

CITY OF ZENICA



# ZENICA CITY OF DYNAMIC CHANGES



**I would primarily point out the promotion of cooperation between private and public sector, establishment of economic environment that is favourable for development of small and medium enterprises and reduction of the fiscal and para fiscal burden of the economy....**

**Fuad Kasumović,  
Mayor of Zenica**



# CITY OF ZENICA

## General Information

- > **Administrative, economic, sports, and cultural center of Zenica-Doboj Canton.**
- > **A lengthy tradition with “know-how” in all the sub-sectors of metal processing industry and steel industry, a well-developed servicing sector, strong construction sector and transport sector.**
- > **Excellent infrastructure and communications network.**
- > **University center with 8 university schools, “Kemal Kapetanović” Institute of Metallurgy, and the Center for Innovativeness and Entrepreneurship, as well as the Center for Social and Inter-religious Research within the University of Zenica.**
- > **Skilled, capable, motivated, and accessible labor force.**
- > **Good and well-developed entrepreneurial infrastructure, through which the local authorities invest efforts into improvements of the business climate and continued development of the private sector.**
- > **Business zone Zenica 1, located in the immediate vicinity of the city center.**

# CITY OF ZENICA

Position



# CITY OF ZENICA

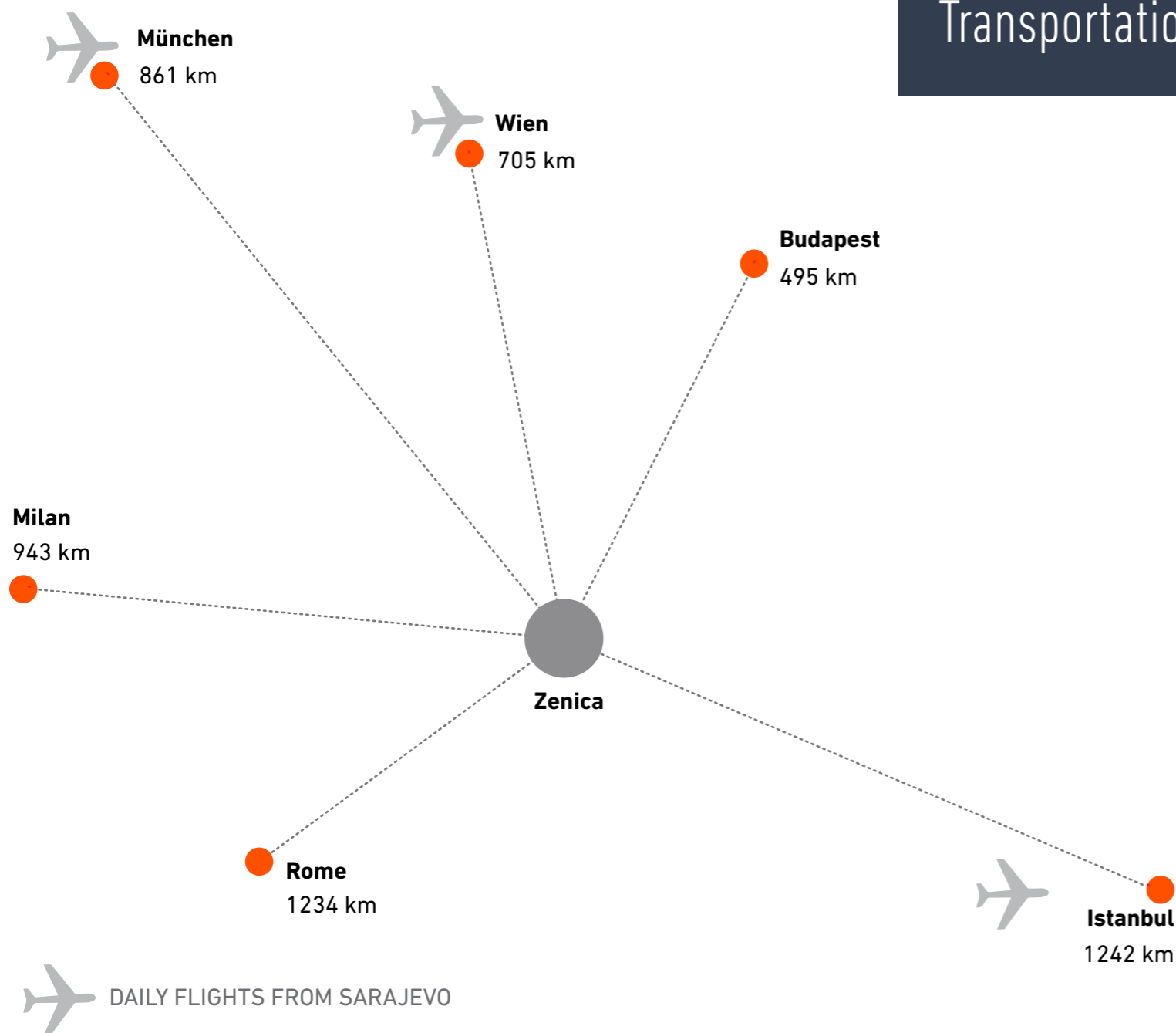
Location



- > Zenica is located on a national road which connects Central and Eastern Europe with the Adriatic and the Mediterranean sea.
- > Proximity of Sarajevo International Airport 45 minutes by the car.
- > Sarajevo International Airport provides, on a daily basis, many flights including direct flights to major airports such as Vienna, Munich and Istanbul.
- > Modern railway connection with Europe and the port Ploče on the Adriatic Sea.
- > Construction of the city ring road will insure fast and undisturbed traffic and connect primary and secondary road network with a new corridor Vc – through M-17 motorway.
- > Vc corridor highway will integrate the region in the European road network in an adequate way.

# CITY OF ZENICA

## Transportation



ZENICA  SARAJEVO  
45 min.



Zagreb	334 km
Beograd	314 km
Budimpešta	492 km
Beč	707 km
Berlin	1334 km



Sarajevo (B&H)	73 km
Tuzla (B&H)	125 km
Split (Croatia)	221 km
Zagreb (Croatia)	332 km
Beograd (Serbia)	315 km



Brčko (B&H)	140 km
Ploče (Croatia)	248 km
Beograd (Serbia)	314 km
Rijeka (Croatia)	494 km
Bar (Montenegro)	344 km

# KEY ECONOMIC PARAMETERS

## Overview

**10%**  
TAX PROFIT

**10%**  
INCOME TAX

**17%**  
VALUE ADDED TAX  
VAT

**BAM 1.330**  
GROSS SALARY

**BAM 868**  
NET SALARY

**559**

Surface area in km<sup>2</sup>

**109.679**

Population (stock in 2017)

**77.289**

Population capable of working (stock in 2018)

**46.819**

Active population

**491**

GDP (in € million) in 2018

**296**

Imports (in € million) in 2018

**276**

Exports (in € million) in 2018

**52**

Investments (in € million) in 2018

**441**

Average salary (in €) in 2018

# KEY ECONOMIC PARAMETERS

Foreign trade

SHARE OF ZENICA IN TOTAL IMPORTS /  
EXPORTS IN ZENICA-DOBOJ CANTON

**31,95%**  
IMPORTS

**31,63%**  
EXPORTS

SHARE OF ZENICA IN TOTAL IMPORTS /  
EXPORTS IN THE FEDERATION OF BIH

**6,83%**  
IMPORTS

**4,73%**  
EXPORTS

**93,27%**  
COVERAGE  
OF IMPORTS  
WITH EXPORTS

**-38,98**  
TRADE BALANCE  
(In BAM million)



# EDUCATION

Scientific and academic institutions

2

SCIENTIFIC RESEARCH INSTITUTIONS

8

FACULTIES

12

SECONDARY SCHOOLS

45

ELEMENTARY SCHOOLS



FACULTY OF  
METALLURGY  
AND METALS



FACULTY OF  
MECHANICAL  
ENGINEERING



POLYTECHNIC  
FACULTY



PEDAGOGICAL  
FACULTY



FACULTY OF  
PHILOSOPHY



FACULTY OF  
ECONOMICS



FACULTY OF  
LAW



FACULTY OF  
MEDICINE

# UNIVERSITY IN ZENICA

Organizational units

# AVAILABLE LABOR FORCE

In accordance with level of education



**5.214** 3.348  
UNQUALIFIED

937 **1.326**  
UNIVERSITY

80 **121**  
COLLEGE LEVEL

3.315 **5.056**  
SECONDARY SCHOOL

380 **755**  
PRIMARY

41 **178**  
HIGHLY QUALIFIED

-4%  
related to  
2017.

11.502  
**19.674**  
UNEMPLOYED  
PERSONS

2018

**7.024** 3.401  
QUALIFIED

NUMBERS IN GREY –  
UNEMPLOYED WOMEN

# BUSINESS ENTITIES

Number of registred business subjects

51,6 firms  
per 1000  
inhabitants

+6%  
related to  
2017.

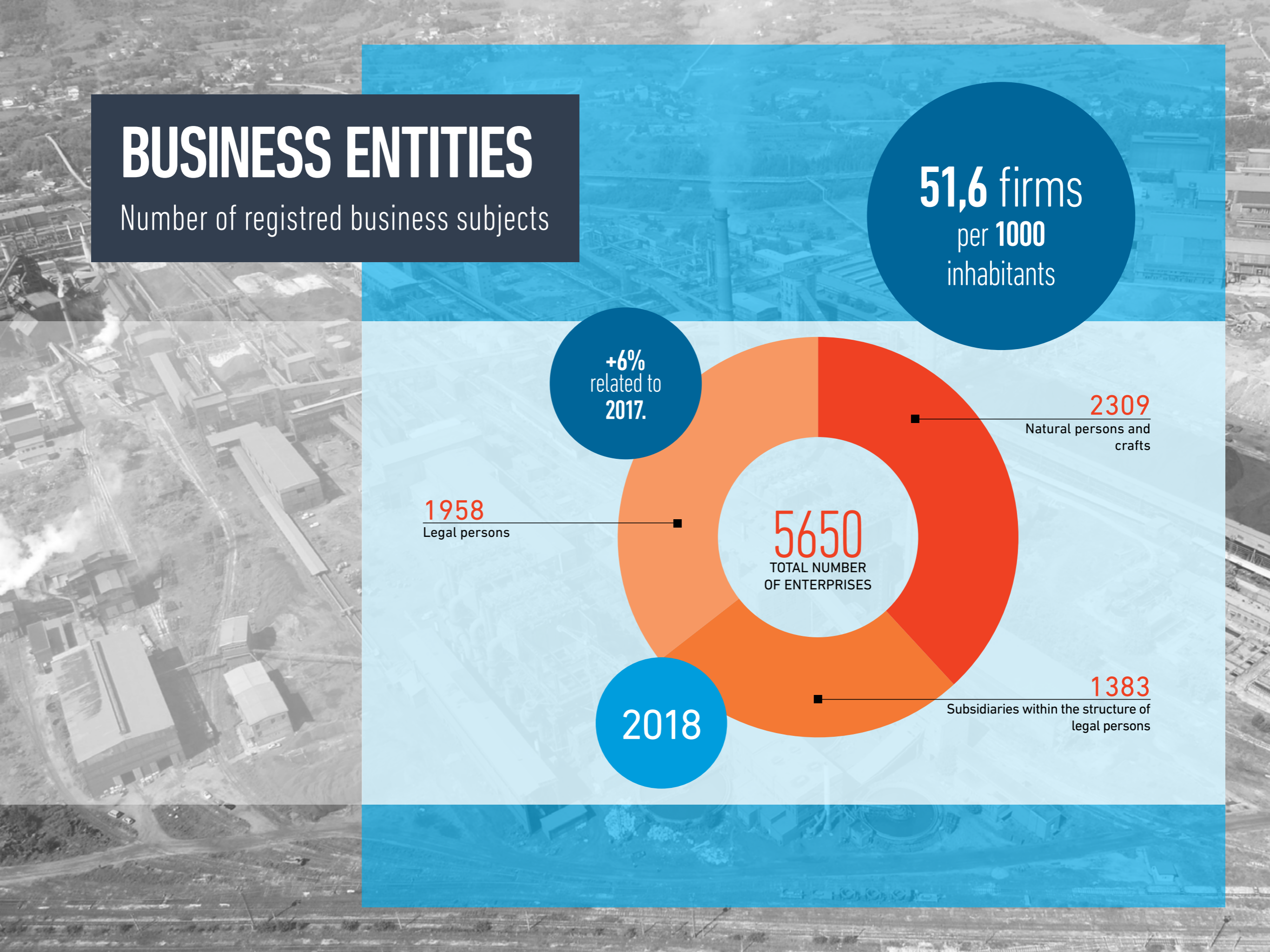
1958  
Legal persons

2018

2309  
Natural persons and  
crafts

5650  
TOTAL NUMBER  
OF ENTERPRISES

1383  
Subsidiaries within the structure of  
legal persons



2018.  
GODINA

# REGISTERED BUSINESSES

According activities

Review of main branches of industry  
by revenues (in BAM million)

Processing industry

+15%  
925.388.751

Wholesale and retail trade

+5%  
925.388.751

Transport servicing and warehousing

+11%  
83.064.575

Construction

+16%  
64.501.993

The dominant industries, by number of economic entities in 2018.

Area of activity	Number of business entities	Number of workers
G – Wholesale and retail trade	252	2371
C – Processing industry	119	5535
M – Expert, scientific and technical activities	90	600
F – Construction	60	917
H – Transport servicing and warehousing	30	746
Q – Health and social welfare activities	16	2549

Review of business entities in processing industry

Naziv djelatnosti prerađivačke industrije	Broj poduzeća
Manufacturing of finished metal products, excluding machines and equipment	19
Manufacturing of foodstuffs	15
Wood processing and manufacturing of products made from wood and cork, excluding furniture...	8
Repair and installation of machines and equipment	7
Manufacturing of computers, electronic and optical products	4
Printing and copying of records	11
Manufacturing of product made from rubber and plastics	7
Manufacturing of clothes	9
Manufacturing of machines and equipment	6
Manufacturing of other products made from non-metal minerals	2
Manufacturing of electrical equipment	1
Manufacturing of textiles	4
Processing of paper and products made of paper	3
Manufacturing of chemicals and chemical products	6
Manufacturing of leather and products made from leather	0
Other processing industry	3

# INVESTMENT OPPORTUNITIES

Key sectors



METAL SECTOR



CONSTRUCTION SECTOR



SERVICE SECTOR



AGRICULTURAL AND FOOD PROCESSING SECTOR

# METAL SECTOR

Why to invest in Zenica?

- > Tradition in metal and steel industry
- > Competitive cost structure
- > Skilled labor
- > Excellent infrastructure and business friendly environment
- > Strong interrelations between: Educational institutions, SMEs and Metallurgy Institute

2018

23

ENTERPRISES

2896

EMPLOYEES

# METAL SECTOR

Advantages of metal sector

- Traditionally one of the strongest and most successful sectors in the country.
- In total, the metal processing sector participates in the BiH economy with 6.28% of the total scope of production.
- The sector provides opportunities for large companies to integrate existing primary manufacturers, in order to manufacture products with higher added value, high quality and competitive prices.
- Zenica participated with 25.21% in the total exports of the metal processing sector in FBiH and with 19,54% in BiH in 2018.



# CONSTRUCTION SECTOR

Building construction & civil engineering

60

ENTERPRISES

917

EMPLOYEES

2018

Structure of construction works in the territory of the City of Zenica (2016.)

CIVIL CONSTRUCTION

90 %

BUILDING CONSTRUCTION

10%

VALUE OF EXECUTED CON-  
STRUCTION WORKS

101.3

BAM MILLION

- > The construction sector represents a significant portion of the City of Zenica economy.
- > For the City of Zenica, it is important to emphasize that the economic development strategy relies, inter alia, on construction, as one of the dominant sectors of the economy.
- > Construction firms in the territory of the City of Zenica deal with all types of construction works. There is also an evident increase in the number of construction firms specialized in the area of low-rise construction, which is gaining in interest because of the large infrastructural projects in BiH. The construction sector is dominated by numerous medium and smaller scale enterprises, as well as several large companies.

# SERVICE SECTOR

The most successful sector in Zenica

11.000

EMPLOYEES

- Sector of professional and business service in City of Zenica hires over 11.000 people or 45% of total employees. This sector generates 40% of total revenues of business entities in City of Zenica or 806 million of euros (data for 2018).
- Sector is dominated by the large number of medium, small and micro firms. In total number of 4.983 business entities (ltd companies, business units, crafts), there are 4.204 companies or 84%.
- This sector consolidates tertiary sector meaning transport, commerce, catering, crafting and banking as well as quaternary sector including education, science, culture, information, health and social protection.





51.850 m<sup>2</sup>  
PLASTIC  
GREENHOUSES

56  
RURAL  
AREAS

3.243  
SEASONAL  
FARMS

25  
CRAFTS

10  
COMPANIES

2018.

# AGRICULTURAL SECTOR

Big development potentials

Land structure	
Total arable surface area	1178 ha
Ploughlands/gardens	16592 ha
<b>Total surface area</b>	<b>17770 ha</b>
Orchards	6340 ha
Meadows	1816 ha
Pasturelands	8436 ha
Forest land	30.762 ha
Unfertile land	3.229 ha
<b>Total land</b>	<b>50.583 ha</b>

# INVESTMENT LOCATIONS

Brownfield / Greenfield

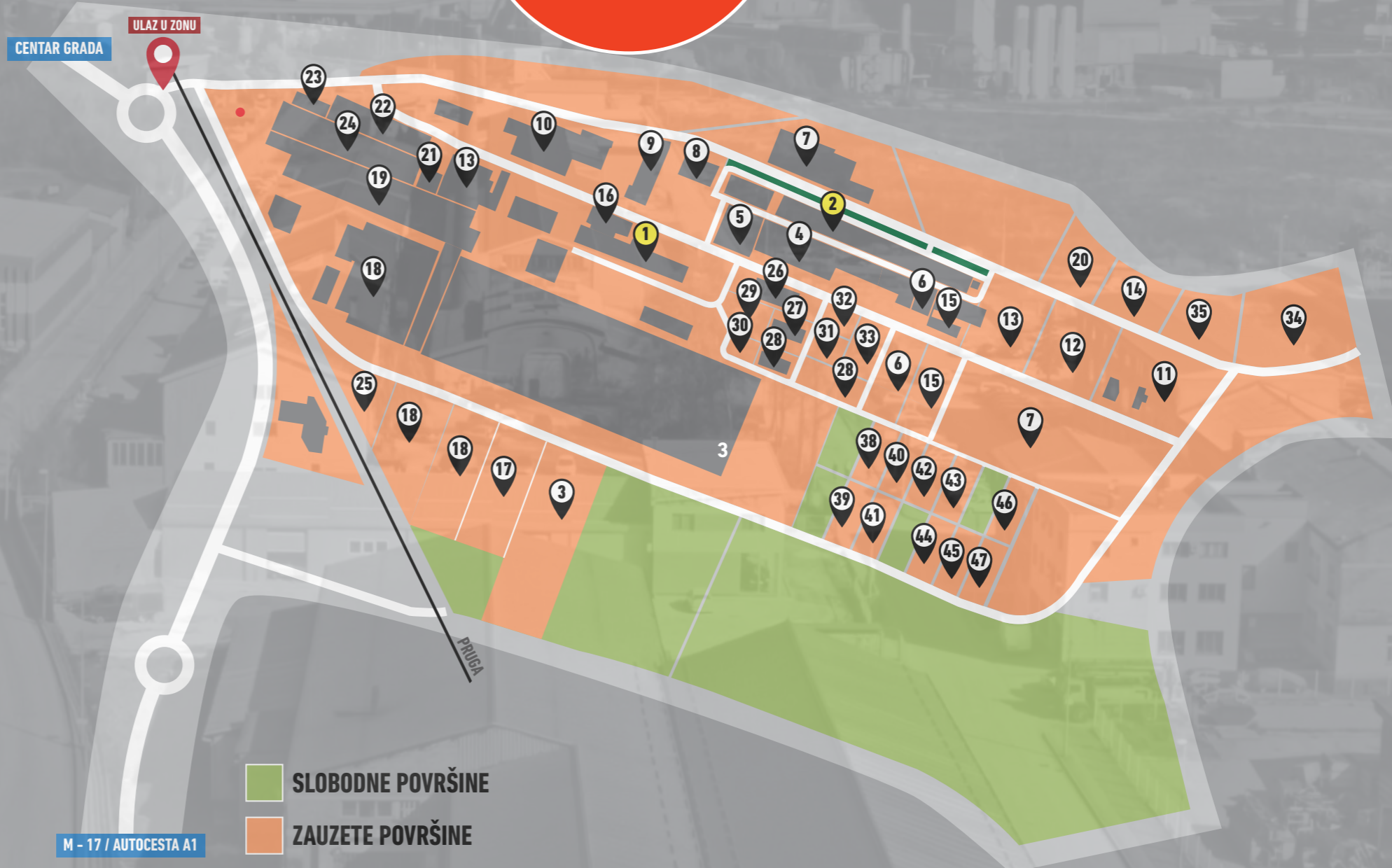
**BUSINESS  
ZONE  
ZENICA 1**  
Greenfield

**50 KM**  
PRICE PER m<sup>2</sup>

**4,6 ha**  
OF UNOCCUPIED  
SURFACE AREA

**9.994 m<sup>2</sup>**

**TROKUĆE  
GREENFIELD**



# INCENTIVES

Benefits for investors

**Potential investors interested in opening businesses on the territory of City of Zenica are eligible for incentives awarded from different levels as follows:**

- > Municipal incentives**
- > Cantonal incentives (Zenica-Doboj Canton)**
- > Entity incentives (Federation of Bosnia and Herzegovina)**
- > Incentives on the state level**



# QUALITY OF LIFE

City of pleasant living





**CITY OF ZENICA**

**Department for economic development**

**Amra Mehmedić**

**Head of department**

**Trg BiH 6, 72000 Zenica**

**Tel: 032 447 760**

**Fax: 032 447 761**

**Email: [amra.mehmedic@zenica.ba](mailto:amra.mehmedic@zenica.ba)**

**[www.zenica.ba](http://www.zenica.ba)**



**Zenica Development Agency ZEDA**

**Senad Pašalić**

**Director of ZEDA**

**Poslovna zona Zenica 1**

**Zmaja od Bosne bb, 72000 Zenica**

**Tel: 032 449 410**

**Fax: 032 449 415**

**Email: [info@zeda.ba](mailto:info@zeda.ba)**

**[www.zeda.ba](http://www.zeda.ba)**