park - will be completed the end 2024.

Phoenix industrial zone

Phoenix industrial zone covers a total area of 40 ha, with the free area of 20.8 ha. The land use is industrial, and it is owned by the city of Kragujevac.

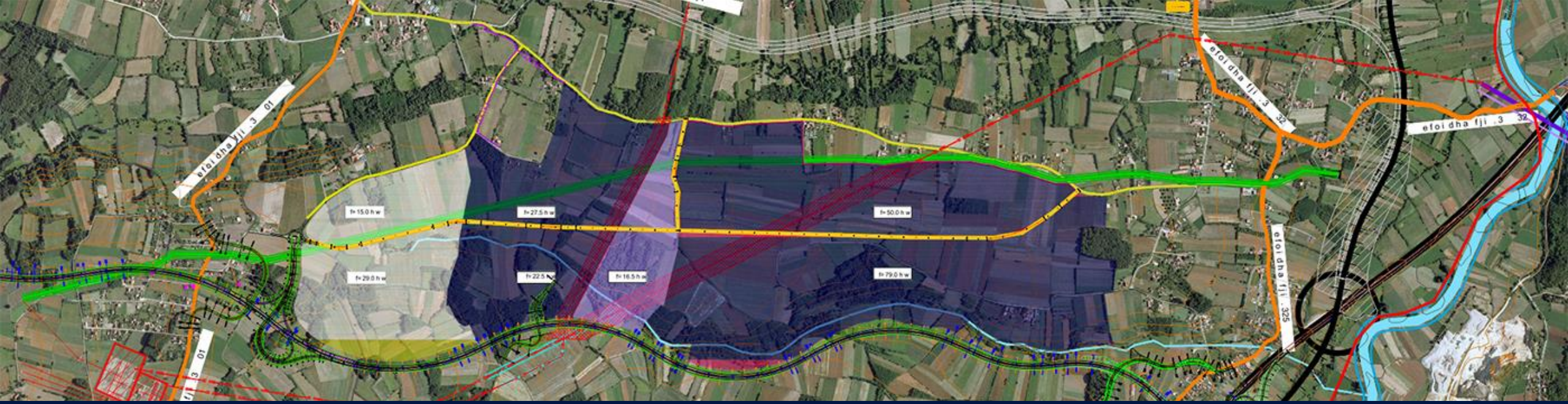
- High-voltage electricity network
- gas network with a capacity of 4000 m³/h
- water $p = 2.5$ to 4 bars
- sewerage network with a primary collector F 1,300 mm

The investments that have been made so far in the Phoenix zone are the State Data Recovery Center and Yanfeng 2.

Construction conditions:

- maximum number of floors up to G + 6
- occupancy up to 80 %





New Work zone Cvetojevac

With the construction of the North ring road, by which Kragujevac solves current, substantial problem of transit traffic through the city centre, preconditions have been created for the formation of the new Work zone Cvetojevac.

Work zone Cvetojevac will be leaned on the North ring road, right next to the state road IV row number 24. In the immediate vicinity of the zone is the existing network of municipal roads. The construction of a central road through the zone and several manipulative roads has also been planned.

The planned total area of the Work zone Cvetojevac is approximately 238.5 ha.

Planned total area of work zone Cvetojevac:

- Unit 1:** zone of working, business complex with a gross area of approx. 178 ha;
- Unit 2:** zone of communal infrastructure facilities with an area of approx. 16.5 ha; this zone is intended for the needs of infrastructural equipment of the work zone:
 - MMRS (main measuring and regulating station)
 - MRS (measuring and regulating station)
 - TS 110/35/10 kV
 - water supply facilities, communal areas...
- Unit 3:** communal zone; this zone is intended for the needs of communal activities and PUC.

In the immediate vicinity of the work zone there is an electricity infrastructure, 110 kV and 400 kV with a protection zone. The thermal energy infrastructure, the existing transport gas pipeline $p = 50$ bars, also passes through the planned zone. Detailed building conditions shall be defined in the DRP of the Work zone Cvetojevac.



ŠUMADIJA Free Zone

Kragujevac founded the company Free Zone Šumadija, which manages the land and, according to the requests of foreign investors, forms duty-free zones in attractive locations. **FIAT Chrysler Automobiles and Yanfeng** are already operating in the free zones.



Free Zones



Real estate Phoenix residential-commercial zone

The Phoenix residential and business zone covers a total area of 10.6 ha. It consists of two units: one covers 3 hectares, and the other unit covers 7.6 hectares, divided into 6 plots. Both locations are located 500 meters from the highway and 1 kilometer from the center of Kragujevac.

Construction conditions for both units:

- maximum number of floors up to G + 8
- occupancy up to 60 %
- possible construction of residential and business towers up to 60 m high
 - app. G + 17
 - base area up to 1,500 m
- height annexes 15 m
 - app. G + 2 + WF

In the immediate vicinity of both units, in a diameter of 500 meters, there are many facilities of companies, institutions... in which more than 3,000 employees work, so there is an extremely large flow of people.

At the moment, there is no adequate residential, business, commercial and catering infrastructure that would respond to the growing needs for numerous facilities in this part of the city. In the coming period, an intensive growth of demand for various services is expected, such as law and notary offices, business housing, banking services, bookstores, shops, restaurants, bars, child care...).



1. Palace of Justice

This facility of 20,000 m² houses 11 judicial bodies with about 800 employees;

2. The Second Grammar School in Kragujevac - with over 150 employees and 1,000 students.

3. Faculty of Law, Faculty of Economics, Faculty of Philology and Arts and Rectorate of the University of Kragujevac - with over 350 employees and over 4,000 students.

4. Institute for Emergency Service with 70 employees.

5. Delta shopping centre with a supermarket, furniture store and appliances and electronics store - with 200 employees and an estimated flow of several 100,000 visitors a year.

6. Hotel Ženeva Lux with a capacity for 200 guests.

7. Center of Excellence of the University of Kragujevac this facility will house the scientific research activities of the University and it is expected that at least 150 scientists and researchers will work in this facility;

8. Regional Centre of Electric Power Distribution of Serbia - with over 300 employees.

9. Yanfeng - Kragujevac, production of car security systems, primarily airbags. It is planned to employ 1,000 workers.

10. Regional Fair - Šumadija Fair, with 60 employees, which organizes 10 fair events a year with over 20,000 visitors.

11. National Data Centre with 80 employees.



KRAGUJEVAC

CITY OF THE FUTURE

City Hall

Address: Trg Slobode 3, 34000 Kragujevac, Serbia, Europa

Mayor's office:

Phone +381 (0)34 306 142

E-mail gradonacelnik@kg.org.rs

