



CITY OF PRIJEDOR

Investment offer

Meat industry “IMPRO” Joint Stock Company
Prijedor, RS - BiH

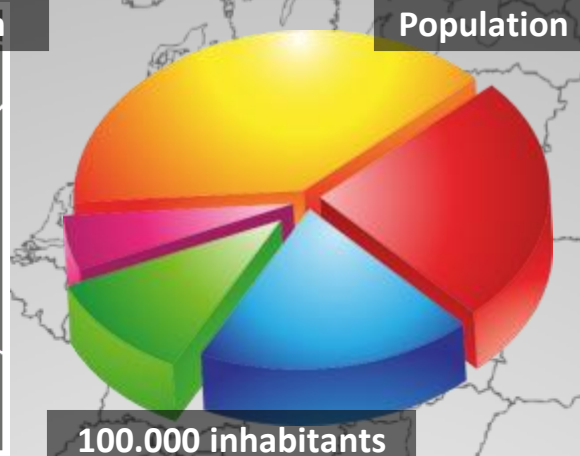


www.prijedorgrad.org

About the City of Prijedor



South-east Europe, North-western part of BiH



Developed sectors:

- Mining
- Wood and forestry
- Textile
- Metal
- Food

Promising sectors:

- Agriculture
- Tourism
- Renewable energy sources
- Environment
- ICT

Developed infrastructure:

- Roads
- Railway
- Electricity
- Utility
- Sport and recreation

Characteristics of the area

- Prijedor has significant benefits for the development of agricultural production, which are reflected in climate, geography, land, water and human resources
- In structure of agricultural land is dominated arable land with area of nearly 37.000 ha, meadows and pastures together occupy about 9.000 ha of the land area in general

- About 50% of the population engaged in agricultural production (about 12.000 house holds)
- The most common is livestock production
- Livestock production is continuous, subject to biological and cyclical fluctuations, and is closely connected with all branches of agricultural production

Important facts and figures

Recapitulation of livestock

No.	Type of livestock	Number (pieces)
1.	diary cows	1.570
2.	heifers	732
3.	calves	643
4.	bulls	501
5.	sheep	4.505
6.	lambs	2.811
7.	rams	213
8.	pigs	7.727
9.	fattened pigs	1.787
10.	sows	724
11.	boars	18
12.	broilers-chickens	11.890
13.	lying hans	3.786
14.	hives	5.763

Note: The final number of cattle in the table is necessary to increase for 10%, because the program stimulated commodity producers in the area of municipality who meet the criteria for payment of incentives.

Source: City of Prijedor - Department for economy and agriculture

THE PRIMARY REQUIREMENTS

- In the area of City of Prijedor is the most common livestock production
- Existence equipped production facilities for processing and preserving of meat
- Sufficient number of qualified workforce in the records of labour office (cca. 10.000 unemployed)
- The initiative of local government to find a strategic partner
- Favorable business conditions and market potential for the sale of finished products
- The ability to quickly start operation in existing production capacities for meat processing

About meat industry IMPRO



HISTORY

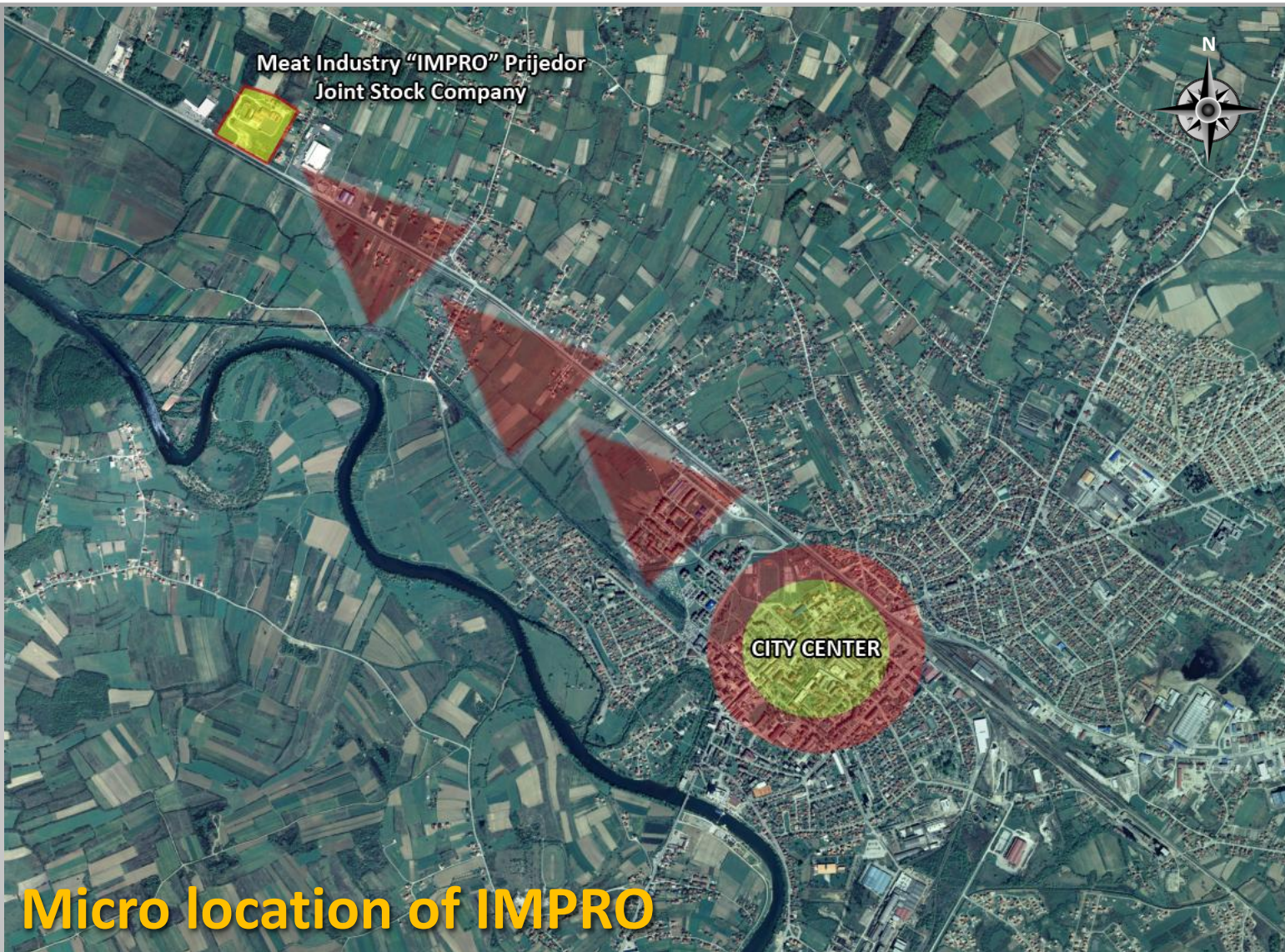
- 1973 established "Impro" Joint Stock Company
- 2006 company "Orion 3" enters into possession of the factory with 56% shares (88.84%)
- In 2011 launched bankruptcy proceedings
- In 2012 HETA d.o.o. become a owner of "Impro" Joint Stock Company

INVESTMENT OPPORTUNITIES

"IMPRO" Joint Stock Company Prijedor - production of cooked, semi-durable and durable products from high-quality meat

OWNERS ARE INTERESTED FOR

- Purchase of land and facilities



Micro location of IMPRO



Meat industry "IMPRO"
Joint Stock Company Prijedor, BiH



NOVI GRAD - 30 km
State border with Croatia (EU)

MAIN ROAD M-4 AND RAILWAY

PRIJEDOR - 3 km

Micro location of IMPRO



Available capacity and investments



60.000 m² their own construction land
10.500 m² production facility

- Expandable in accordance with the plan of regulation

Investments during last 5 years:

1.500.000 KM - were invested in the reconstruction of the building

1.600.000 KM - were invested in equipment and construction of new production line

2.000.000 KM - invested in production equipment and packaging products
(kit for the maturation of durable goods)

- Two selling facilities in Prijedor and one in Banja Luka and Novi Grad

The production capacity

- 4.700 t/year - the maximum possible production volume
- 33% - current capacity utilization or 1.535 t/year
- Range of products include: all kinds of semi-smoked sausages, pork salami, pressed ham, Tyrol salami, ham roll, toast slices, chicken pate, liver pate, bacon, tea-sausage, bacon, smoked sausage, Kras neck
- Supply of basic raw materials: 60% of domestic raw materials and 40% of imports

The participation of certain products in total sales:

Type of product / service	% Capacity utilization*	% participation in total sales
Smoked products	16%	51,7%
Canned meat	7%	20,6%
Durable goods	4%	4%
Fresh meat	6%	23,7%

Why to invest

MAIN REASONS TO BECOME OUR PARTNER:

- The existing **raw material** base with the possibility of organizing a quality and secure network of suppliers
- Stimulative tax rates (**income tax - 10%, VAT - 17%**)
- Free Trade Agreement among **CEFTA** countries (about **25 million** consumers)
- Free Trade Agreement between **BiH and Turkey** (about **70 million** consumers)
- Access to existing **incentive funds** for investors on all institutional levels
- Existing foreign **investors - success stories**

Qualified workforce in the meat industry:

- **173** butchers
- **140** food technicians
- **6** graduate engineers of food technology



The perspective of products and market development

- Bosnia and Herzegovina produces 2.000 different Halal products, most certified products these species are in the field of meat processing industry
- Halal products from Bosnia and Herzegovina are mostly exported to the markets: USA, Canada, Europe, Australia, Montenegro, Macedonia, Albania, Croatia, Serbia and Kosovo
- Possibility to export Halal products to the market of Turkey and the Middle East



IMPRO Prijedor investment offer

WHAT WE OFFER TO INVESTORS:

- Location and favorable business conditions
- A proactive approach and administrative support during investment process and aftercare programs
- Qualified workforce and supporting through educational programs aligned with the investors needs
- Support in the process of integration into the economic system of BiH
- Incentives for new employees

WHAT WE EXPECT FROM INVESTORS:

- The introduction of new, modern technology in the process of primary agricultural production and processing in the meat industry
- Improving the value of chain and creating high-quality base of suppliers
- Employing a local workforce
- Compliance with regulations on environmental protection

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