

# SERBIA CREATES

OPPORTUNITIES

EXPERIENCES

TECH

IDEAS

FILM

EVENTS

INSPIRATION

**A**fter many years in the private sector, I entered politics just three years ago with the goal of helping speed Serbia's development into a modern, digitised, economically vibrant country. As I set to work delivering on these goals, I was astounded by the lavish talent, brilliant minds and resourceful attitudes of the many people and businesses my team and I encountered on a daily basis. And I quickly realised that Serbia has a unique opportunity to flourish in the Fourth Industrial Revolution.

From the beginning, I put my focus on digitisation, technology and education. We are digitising all public services and the entire economy. I work closely with tech companies, entrepreneurs and start-ups to improve the business environment, to get them to grow faster and to expand globally, way beyond the borders of our small country. We are all carrying the heritage of one of the humanity's greatest minds – Nikola Tesla – who is also one of our own, after all. We've also started reforming our education to make it more contemporary, more fun, more focused on analytical reasoning and problem solving, and, in general, more focused on teaching our kids HOW to think and not WHAT to think.

In this exciting and fast-paced work, it became quickly apparent that creativity and innovation is fundamental to the development of economic and social

opportunities in Serbia. In recognition of this, I made science and technology and the creative industries the twin pillars of my policy agenda. Alongside education, they demonstrate a clear vision of what we want Serbia to be.

This vision is supported by the new Serbia Creates communications platform. On one hand it serves as a support platform for the innovative and creative sectors in Serbia to thrive. On the other hand, Serbia Creates is a new way of thinking about Serbia, by simply affirming that Serbia's creativity, innovation and inventiveness are the value-add of any project, investment, trade, tour or educational course you might undertake in the country.

This publication will give you a glimpse of the exciting opportunities in Serbia, and introduce you to a side of the country that is perhaps not as well known.

Serbia is a safe, politically stable country, and a candidate for EU membership. Our people are dynamic, vibrant, honest, open-minded and very welcoming. You just need to come and see for yourself how modern Serbia Creates Ideas and Opportunities.

Ana Brnabić  
Prime Minister



# SERBIA CREATES



# SERBIA CREATES



erbia Creates is the new, national platform initiated by the Prime Minister of Serbia Ana Brnabić. It involves strategic measures to develop the creative and innovative industries, to strengthen cultural diplomacy and to position Serbia as country of creative, innovative and authentic people and ideas.



The Serbia Creates platform positively affirms the importance of the knowledge-based industries to Serbia. It addresses how to improve the legal and business environment in order to support innovation and creativity, and it encourages the application of innovative thinking across all levels of society and business.

The platform provides new opportunities to connect Serbian creatives with their international counterparts, focusing primarily on the concept of Creative Ambassadors – exceptional individuals and initiatives from Serbia that inspire globally through their significant accomplishments. It is also used to invite international professionals, creatives, scientists, digital nomads and tourists to come and visit, live or work in Serbia.

To create an enabling environment, the Prime Minister assembled the prestigious Council for Creative Industries, comprising some of the most respected individuals in the Serbian creative industries today. The Council subsequently launched the Office of Serbia Creates to roll out a range of events, activities, workshops, roundtables and marketing that are designed to keep Serbian creativity at top of mind.

For more information, please visit [www.serbiacreates.rs](http://www.serbiacreates.rs).

10 REASONS TO  
VISIT, WORK AND  
LIVE IN SERBIA



1

**LOCATION:** Belgrade is a two-hour direct flight from around 60 major European, Middle Eastern and African cities. It is almost equidistant from New York and Beijing, and from London and Moscow. The national carrier Air Serbia also offers direct flights between Belgrade and New York, the only regional airline with this connectivity.



2



**EASE OF DOING BUSINESS:**

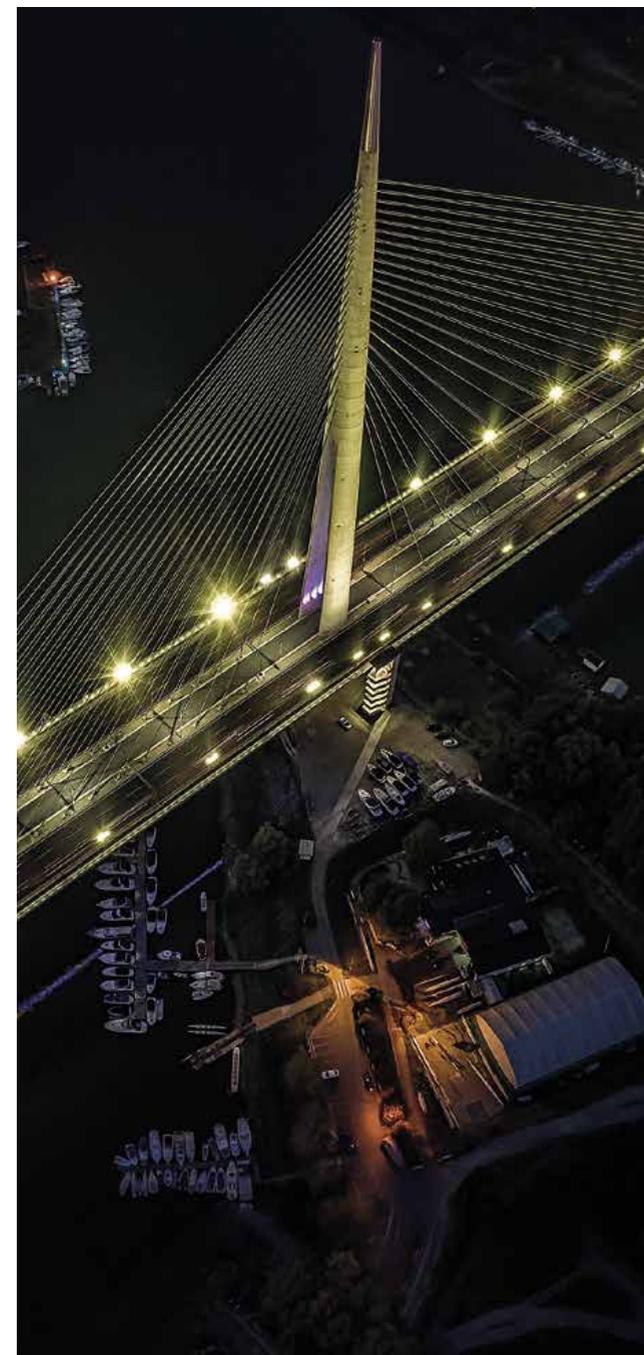
The government has specifically undertaken a raft of reforms to streamline services and improve experiences. Serbia is ranked 43rd globally for Ease of Business Establishment, and improved 12 places on the Global Competitiveness Index. The Financial Times ranked Serbia first on its performance index of foreign direct investments. Corporate Income Tax is 15%, except for revenues generated from locally-developed IP which is 3%.

3

**INCENTIVES:** Serbia offers a range of funding and incentive mechanisms specifically aimed at attracting and growing future-facing businesses. These include programmes for entrepreneurship and SME development, Innovation and Start-up funds, Start-up tax credits and accelerated R&D deductions.



There's also a successful incentive for film, television and TV commercial production (including post and VFX) rebating 25% of qualifying Serbian expenditure.





4

**EUROPEAN:** Serbia is an EU candidate country and the country's primary foreign policy goal is European integration. In the meantime, Serbia benefits from long-held treaty and diplomatic relationships with other major countries – notably Russia, China and the United States. This, four pillar geo-political policy has been called “The Policy of Maximum Benefit” since it offers Serbia and the businesses based in the country significant opportunities, from tax and tariff benefits to higher market awareness.

5

**DIGITAL NOMADS:** Affordable and welcoming, Belgrade frequently ranks in the Top Ten destinations worldwide for the self-employed, and the country has the largest percentage of freelancers anywhere on the planet. Co-working and Co-living Hubs have sprung up across the country to accommodate the demand, not only in the major cities, but even in rural areas like the Rural Hub and Mokrin House.



6

**LIFESTYLE:** Safe and walkable, Belgrade's nightlife is legendary, as is the lake at Ada Ciganlija, hiking in the forests of Avala Mountain and biking along the banks of the River Danube and the River Sava. Further afield there are ski resorts and national parks of exceptional beauty. Belgrade is at similar longitude to Bordeaux and Marseilles in France, Bilbao in Spain, Milan and Venice in Italy, with summer weather to match.

# 7

**CREATIVITY:** With a new focus on the economic opportunities of the Creative Sector, Serbia is witnessing an explosion of tech and gaming, contemporary art, visual effects, music, furniture design, fashion and theatre can be seen around the country. Serbians are enthusiastic consumers of classical music, opera, literature and dance. The Museum of Contemporary Art and the National Museum were recently reopened after long periods of refurbishment.

# 8

**HERITAGE:** From the priceless Neolithic sites of the 7000 year old Vinča Culture, to exquisite Roman ruins, from stunning medieval castles dotted along the Danube to the Austro-Hungarian towns of Vojvodina in the north to the Ottoman influenced towns of the South, Serbia is steeped in heritage and culture.

# 9

**FOOD:** Lonely Planet called Serbian food “boisterous, a riotous fusion of Turkish, Hungarian and Mediterranean influences that zing the palate, fill the stomach and linger on the hips.” The national drink of Serbia is Rakija, a distilled brandy-like spirit made from plums or other fruits. The country has five major wine regions, each of them worth a (slow) visit.

# 10

**SERBIANS:** Serbians themselves are the country’s best-kept secret. Warm, welcoming and friendly, Serbians are highly educated, connected, tech-savvy and engaged. English is widely spoken.





A GREAT  
PLACE  
FOR R&D

SERBIA   
CREATES  
INNOVATION

# SERBIA CREATES INNOVATION

**The Financial Times** ranks Serbia 1st in the world in FDI performance index.

**The World Bank** named Serbia the top reformer in South-eastern Europe.

**Global Livability Index** named Belgrade one of the top 5 improvers in the world.

New tax incentives  
for innovation  
investments and  
a thriving supply  
of talent position  
Serbia high on the  
list of the world's  
most supportive  
countries for  
knowledge-based  
industries.

## NEW TAX INCENTIVES

- R&D Deduction: Research and development expenditures are double-counted for tax calculation
- IP Box: Revenues predominantly generated from locally-developed intellectual property are taxed at just 3% instead of 15%
- Start-up investment tax credit: 30% corporate income tax credit for investments into innovative start-ups

## SUSTAINABLE TALENT POOL

- Coding is mandatory from elementary school
- Serbia tops the region on the World Bank Human Capital Index ranking
- € 100 million is being invested into digital transformation of the education system
- Ease of employing foreign talent
- Number of tech students is rapidly increasing



INCENTIVES FOR  
FILM, TELEVISION,  
TV COMMERCIAL  
AND POST/VFX  
PRODUCTION

## SERBIA CREATES FILM

Incentives for film, television, TV commercial and post/VFX production have been available in Serbia for more than 3 years. Production in the country is further encouraged by competitive pricing, English-speaking crew and talent, diverse geographic and architectural locations, studio infrastructure and a nationwide commitment to film-friendliness.

## PRODUCTIONS IN SERBIA

- **THE OUTPOST** – ELECTRIC MEDIA / SYFY CHANNEL • **PAPILLON** – RED GRANITE PRODUCTIONS • **MC MAFIA** – BBC/ABC • **TAU** – ADDICTIVE PICTURES / NETFLIX
- **EXTINCTION** – UNIVERSAL PICTURES / NETFLIX • **WHITE CROW** – BBC FILMS / MAGNOLIA MAE FILMS • **THE SHALLOWS** (VFX) – COLUMBIA PICTURES
- **A SERIES OF UNFORTUNATE EVENTS** (VFX) – NETFLIX

For more information, visit: [www.filminserbia.com](http://www.filminserbia.com) and [www.fcs.rs](http://www.fcs.rs)

## FILM INCENTIVES

Up to **30%** Cash Rebate on Qualifying Serbian Production Expenditure \*

**€300k** Minimum Spend Threshold for Feature Film Projects, €100k for TV Commercials, €150k for post- and vfx production, €50k for documentaries

**102** Projects Supported to January 2019

## BENEFITS

Rebate Payouts within 5 weeks

No European Cultural Test

No crew visas for stays of up to 90 days

Also available for TV Commercials & Post Production/VFX

Experienced, English-speaking, non-Union crews

**30%** on Qualifying Serbian Production Expenditure **over €5 million** \*

**25%** on Qualifying Serbian Production Expenditure **under €5 million**

## A GREAT PLACE FOR FILMING

There is an established film industry and people really know their craft there. Shooting in Serbia has a tremendous impact on the production value and entire look of the show. We are thrilled with the results we have seen from early cuts of some episodes. In Serbia, we've been able to achieve a level of productions scale and polish that makes The Outpost look like a new show. Everything from the sets, costumes, props, cinematography and lighting make the whole production look fantastic.

DEAN DEVLIN, Producer

“My experience has been outstanding of filming in Serbia.”

COLIN VAINES, Producer

“In terms of quality of work, how hard they worked, how seriously they took their jobs and end result, I couldn't be more pleased.”

MARK D. EVANS, Producer

The reason this film (The White Crow) exists is Belgrade. It was a very difficult film to do. We couldn't have done it without the wonderful company Work in Progress. This city and the Government of Serbia were an incredible support. Without them, the film would not have been made. This city and this country have an amazing capacity for international film business. My producer Gabrielle Tana and I are very thankful.

RALPH FIENNES, Director and Actor

# CO-WORKING & CO-LIVING IN SERBIA



## SERBIA CREATES HUBS

All across Serbia, increasing numbers of co-working and co-living spaces, start-up centres, creative hubs and cultural stations are opening, creating a range of conducive environments for creatives from different fields to meet and co-create. Belgrade is host to around 40% of these co-working hubs, the remainder in Vojvodina and central Serbia. Over 900 people make regular use of these spaces, most of them under 40 years old. Around 40% of hub users in Serbia work in the IT industry, the rest in other creative sectors such as marketing, design, photography and architecture.

Following the launch of the National Museum of Serbia pop-up exhibition at the Belgrade Nikola Tesla



International Airport, the airport now also offers a co-working space designed by young Serbian artists and designers. This Serbia Creates co-working hub was opened with the goal of reminding every passenger that Serbia is a country of creative and authentic people, and a place where open, talented and creative people gather and create great new ideas.

### 1 Belgrade

StartIT Centar [startit.rs](http://startit.rs)  
BRC Runners Hub powered by Push  
[belgraderunningclub.com/hub](http://belgraderunningclub.com/hub)  
ICT Hub [icthub.rs](http://icthub.rs)  
In Centar [incentar.org](http://incentar.org)  
Marsh Open Space [openspace.marsh.co.rs](http://openspace.marsh.co.rs)  
Nova Iskra [novaiskra.com](http://novaiskra.com)  
Office Me [office-me.com/rs/Coworking](http://office-me.com/rs/Coworking)  
PaperGirl Galerija Hub [papergirlgalerija.com](http://papergirlgalerija.com)  
Smart Office [smartoffice.rs](http://smartoffice.rs)  
OUR Hub [our.rs](http://our.rs)  
Impact Hub [impacthub.net](http://impacthub.net)  
Polygon Hub [polygon.rs](http://polygon.rs)  
Share Square [sharesqua.rs](http://sharesqua.rs)

### 2 Kragujevac

KG Coworking & Hub  
[coworker.com/serbia/kragujevac/kg-coworking](http://coworker.com/serbia/kragujevac/kg-coworking)

### 3 Novi Pazar

Klub Heroja [klubheroja.com](http://klubheroja.com)

### 4 Novi Sad

StartIT Centar [startit.rs/novi-sad](http://startit.rs/novi-sad)  
Kulturni centar LAB [kc-lab.org](http://kc-lab.org)

### 5 Mokrin

Mokrin House [mokrinhouse.com](http://mokrinhouse.com)

### 6 Niš

Deli [deli.rs](http://deli.rs)  
Think Innovative [thinkinnovative.rs](http://thinkinnovative.rs)

### 7 Zaječar

Pomak [pomak.org](http://pomak.org)

### 8 Vrmdža

Rural Hub [ruralhub.rs](http://ruralhub.rs)

### 9 Mali Idoš

Source Hub [sourcehub.rs](http://sourcehub.rs)

### 10 Indija

StartIT Centar [startit.rs/indija](http://startit.rs/indija)

### 11 Vršac

StartIT Centar [startit.rs/vrsac](http://startit.rs/vrsac)

### 12 Zrenjanin

StartIT Centar [startit.rs/zrenjanin](http://startit.rs/zrenjanin)

### 13 Subotica

StartIT Centar [startit.rs/subotica](http://startit.rs/subotica)  
Infostud Hub [infostudhub.rs](http://infostudhub.rs)

### 14 Valjevo

StartIT Centar [startit.rs/valjevo](http://startit.rs/valjevo)

### 15 Šabac

StartIT Centar [startit.rs/sabac](http://startit.rs/sabac)

# FUN FACTS ABOUT SERBIA



SERBIA  
CREATES  
IDEAS



FUN FACTS  
ABOUT SERBIA

Ana Brnabić is the first woman Prime Minister of Serbia and one of only five openly gay Heads of Government in history. In 2019 the Prime Minister of Serbia became the world's first leader whose same-sex partner had a child while in office.

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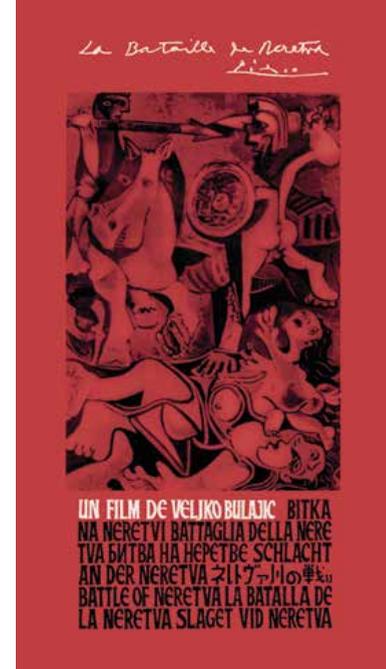
**Richard Burton played Tito, the famous former Yugoslav President, in the partisan war movie Sutjeska.**

Serbia was the birthplace of 17 out of 34 Roman Emperors

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**Belgrade doubled for Edgar Allan Poe's Baltimore in the film The Raven starring John Cusack. It also doubled for Paris in the 2017 movie remake of Papillon, starring Oscar-winner Rami Malek.**

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The poster for another WWII Yugoslav movie The Battle of Neretva (1969) starring Yul Brynner and Franco Nero was designed by Pablo Picasso

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Serbia has one of the world's first digital farms - a unique, innovative space accelerating the created by Nordeus digital transformation of agriculture locally, regionally and globally.

Serbian actor Stefan Kapičić is the voice of Colossus in Deadpool and Deadpool 2

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British actor Ralph Fiennes has Serbian citizenship. So does famous ballet dancer Sergei Polunin.

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Mokrin house is the first global village co-working and co-living space located in the north of Serbia.

José Mourinho is the official face of Top Eleven - the most celebrated video game from Serbia with over 200 million downloads.

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Serbia is global leader in the production, processing and export of raspberries

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Remains of the oldest Neolithic civilization from 7.000 years ago in Europe can be found in Vinča, on the right bank of the Danube, just 20 minutes from downtown Belgrade.

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Serbia is global leader in number of beehives “per capita”.

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Amy Winehouse gave her last live performance in Belgrade.

Serbia is home to the neo-futuristic band LP Duo who invented and play on hybrid pianos.

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## **Vampire is a Serbian word.**

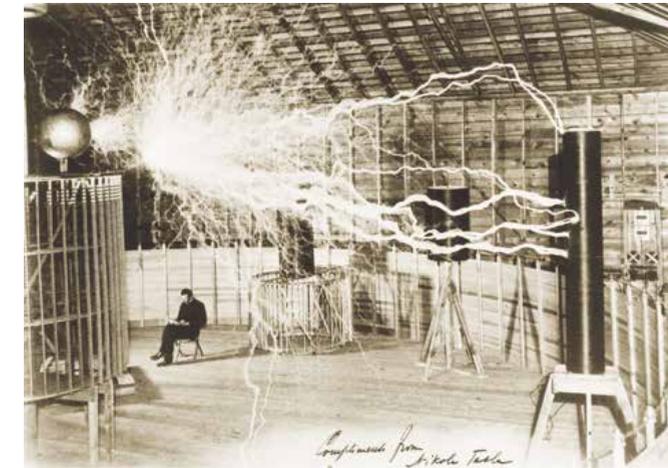
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The Serbian clock-making industry is even older than the world-famous Swiss one.

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The second longest river in Europe, the Danube, connects Belgrade with world seas - the North Sea, at Rotterdam, through the Rhine-Main-Danube Canal and the Black Sea, into which it flows. There are seven medieval fortresses along the Danube in Serbia.

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When Albert Einstein was awarded the Nobel Prize, a reporter asked him: “What is it like to be the smartest person in the world?” he replied: “I don’t know. Ask Nikola Tesla.” Nikola Tesla, a Serb, made leading discoveries in the disciplines of electric current and magnetism. He filed over 700 patents.



MAJOR  
CREATIVE  
EVENTS IN  
SERBIA



# SERBIA CREATES EVENTS



**FEST, INTERNATIONAL FILM FESTIVAL** – every February - March

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**BELGRADE DANCE FESTIVAL** – every March - April

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**RESONATE FESTIVAL** (Technology in Art & Culture)  
April 24 - 27, 2019 – and every April

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**BELDOCS DOCUMENTARY FESTIVAL** – every May

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**WORLD.MINDS SYMPOSIUM**  
every other year starting May 22 - 23, 2019

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**BELGRADE FUTURE GAMING FAIR** – June 4 - 5, 2019

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**DEV9T ART FESTIVAL** – June 14 - 22, 2019 and every year

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**EXIT FESTIVAL** – July 4 - 7, 2019 and every year

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**NIŠVILLE, INTERNATIONAL JAZZ FESTIVAL** – August 2 - 8, 2019

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**BEERFEST** – every August

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**MARINA ABRAMOVIĆ RETROSPECTIVE EXHIBITION “THE CLEANER”**  
September 2019 - January 2020

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**BITEF - THE BELGRADE INTERNATIONAL THEATRE FESTIVAL** – every September

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**CCCSEE** – Co-working and co-living Conference  
South East Europe – October 09 – 11, 2019

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**INTERNATIONAL BELGRADE BOOK FAIR** – October 20 – 27, 2019

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**BEMUS** – Belgrade Classical Music Festival – every October - November

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**BELGRADE JAZZ FESTIVAL** – every November

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**BELGRADE VENTURE FORUM** – every November

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**CGA BELGRADE** – computer graphics & art – every November

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**SCIENCE FESTIVAL** – November 28 - December 1, 2019

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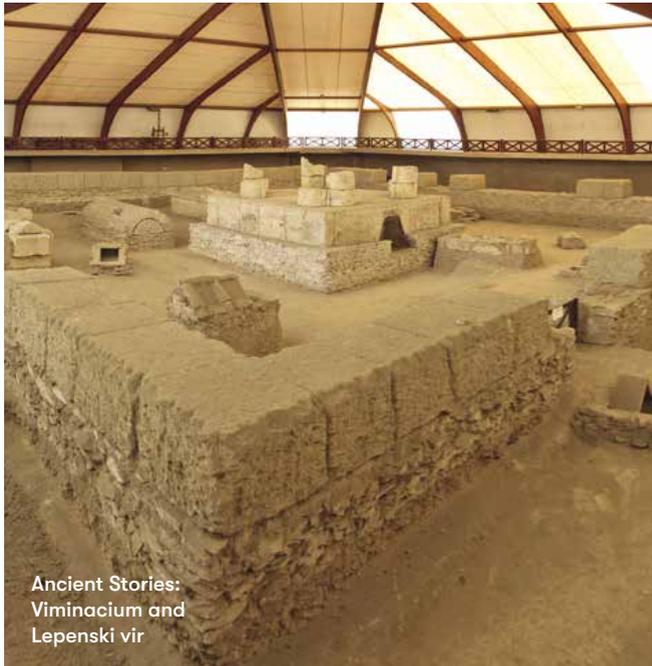
**GAMES.CON FAIR** – November 28 - December 1, 2019

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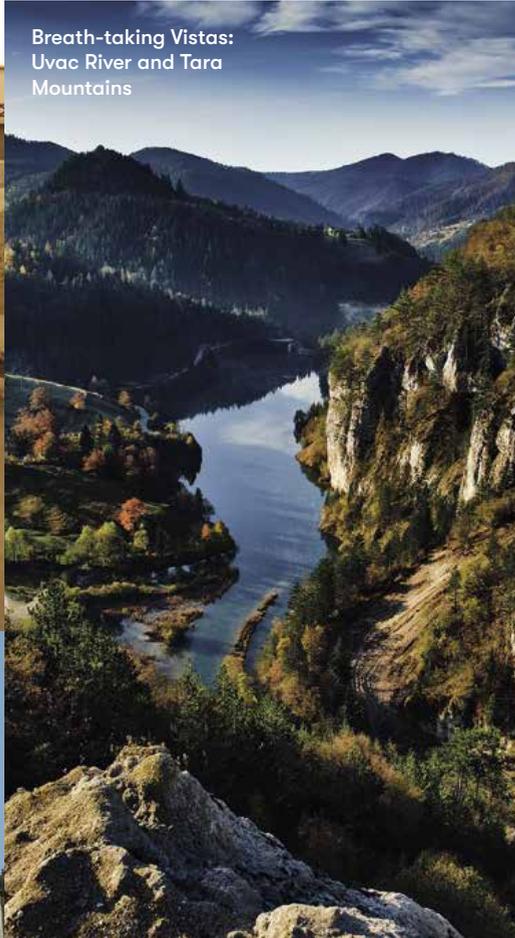


FIND YOUR  
INSPIRATION  
IN SERBIA

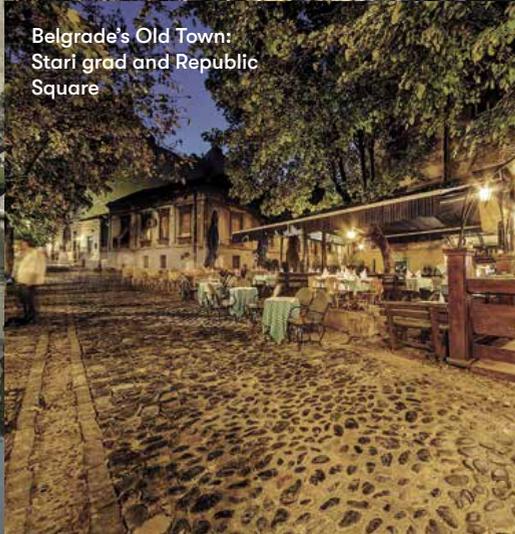
**SERBIA**   
**CREATES**  
**INSPIRATION**



Ancient Stories:  
Viminacium and  
Lepenski vir



Breathtaking Vistas:  
Uvac River and Tara  
Mountains



Belgrade's Old Town:  
Stari grad and Republic  
Square



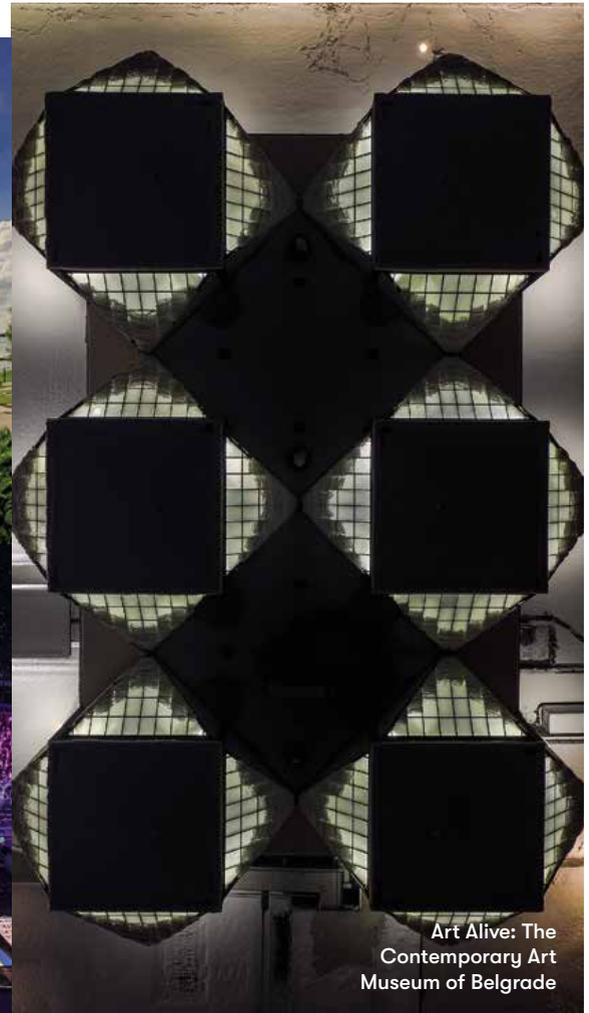
Living History: Golubac and  
the castles of the Danube



Belgrade's playground and  
beach: Ada Ciganlija



Novi Sad – from European  
Capital of Culture 2021 to Exit -  
Europe's Best Music Festival



Art Alive: The  
Contemporary Art  
Museum of Belgrade



Connections, Old and  
New: Kalemegdan  
and Beton Hala

# SERBIA CREATES

[www.serbiacreates.rs](http://www.serbiacreates.rs)

Photo by Zoran Mesarović

Viminacium - Photo by Slobodan Pikula

Mokrin House - Photo by Relja Ivanić

The Outpost - Photo by Aleksandar Letić for Balkanic Media

Tara Mountains - Photo by Jozef Ispanović

Golubac - Photo by Darko Đoković

Pages 35-37 and 41 - Photo Courtesy of Exit Festival

Digital Summit - Photo by Đorđe Bošković

Keglevich Vodka - Photo Courtesy of Tuna Fish Studio

Ada Ciganlija - Courtesy of Ada Ciganlija

Photo Nikola Tesla Museum - Archive Courtesy of BelGuest



For more Investment opportunities

[www.ras.gov.rs](http://www.ras.gov.rs)

[srbija.gov.rs](http://srbija.gov.rs)



