

All About Momentum: Why Serbia Is the Region's Smartest Bet

After more than a decade of steady growth and reform, Serbia is emerging as a regional leader with the talent, infrastructure, and ambition to attract global investment.

Over the past 15 years, Serbia has undergone a profound transformation, evolving from a post-transition economy into one of Southeast Europe's most dynamic investment destinations. This growth story is rooted in political and economic reforms, fiscal discipline, and a long-term vision that prioritizes modernization, competitiveness, and global integration. Today, Serbia stands at the crossroads of Europe, not only geographically but economically, offering foreign investors a rare combination of strategic access, a skilled workforce, and expanding sectoral opportunities.

Despite the challenges that have rippled across the global economy in recent years—from supply chain disruptions to inflationary pressures—Serbia has shown a notable degree of resilience. The country has maintained macroeconomic stability, strengthened its public finances, and continued to post solid growth rates, even amid international uncertainty. The business community

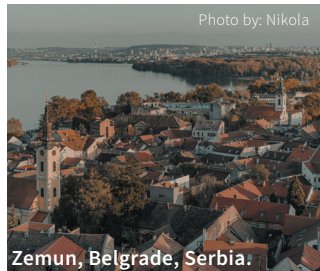


Photo by: Nikola

Zemun, Belgrade, Serbia.

remains optimistic that Serbia will continue this upward trajectory, driven by innovation, infrastructure development, and a proactive investment agenda.

● A Pro-Business Environment

One of Serbia's strongest advantages is its strategic location. As a landlocked country at the heart of the Western Balkans, Serbia offers seamless access to both EU and non-EU markets. Its extensive network of free trade agreements—including with the European Union, CEFTA countries, Turkey, and the Eurasian Economic

Union—gives investors access to more than 1.3 billion consumers. This unique positioning has already attracted a wave of multinational companies, and as global firms continue diversifying supply chains, Serbia's logistical advantage is becoming even more pronounced.

In parallel, the government has taken deliberate steps to improve the investment climate. Over the past decade, Serbia has introduced reforms that simplify doing business, reduce bureaucracy, and promote transparency. Investment incentives are generous and include tax relief, financial subsidies, and support for workforce training. These policies, along with a stable banking system and a currency anchored by credible monetary policy, have bolstered investor confidence and allowed long-term planning to flourish.

● Thriving Sectors and Innovation Potential

Serbia has become a magnet for technology and digital services, with its ICT sector growing rapidly and drawing international attention. Industrial production, especially in automotive and electronics, continues to expand thanks to foreign direct investment and growing regional demand. Agriculture and food processing remain vital pillars of the

economy, while new opportunities are emerging in green energy and mineral extraction—particularly as Europe accelerates its transition to sustainability.

Equally important is the country's human capital. Serbia offers a large, well-educated, and multilingual workforce, particularly strong in engineering, IT, and scientific disciplines. Many young professionals have international experience, and government initiatives have sought to reverse the brain drain by attracting diaspora talent and increasing domestic opportunities. This translates into not only cost-effectiveness but long-term viability, as Serbia increasingly positions itself as a hub for high-value-added industries.

● Momentum for the Future

As Serbia moves toward further alignment with EU standards—both economically and institutionally—momentum is clearly on its side. Infrastructure projects, including highways, railways, and energy systems, are being modernized with international support, creating a more connected and efficient business environment. Meanwhile, Serbia's political commitment to regional stability and cooperation adds another layer of reassurance for investors seeking a reliable and forward-looking partner in the Balkans. ■

Vimeksim: A Serbian Company Making Waves in the Trading World

Vimeksim Expands Global Influence and Redefines Agricultural Trade

A fast-growing Serbian trading company, Vimeksim has revolutionized global trade in less than 10 years with its reliable, highly adaptable, and customized products and services. With its emergence as a rising player in global trade, Vimeksim has had a significant role in Serbia's impressive economic growth over the past decade. Moreover, the company is setting a compelling example of how a single entity from a market like Serbia can have a transformative impact on the global trade ecosystem. From the Balkans to the Mediterranean and beyond, Vimeksim's name is now recognized across international markets, supplying vital agricultural products such as high-quality grain and oilseeds to regions like Africa, the Middle East, and Asia.

Today we meet Vimeksim CEO Sergey Dorskach, who says, "Our company has always kept its word. We take a careful approach with each partner, ensuring that each



contract is executed thoroughly regardless of political and market conditions, changing origin and ports to meet every need and guarantee the continuous flow of indispensable food supply." Amid challenging times in the Black Sea region,

Vimeksim plays a crucial role in keeping supply chains moving, ensuring that vital food resources reach their destinations.

Vimeksim's success is also driven by its team of young and committed professionals, all working towards

the common goal of becoming the industry's leading player. The company's dedication to environmental sustainability through efficient sourcing and responsible trading practices has solidified its reputation as a trustworthy organization and a model for other companies looking to expand globally. Significant investments in a new network of silos to ensure direct origination, as well as its own modern river fleet, have enabled Vimeksim to expand its logistics capabilities. As it marks its 10-year anniversary, the company moves into its brand-new headquarters in Novi Sad, with even greater achievements ahead as the company continues to further solidify its presence in Asian and African markets.

After meeting Dorskach and his remarkable team, we can see how the company's motto, "We Know Agriculture," perfectly sums up Vimeksim's expertise and vision to lead the agricultural supply industry. Vimeksim will continue to shake up the trading world for many years to come. ■



The Agribusiness Powerhouse

With a fully integrated approach and a strong focus on continuous improvement, Agroglobe is driving regional growth and fostering long-term success.

With over 20 years of experience, Agroglobe has established itself as one of Serbia's most respected agricultural companies.

Founded by Božidar Kostić, the company has evolved into a diversified agribusiness, providing comprehensive solutions for agricultural producers across the region.

Strong Market Presence

Agroglobe has built a reputation as one of the most influential agricultural firms in Serbia, with annual revenues exceeding €230 million and export sales surpassing €60 million. The company plays an essential role in Serbia's agricultural sector, supplying key inputs such as crop protection, seeds, machinery, spare parts, irrigation systems, and fertilizers. In the fertilizer segment, Agroglobe holds a significant market share, accounting for 35% of Serbia's imported fertilizers.

"One of the key components of our strategy in the agricultural machinery sector is our exclusive partnership with New Holland, which has been in place since 2014. Through this collaboration, we have achieved a significant market share in the distribution of agricultural machinery, ensuring that Serbian farmers have access to top-quality equipment backed by reliable service and support," says Kostić.

The company is deeply involved in commodity trading, operating in both domestic and international markets while maintaining long-term relationships with global agribusiness firms.

As a vertically integrated firm, Agroglobe manages extensive storage facilities, ensuring efficient handling of grains and other agricultural commodities. This integration allows the company to respond effectively to market demands, making it a preferred partner for both local farmers and multinational corporations.

A Commitment to Continuous Improvement

Agroglobe distinguishes itself in the industry through its unwavering commitment to continuous improvement, which is embedded in every aspect of its operations. The company prioritizes its employees, fostering a motivated workforce that is highly competent and aligned with Agroglobe's overarching goals. Its corporate culture is built on trust, support, and collaboration, creating an environment



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FOUNDER OF
AGROGLOBE

where excellence thrives. Agroglobe has earned a strong reputation for reliability and professionalism, strengthening longstanding partnerships across the industry. At the same time, the company actively nurtures young talent, fostering innovation and creativity to drive the industry forward. Beyond its people-focused initiatives, Agroglobe continuously refines its processes to maximize efficiency, with particular attention to optimizing logistics as an important element of all trading processes.

Comprehensive Agricultural Solutions

Agroglobe's business model covers every aspect of agricultural production, making it one of the most comprehensive agribusiness players in the region. The company provides farmers with everything they need for primary agricultural production, including advisory services to help optimize yields and efficiency. "We support farmers throughout the entire production cycle," says Kostić.

The company's export operations further demonstrate its efficiency and market reach. Agroglobe exports Serbian agricultural products to key markets, with Italy as a primary destination due to its stability, which enables reliable long-term planning for the sale of grains and oilseeds. Over the past decade, Agroglobe has consistently accounted for 40% of Serbia's grain exports to Italy.

Collaboration and Future Growth

While Agroglobe has established itself as a key player in the Serbian and regional agricultural markets, it

remains open to strategic collaborations with international firms that share its vision for sustainable development. The company has already secured partnerships with major agribusiness players, including Cargill, COFCO, ADM, and CHS for commodity trading. Agroglobe also works closely with leading Italian importers such as Borsari and Cereal Docks, reinforcing the presence of Serbian agricultural products in the European market.

In addition to its trading operations, Agroglobe is exploring investment opportunities in processing industries to expand its value chain. The company is actively seeking ways to optimize its processes to maximize efficiency and effectiveness, reinforcing its commitment to continuous improvement as a core strategy.

Contributing to Serbia's Agricultural Landscape

Agroglobe is contributing to positioning Serbia as a key player in the regional agricultural sector, together with other successful companies in the industry. The company's extensive market knowledge, established trading networks, and commitment to quality make it a trusted partner for agribusiness firms looking to operate in Southeast Europe.

Serbia's geographic location offers significant advantages for agribusiness, providing easy access to both

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EU and non-EU markets. However, as Kostić points out, Serbian agribusiness would greatly benefit from more diversified financing models similar to those available in EU countries. These opportunities would not only support Agroglobe but also benefit other companies in the agricultural sector. With greater subsidies for agricultural production, as in neighboring EU countries, Serbian companies would be well equipped to create new value, remain competitive, and strengthen Serbia's economy.

Agroglobe remains dedicated to supporting this transformation. Considering Serbia's great potential in agriculture, Agroglobe is eager to contribute to the country's continued development alongside other key industry players, fostering innovation and sustainable growth in the sector.

Innovation and Long-Term Success

As Agroglobe continues to expand its operations, it remains committed to innovation and long-term sustainability in Serbia's agribusiness sector. With its strong market position, deep industry expertise, and focus on continuous improvement, the company is well positioned for future growth.

"Innovation and efficiency are key to the future of agriculture. Agroglobe remains committed to continuous improvement, optimizing its processes to enhance efficiency and long-term sustainability. Through these efforts, we strive to create lasting value for the agricultural sector and contribute to Serbia's economic growth," concludes Kostić. ■



Pioneering Geotechnical Excellence in Serbia and Beyond

Pioneers in geotechnical engineering, Novkol has cemented its reputation through iconic projects while seeking visionary partners to drive its next phase of growth.



Founded in 1997, Novkol has established itself as a leader in geotechnical engineering, becoming synonymous with innovation, reliability, and transformative infrastructure projects. Under the stewardship of Miloš Hranisavljević, Novkol has been instrumental in reshaping Serbia's construction landscape, delivering high-profile projects such as the Belgrade Waterfront and preparations for Expo 2027. With a strong track record, state-of-the-art technology, and a reputation for excellence, Novkol is now poised to take its growth to the next level through strategic partnerships.

● A Legacy of Iconic Projects

Novkol's portfolio reads like a testament to Serbia's modernization. The company's work on the Belgrade Waterfront, a transformative urban development project, showcased its expertise in handling complex geotechnical challenges. Similarly, Novkol's role

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in preparing for Expo 2027 demonstrates its capacity to execute large-scale, high-stakes projects.

"We've worked on some of the most important facilities in Serbia over the last 15 years, including the Danube bridge and high-profile developments in Belgrade. These projects are a reflection of our technical excellence and dedication to quality," says Hranisavljević.

● A Pioneer in Geotechnical Technology

What sets Novkol apart is its commitment to innovation. From introducing CFA pile technology in 2005 to utilizing advanced Italian machinery for foundation work, the company has consistently stayed ahead of the curve. This forward-thinking approach has positioned Novkol as a pioneer, not just in Serbia but across Europe.

"Being the first to implement cutting-edge technologies in Serbia wasn't easy. For example, when we introduced CFA piles, many doubted us. Today, every major company uses this technology, which proves our role as industry pioneers," notes Hranisavljević.

Novkol's in-house engineering and design capabilities are another significant advantage. The company handles projects from feasibility studies to execution, ensuring efficiency and quality at every stage.

● A Strong Market Presence

With a commanding 50% market share in Serbia, Novkol is the go-to partner for major government and private sector projects. The company's ability to execute large-scale projects, coupled with its reputation for reliability, has made it a trusted name among global investors.

"Our clients include some of the biggest names in construction and infrastructure. Whether it's multinational corporations or government entities, they trust us to deliver on their vision," says Hranisavljević.

The company's diversified portfolio spans infrastructure, energy, and corporate developments, showcasing its adaptability and technical breadth.

● A Vision for Strategic Growth

Novkol is at a crossroads in its journey, seeking partners who can help propel the company into its next phase of growth. Hranisavljević emphasizes that Novkol is not just looking for financial investment but also for partners who bring fresh ideas and strategic vision to the table.

"We are open to selling a part of Novkol's shares to partners who understand our business and can infuse new vision and ideas. Our goal is to take the company to the next level, ensuring long-term success and sustainability," he explains.

Hranisavljević points to Novkol's history of partnerships, including past collaborations with major international firms like Vinci, as evidence of its openness to synergistic relationships.

● A Commitment to Talent and Innovation

Beyond technology and projects, Novkol prides itself on nurturing young talent. The company collaborates with the Faculty of Civil Engineering in Belgrade and offers scholarships to high school students interested in engineering and machinery operations. This initiative has created a pipeline of skilled professionals dedicated to the company's mission.

"We invest in young people because they are the future of our industry. By providing scholarships and training, we ensure that our workforce is not just skilled but also passionate about advancing our field," says Hranisavljević.

● Ready for the Future

As Serbia positions itself as a hub for infrastructure development in the Balkans, Novkol is well

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equipped to lead the charge. The company's strategic location, technical expertise, and commitment to innovation make it a vital player in Serbia's growth story.

"Our position in Serbia is crucial. With the region's stability and growing demand for infrastructure, we see immense opportunities ahead. We are prepared to partner with like-minded investors to seize these opportunities and continue building a legacy of excellence," says Hranisavljević. ■

