



Highlights of the Month

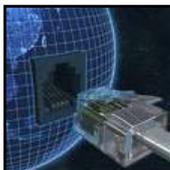
Investment from central Europe continues its steady flow into Serbia.

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Meet SIEPA

This month, SIEPA will be at the Real Vienna fair and in Minsk, the capital of Serbia's newest free trade partner, as well as at other fairs and conferences in Europe. [Read more >>>](#)



Sector Close Up

Telecommunications and Postal Services Sector 2009

Acquaint yourself with the Serbian sector

which generates the most earnings. [Read more >>>](#)



Q & A

Mr. Tihomir Rajlic, Executive Director, Siemens d.o.o. Beograd

One of the world's most renowned firms looks ahead to building on over 120 years of success in Serbia. [Read more >>>](#)



Monthly Reporting

Copping with the Crisis

See how Serbs are dealing with the crisis and how opinion is changing in light of it. [Read more >>>](#)



Arts & Entertainment

The first ever ATP tennis tournament and Depeche Mode come to Serbia the same month the country celebrates theatre and design.

[Read more >>>](#)



The Other Home

Delectable, greasy meat 24 hours a day, 7 days a week at Belgrade's legendary Dorcol hangout. [Read more >>>](#)



Must See

Come sample the fare of Novak Djokovic's restaurant before or after enjoying a Serbia open match. [Read more >>>](#)

Leoni Comes to Serbia

Serbian Deputy Prime Minister and Minister of the Economy and Regional Development Mladjan Dinkic signed a memorandum of understanding with representatives of Leoni and Prokuplje municipality on April 22, 2009. Dinkic noted that the arrival of Leoni to Prokuplje is as important as the arrival of Fiat to Kragujevac.

Representatives of the Privatization Agency and the Director of Leoni Serbia Peter Prohaska signed an agreement to purchase the assets of the bankrupt Fiaz factory. According to Fiaz, Leoni Serbia will make an investment of €15 million and employ 2,000 workers within the next three years. At least 200 workers will be employed at the factory by the end of this year. Dinkic said that production in Serbia by this German company will start in the fall and that its chief buyer will be BMW. He noted that the Serbian government will earmark €5,000 for each new employee, the highest subsidy the government has ever provided for such purposes.

Leoni is a global supplier of wiring for cars and holds 70% of the world market. The company has 80 plants and employs 52,000 workers. Last year, Leoni generated consolidated sales of nearly €3 billion.

EBRD Gives Victoria Group Capital Injection

Victoria Group and the European Bank for Reconstruction and Development (EBRD) signed €40 million contract on April 28, 2009 providing additional capitalization for company. This gives the EBRD a 24% share of the company's capital. The new capital will be spent on enlarging the capital funds, enhancing the company's stability and developing new markets according to Nikola Vujacic, the Director General of Victoria Group.

The Victoria Group is comprised of Sojaprotein from Becej, Victoria Oil from Sid, the Veterinarian Institute of Subotica, Fertil of Backa Palanka, the Port of Backa Palanka, SP Laboratory of Becej, Victoria Logistic of Novi Sad, and Victoria Fosfati of Bosilegrad. The Victoria Group has 1,500 employees, and its partners encompass 40,000 households and over 500 collectives and cooperatives.

Serbia-Russia Free Trade Agreement Expanded

Serbia and Russia have signed a protocol that expands the Agreement on free trade between the two countries. The agreement now encompasses 95% of products. The protocol, which has been put in effect immediately, further liberalizes the export of all drugs, slaughterhouse products, confectioneries and wine. It also abolishes duties on refrigerators, freezers, and other cooling appliances. Washing and drying machines, certain kinds of carpets, wooden office furniture, soaps, wool fabrics, mattresses, bed linens, apple juice and malt beer are now included in the free trade regime.

The Road to the WTO Becomes Clearer

Mladjan Dinkic, the Minister of the Economy and Regional Development, said that Serbia would become a member of the World Trade Organization (WTO) in the first half of 2010, provided that Parliament adopts all the necessary laws this year. Dinkic said that 54 laws should be adopted, most of which were already in the parliamentary procedure. He noted that Serbia had started negotiations with the WTO on February 4, 2005, and that membership in the WTO was important step to Serbia's admission into the European Union.

Japanese Chamber Gets New President

Artur Demek of Japanese newspaper Asahi Shimbun has been appointed the new President of the Japanese Chamber of Commerce in Serbia. According to an announcement from the Chamber, 2009 will be marked by improved economic relations between the two countries, highlighted foremost by Japanese Asahi Breweries Group's investment in the Senta-based factory Alltech Fermin. The Japanese Chamber of Commerce in Serbia was founded in 2007 in order to promote cooperation between the economies of the two countries. The company's members include, among others, Mitsubishi, Toyota, and Mitsui.

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New Land for Production in Jagodina

The city of Jagodina is offering 150 hectares of free land with complete infrastructure in the industrial zone on Corridor 10 to investors who employ at least 23 workers per hectare. These benefits are not available for supermarkets and shopping malls according to Dragan Markovic, the Mayor of Jagodina.

Investment from Alas

New production lines, in which Austrian holding Alas invested €14.5 million, have been put in operation in the Zorka Keramika factory in Sabac and in the Zorka Opeka factory in Koceljeva. Alas, part of Asamer group, has invested €11 million in the factory in Sabac and €3.5 million in the factory in Koceljeva. According to Manfred Asamer, the owner of Asamer, the investment in Keramika has resulted in a fivefold increase of tile production.

Lindner Intends to Locate in Serbia

Renowned German construction company Lindner has sent a letter of intent noting its desire to construct a production unit to manufacture building materials in Stara Pazova. Lindner already has units in more than 50 countries in addition to business parks in Sofia and Bratislava, where it coordinates its global production and the arrival of its partners. The letter states that Lindner intends to rent 5 hectares of land in an industrial zone where its production halls would cover an area of 20,000 square meters.

8 Bids for CDMA License

The Republic Telecommunications Agency (RATEL) announced on April 9 that the dossier for open competition for licenses for introduction of fixed wireless telephony CDMA has been bought by six Serbian and two foreign companies. The companies are obligated to submit the bids and pay a deposit of €10,000 prior to May 15th. Licenses will be issued for ten years, and the minimum fee is €500,000 per license. Bidders can apply for one license and, in case there are more than two bidders who meet the conditions, an auction for

licenses will be organized. CDMA provides phone services as well as access to low-quality internet service. It is suitable for rural areas where telecommunication infrastructure has not been built yet.

modernizing the entire production process according to the EU GMP standard.

Dutch Are Investing

Dutch companies Heineken and VDL invested about €75 million in Serbia this year. To mark the occasion, the Embassy of the Kingdom of Netherlands and the City of Novi Sad organized a gathering under the slogan "We're investing." Dutch and Serbian businessmen, government officials, and journalists traveled from Belgrade to Novi Sad, making stops at the Heineken brewery and a Neobus production unit.

Czech Exporters Target Serbia

Serbia is among the top 12 priority export markets of the Czech Republic according to a list recently published by the Czech Ministry of Industry and Trade. Serbia owes its place on the list to the undergoing refurbishment of its road and railway networks, as well as to its plans to refurbish the motor vehicle fleets of public utility companies in major cities in Serbia. Serbia is the only western Balkan country on this list.

New Stores Bring New Jobs

Mercator S, a daughter company of Slovenian retailer Mercator, will open a new shopping center in Roda Krusevac this summer. The 20,000 square meter facility employ 250 people and will include around 40 specialized stores offering local and foreign brands of clothing, footwear, textiles, toys, fashion accessories. The shopping center will also feature catering facilities, a post office, a pharmacy, and a bank office. Mercator plans to invest about €29m in Serbia in 2009, the same amount it invested the previous year.

Meet Us

May 3 – 7, 2009

M.O.W.

Bad Salzflun, Germany

May 11 – 12, 2009

Investment in Serbia in Renewable Energy and the Environment

Potenza, Italy

May 19, 2009

La Serbie: de nouvelles opportunités d'affaires,

Paris, France

May 25 – 28, 2009

Serbian Businesses in Belarus

Minsk, Belarus

May 26 – 28, 2009

Real Vienna

Vienna, Austria

EU Zdravlje

In addition to receiving the EU GMP certificate from the Danish drug agency, the Zdravlje Actavis company has also obtained a license to sell products from its Leskovac-based factory in France. The first quantities of glimepirid pills, which are a treatment for diabetes, are intended for the Danish market where they will appear at the beginning of May. The Director General of Zdravlje Actavis, Goran Stojilkovic, says that about € 16 million has been invested in

World Bank to Approve \$300 Million Loan to Serbia

The World Bank will approve a \$300 million loan to support the Serbian budget during the global economic crisis according to Serbian Deputy Prime Minister and Minister of the Economy and Regional Development Mladjan Dinkic. Dinkic said that this will bolster the \$600 million credit line that was already agreed upon to help the country overcome the impact of the economic crisis. Of the total \$900 million, \$450 million will be used for budget support, \$300 million will be spent this year, and \$150 million will be used in 2010.

\$388 million will be set aside for the construction of Corridor 10 while the remaining portion of the \$900 million is earmarked for healthcare and local government projects.

Footwear Industry Beograd for Sale

As part of its restructuring, the footwear industry Beograd will be offered for sale at an auction on June 19th for 402 million RSD. The estimated value of 97.8% of capital of the company amounts to about 2.5 billion RSD. This portion of the company deals with leather footwear productions. According to

the public invitation for participation in the auction, which was published by the Privatization Agency, the buyer will be obliged to invest minimum 100.3 million RSD in the footwear industry. The deadline for submission of applications for participation in the auction is June 11th, while the auction dossier can be purchased from April 29th until June 10th for the price of 40,000 RSD. Administrative buildings in Kumodraska and Aleksandra Dubceka streets and three production halls in Belgrade and Zemun will be offered for sale. Footwear industry Beograd has 16,726 square meters of public building land and 37,877 square meters of state-owned land at its disposal.

SIEPA

Building Business in Moscow

Serbian companies have signed export contracts worth over €2 million at the International Building Expo Mosbuild. Eleven companies from Serbia participated in the expo from March 31st to April 3rd in Moscow, Russia where they made contacts with 360 companies. "Last year, the total export value resulting from the participation in Mosbuild was \$1.5 million," according to Marko Zelenovic of SIEPA.

This year's participants from Serbia included Trudbenik, a company which produces and plans interiors and carpentry; Enterijer Jankovic, a factory involved in the production of doors and windows; Toplica drvo, MSL, and Buck, companies dealing with lighting systems. SIEPA also enabled the participation of Amiga, a company that produces public lighting systems and cable railways; Multicon Inzenjering, a company which deals with planning, designing, and engineering; Saga Drvo, a parquet floor manufacturer; Domis, a producer of doors and windows; Feman, a producer of electric equipment; and Cini, a radiator manufacturer.

Salone Satellite

The project of the very first strategic promotion of New Serbian Design at the most important World Furniture Fair in Milan in April 2009 was initiated by a non-profit network of art and design professionals and enthusiasts - Mikser and SIEPA. The Milanese Furniture Fair was selected as a perfect location for the showcasing of Serbian design talent because it is considered to be the most visited and the most important international event in domain of industrial design, furniture design, lighting and interior decoration design. SIEPA recognized the importance of the Ghost Project exhibition as an ideal way to promote domestic

talent and as an opportunity to discover highly skilled employees for the domestic and foreign creative industries. It also viewed the event as a chance to promote Serbia in general in the international industrial and cultural scenes.

Locations Trade Show

With help from the United States Agency for International Development (USAID) and SIEPA, several Serbian film production houses traveled to Santa Monica, California in April to showcase Serbia as an attractive location for filming and movie production. Serbia offers many of the same advantages as other filming locations but at a more competitive price. Courting the film industry is important for economic development as production costs can be quite high and because the sector can stimulate various parts of the local economy. The participants in the trade show hope the contacts made with some of the preeminent studios will help usher Serbia into a new cinematic golden age where Hollywood will regularly visit to film its greatest flicks.

SIEPA Accepting Applications for Investment Projects

SIEPA is now receiving applications for allocation of non-refundable resources for investors/investment projects in manufacturing activities, internationally marketable services and the research and development sector until May 22nd, 2009 at 1700.

Detailed information and documentation can be found at www.siepa.gov.rs, or by calling 011/ 33 98 550, 33 98 653, 33 98 545, 33 98 772, or by inquiring in person at SIEPA's offices.

Telecommunications and Postal Services

Source: Ekonomist Magazin

The First for Earnings

The telecommunications and PTT sector in Serbia recorded a considerable growth rate in 2007 of almost 36%, with the highest earnings from operation – EBITDA of all sectors, nearly €536 million. Total revenues from telecommunications services in 2007 accounted for about 4.7% of the gross domestic product, since they amounted to about €1.5 billion. In the structure of revenues from telecommunications, earnings from mobile telephony are dominant with 57%. For the time, there are three participants in the mobile telephony market in Serbia – Mobile Telephony of Serbia (MTS), a mobile branch of its mother company Telekom Srbija, Telenor, and VIP Mobile, a member of Mobilkom Austria Group.

The biggest company in the sector is still Telekom Srbija, the traditional and only operator of landline telephony and the leader in the mobile telephony market, with a share of almost 63%. Telekom Srbija is in the 155th place of the Top 500 list of the largest enterprises in Central Europe for 2007. Consolidated operating revenues of Telekom in 2007 amounted to more than a billion Euros, continuing the growth trend of 28.8%. Revenues from mobile telephony recorded growth and participated with almost 40% (35% in 2006), while the segment of landline telephony accounted for less than 50% of total revenues. Revenues should increase in the upcoming years, since the Republic Telecommunications Agency (RATEL) has allowed Telekom to increase the price of telephony subscriptions and the price of phone impulses. There are about 5.5 million users of Telekom's mobile telephony, and its signal covers 91.3% of the Serbian territory (without Kosovo). The degree of usage of prepaid services is still extremely high and amounts to 85%, which responds to the percentage of prepaid users of the rival mobile operator – Telenor (81%). At the moment there are almost 2.9 million subscribers of landline telephony, and 2.3 million of them are private users. However, since Regulations for providing telephony services

Consolidated operating revenues of Telekom Srbija in 2007 amounted to more than a billion Euros.

VIP Mobile has invested about €160 million in construction of the mobile telephony network

via Internet protocol (VOIP) were adopted in October 2008, it is realistic to expect that 70% of international telephony traffic will be based on VOIP technology until 2010.

This will decrease the volume of landline telephony and prepare liberalization of the landline telephony market, which has not been fully realized yet, since it stipulates issuing new licenses. In the domain of Internet services, Telekom is the absolute leader in Serbia with a market share of about 90%.

The runner-up in the telecommunications sector is the Norwegian Telenor with recorded operating revenues higher than €362 million, which is a growth 2.5 times that of last year. Telenor's network with more than three million users controls a third of the mobile telephony market. At the same time Telenor was also the leading foreign investor in 2007 – the company paid €1.6 billion for acquisition of Mobi 63, which was the biggest individual investment in South East Europe that year. In the previous year they introduced a third generation network service – 3G, which enabled expansion of services volume.

VIP Mobile, the third mobile operator in the Serbian market started commercial operation in June 2007, but it did not appear on the list of the 300 biggest companies. The enterprise has to date, invested about €160 million in construction of the mobile telephony network in Serbia, and it ended the first six months of operation with 0.5 million users.

Public Enterprise PTT Srbija is absolutely the biggest employer in this sector with more than 15,000 employees. Although it recorded a decrease in operating revenues of 28.5%, with a recorded €190 million, PTT is still on the list of the 25 biggest companies. The EBITDA margin is the lowest in the telecommunications sector, although it modestly grew from 5.3% in 2006 to 5.8% in 2007. Company Serbia Broadband – Serbian Cable Network (SBB), the leader in cable distribution of TV channels and Internet, recorded the highest EBITDA margin rate in the entire sector of 43.8%. Operating revenues also increased by more than 65%, reaching €45 million. As an operator with a considerable market share, it covers 90% of all cable connections in Serbia.

Telecommunications and Postal Services (in EUR 000)

Rank	Company	Operating revenues 2007	Operating revenues 2006	Growth of Operating revenues	Number of employees 2007	EBITDA 2007	EBITDA margin 2007
1	Telekom Srbija	1,057,040	820,545	28.8%	10,198	363,780	34.4%
2	Telenor	362,395	104,337	247.3%	1,102	141,236	39.0%
3	Javno Preduzece PTT Saobracaja Srbija	189,340	264,779	-28.5%	15,329	10,928	5.8%
4	Serbia Broadband-Srpske Kablovske Mreze	45,174	27,345	65.2%	677	19,775	43.8%

Mr. Tihomir Rajlic

Executive Director, Siemens d.o.o. Beograd

Siemens AG is one of the leading electronics and electrical engineering companies in the world. Operating in the industry, energy, and healthcare sectors, Siemens employs 430,000 people globally. During its 2008 fiscal year, the company generated €77.3 billion in revenue. Siemens d.o.o. Beograd on April 8th, 1996 and has been successfully operating in the country ever since.

How long has Siemens been operating in Serbia?

For over 120 years, Siemens has been a technology powerhouse in the area of electrical engineering and electronics on the Serbian market. The factors driving success at the history-making company include innovative prowess, a clear portfolio policy, long-range financial planning, and strong employee orientation. Siemens AG founded Siemens d.o.o. Beograd with one main goal to enhance faster recovery and development of economy and infrastructure systems in Serbia through direct business.

How would you rate your success in Serbia thus far?

In my opinion, numerous projects we have realized in three main areas of our business – Industry, Energy and Healthcare - speak for themselves, but there is always a place for improvement and further strengthening of our position on the local market. Our strategy is to continue our growth with the growth and development of the local community from which we are inseparable and to support it with our know-how and proven technology on its way towards EU integration.

What do you consider to be Serbia's greatest advantages for attracting foreign investment?

Serbia is a country with great potential, from its geographic position that enables great communication with both European and Middle Eastern customers to skilled and productive labor force. The fact that Serbia has been among Europe's fastest growing economies in the recent years proves all this.

Economists behind the government's economic reform program have deservedly received high marks for achieving macroeconomic stability.

Why do you think that Serbia attracts such a large portion of its foreign investment from Germany and Austria?

If you look back in history, you can see that Austria and Germany have always been present on the Serbian market. They understand and recognize entrepreneurship on the Serbian market better than investors from other countries. Regional connection to Austria has big influence as well.

What do you believe the government needs to focus on improving most in order to attract more foreign direct investment?

The government of Serbia has been passing legislation, such as the privatization act, to improve the business and investment climate in Serbia and has been actively courting foreign investment. The economists behind the government's economic reform program have deservedly received high marks for achieving macroeconomic stability.

However, the establishment of the rule of law and reforming the court system is also crucial for further foreign investments and more efficient economic growth. Very often the tremendous bureaucracy in Serbia is still a vestige of the command economy that hampers business and investment opportunities. I believe that greater regional integration should be a priority.



Do you think Serbia is coping well with global economic crisis?

We think about economical crises further than it is spoken about in the local media. Economical crises did not arrive yesterday, but last year and we were or pretended to be oblivious to it. And it will not stop tomorrow but we hope by 2011.

What are Siemens' plans for the future in Serbia?

I will just say – Mega Cities. Over half the world's population today lives in urban areas. By 2030, it will be 60%. At the moment, there are 28 megacities and in 2015, the 59 largest cities will be home to 9% of the world population. While London took 130 years to increase its population from one to eight million, Bangkok needed only 45 years and Seoul just 25 years. Belgrade is a mega city for us. But growth brings numerous challenges – creation of a sustainable urban infrastructure, ensuring a reliable supply of resources (heat, water and electricity) as well as efficient resource consumption (building technology and energy use), ensuring sustainable traffic solutions (traffic management, optimization of public transportation), improving the quality of life (health care, security, leisure activities, social justice) and improving the economic competitiveness of cities (solutions for mobility, power and industry). Siemens offers solutions which lie in technological innovations. I would like to emphasize that energy efficiency will play a main role in meeting our current challenges.

Coping with the Crisis Spending Habits and Public Opinion in Tough Times

Again - the crisis. Even during a crisis, people in Serbia view healthcare as a basic need, although the figure might be misleading given that 26% of respondents who are unsure. Education is less of a priority as 70% of interviewees “certainly do not” intend to invest in it. In this case, it is clear – either respondents will spend on it or they will not. The poll also showed that 86% of people don’t intend to buy a car. Although this conforms to the global trend of a diminishing demand for cars, this definitely doesn’t reflect the excellent increase in sales resulting from Belgrade’s car show that took place in late March.

The level of optimism in Serbia towards the crisis is decreasing vis-à-vis this past March or December, but is still at a level equal to or higher than in other CEE countries. Serbian citizens were least pessimistic in terms of the number of people who believe their financial situation will be “somewhat worse.” It appears that people in Serbia are well informed and have very well formed opinions and expectations regarding the crisis. This is in contrast to Poland, the Czech Republic, Romania, and Bulgaria, where around 10% of interviewees had no opinion or expectations regarding the development of their financial situation in light of the crisis.

Interestingly, citizens of Serbia place the most trust in domestic banks (even though there are only a few) as well as pension and investment funds, regardless of the fact that indexes of investment funds have been facing a heavy downturn for the past six months or so. Foreign banks are distrusted by over half of interviewees who were swayed by bad press that predicted that foreign-owned banks will withdraw money from their Serbian daughter companies. However, as is shown in the graph, the least trusted institution in Serbia is the Serbian Parliament.

Source: GfK Belgrade 

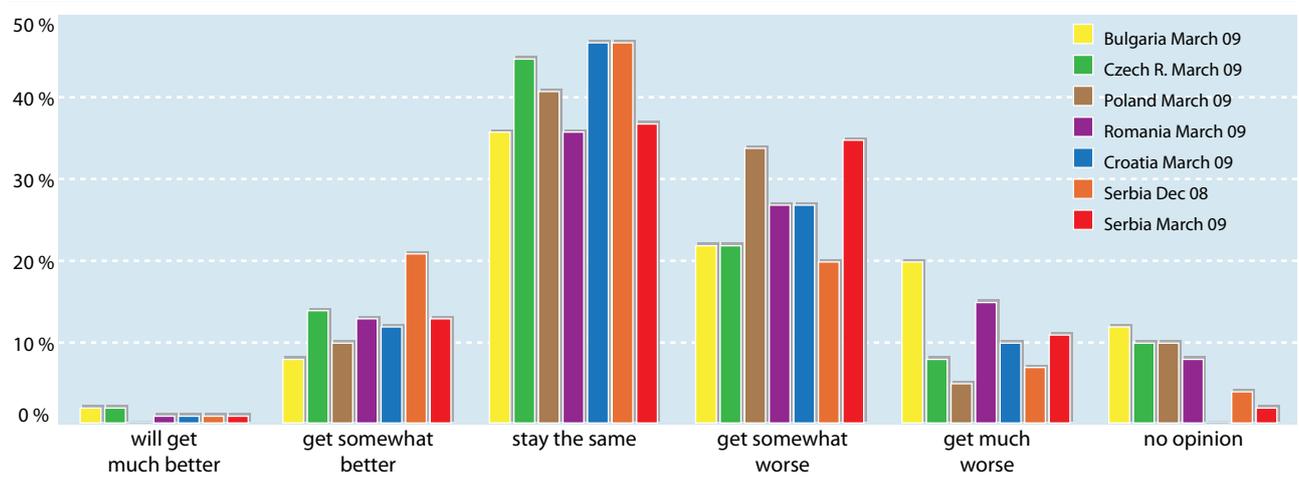


How Likely are you to Spend Money on the Following Things (%) ?

Health care	43	8	26	6	18
Education	70	4	7	4	16
Travelling	73	5	9	5	7
Large home appliances	75	5	12	5	3
Furniture	83	3	9	4	2
Technical appliances	84	4	8	2	2
House/apartment	84	3	5	2	5
Vehicle	86	7	3	2	
Computer	88	2	4	3	3

Certainly no
 Probably no
 Maybe yes, may be no
 Probably yes
 Certainly yes

What are your Household’s Financial Expectations for the Upcoming 12 Months?



Belgrade

May 2 – May 10, 2009
Serbia Open – Tennis Tournament

Continuing its rise as a global tennis power, Serbia will host its first ever ATP Tennis Tournament in early May. The tournament will take place on the newly rebuilt Milan Gale Muskatirovic tennis courts, idyllically located in the shadow of the Kalemegdan fortress at the confluence of the Sava and Danube rivers. Come see more than 75 tennis stars from all over the world usher in a new era in Serbian tennis. More info: www.serbiaopen.rs.

May 20, 2009
Depeche Mode – Concert

The iconic British electronic band will grace Usce park this spring as part of their world tour to promote their new album Sounds of the Universe. Only the latest in a host of world-renowned musicians to showcase their talents in Serbia, Depeche Mode will headline the third regional Tuborg Green Fest which also features electro pop band Ladytron. More info: www.exitfest.org.

May 25 – May 31, 2009
Belgrade Design Week – Design Festival

Named as one of the top ten creative events in the world by the likes of International Herald Tribune and the London Design Festival, the Belgrade Design Week is the biggest week for design on the Serbian calendar. Come participate in the harmonious cross-pollination of industrial and graphic design, architecture, branding, advertising, TCV, art, music, fashion, media, film, publishing, and digital media taking place throughout the city. More info: www.belgradedesignweek.com.

Novi Sad

23 May – 5 June, 2009
Sterijino Pozorje – Theater Festival

The 7 most renowned and up-and-coming theater groups from Serbia as well as 7 notable troupes from abroad will gather in Novi Sad for two weeks at the end of the month to participate in this festival, whose history stretches back more than 50 years. Enjoy two weeks of theater at numerous venues scattered throughout Vojvodina's capital city. More info: www.pozorje.org.rs/opozorjueng.htm.

The Other Home

Samuel Levine, Lyric Tenor,
Opera Theater of St. Louis

If not for its street food, it would have been difficult for me to understand Belgrade. The expectations set by what I'd heard and read about Serbia and its capitol did not prepare me for what the delectable grilled meat served at Loki, twenty-four hours a day, seven days a week. These are burgers to teach an American, or anyone, a thing or two—handmade, smothered in kajmak, weighed down with salad, and doled out in wax paper, this is food whose richness is matched only by the unfathomable generosity of my hosts, and every other Serb we met on our visit. Kind locals met us for coffee, showed us the city, brought us to operas, and, usually, made sure we found our way back to Loki afterwards: it seems a matter of national pride that no visitor go unfed for more than an hour or two in Belgrade.

Paris may have its delicate crepes, Berlin its Döner Kebap, and New York its hot dogs, but Belgrade's heavy meat should be remembered, where street food and city come together. We left Serbia full, thanks to its great hospitality as well as its cuisine, and look forward to returning for more of both.

Must See

Novak café & restaurant

Earlier this year, Novak Djokovic, the #3 ranked tennis player in the world, opened this café-restaurant which bears his name near the Belgrade Arena in Novi Beograd. Novak features two floors: The ground floor is home to the restaurant, which serves up specialties from all over the world, while the upstairs area houses the café. The sleek, modern interior features a transparent glass pillar filled with tennis balls and flat screen televisions on the walls showing the tennis star's matches. More info: www.novakcafe.rs.



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