



Prof. Tanja Mišćević

Head of Negotiating Team for Accession of the Republic of Serbia to the European Union

In March this year Vojvodina was awarded the flattering title of the Region of the Future by the influential Financial Times, having the best result of investment efficiency among middle-sized regions in Europe. I have to admit that this is not the first high standard that Vojvodina has achieved in paving the common way to the EU for the rest of Serbia. This gives the motivation to other regions in Serbia in reaching the same standards and good performance.

Adamant to make the modern European state of Serbia, we have started to implement the necessary reforms since 2001 and harmonization of national legislation with the EU acquis since 2004. We finished the process of Stabilization and Association on 1st September 2013 and officially started the accession negotiations on 21st January 2014. As we speak, substantial experience is behind us, but still a significant way to go.

The European Commission in the Negotiating Framework estimated that Serbia could implement almost all EU standards and the legal system in the medium-term in 3 to 5 years' time. Up to now the screening process which started in September last year has been going as scheduled and we are reaching the phase when we have to consider the strategy for opening of the chapters. The second half of this year will be crucial to the way how we will proceed on the issue. The way forward will be the result of the consultation within the country and with the partners – the European Commission and Member States.

In the meantime, the Government will have a new, fresh and stronger mandate to continue with the necessary reforms as a precondition of the advancement in the negotiation process. The consensus within the Government, political parties in the Parliament and among the citizens of Serbia will ensure transparency and inclusiveness of the process. One of the considerations is for Vojvodina and other regions and local governments to have a proper place, role and contribution and we are coming to the satisfactory result too, with the prospect of constant modification and improvement as we progress through the negotiations.



■ Tanja Mišćević

At the end, I want to stress that for an efficient negotiation process we must have three key components in order to be successful. One is political, the other diplomatic and the third one technical. The extent of political will within the state itself, to have the process carried out successfully, is important, as well as how prepared the diplomatic core is to send clear and uniform messages to European institutions, governments of Member States and the entire European public, as how capable the administration is to secure the functioning of the state within the framework of the common economic market in the negotiation process. Those are the methods and the mechanism to prove to be a reliable partner which will end in the recognition with the full membership in the EU. This is our main ambition and we will pursue it with all available and necessary resources.

Vojvodina among the top regions in “fDi Intelligence” ranking

Bojan Pajić SJD - President of the Government of the Autonomous Province of Vojvodina

P.2

The energy sector, opportunity for growth, and the role of the Assembly of the Autonomous Province of Vojvodina in regional cooperation

Professor Branislava Belić D.Med.Sci

P.4

ENERGY POTENTIAL OF VOJVODINA – future plans

Nataša Pavićević Bajić
Provincial Secretary for Energy and Mineral Resources

P.5



■ Predrag Novikov

The greatest event of European regions and cities, OPEN DAYS will take place from 6-9 October 2014 in Brussels. This year, Vojvodina will be a member of the consortia "Motors for Growth" consisting of Baden-Württemberg (Germany), Lombardy (Italy), Emilia-Romagna (Italy), Rhône-Alpes (France), Catalonia (Spain), Flanders (Belgium) and Malopolska (Poland).

"The strategic interest of Vojvodina is to enhance relationships with re-

Predrag Novikov Vojvodina European Office in Brussels

gions from all over Europe because regional cooperation is an instrument of economic development. Our goal is to focus on the networking of administration, promotion of economic relations, attraction of investment, as well as development of projects in the area of education, culture, etc. Vojvodina has implemented a number of European projects in infrastructure, water management, environmental protection, investment facilitation and work environment enhancement. We would also like other cities and regions of the country to get involved and promote their capacities by participating at the OPEN DAYS and other similar events. Vojvodina aims at promoting itself as a reliable, stable and predictable partner."

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Vojvodina among the top regions in "fDi Intelligence" ranking

Bojan Pajtić SJD

President of the Government
of the Autonomous Province of Vojvodina

According to fDi's European Cities and Regions of the Future 2014/2015, Vojvodina ranked fourth place in the Cost Effectiveness category for overall European regions, first place in the same category for mid-sized European regions, as well as fourth place in the FDI Strategy category for Southern European regions.

The Prime Minister of Vojvodina Bojan Pajtić said: "This result is great news for the region of Vojvodina. Being among best European mid-sized regions is a great signal for future investors to come to Vojvodina. This is also a fantastic achievement and is testament to our success, both provincial and national governments".

Data was collected for 468 locations, both cities and regions, in five categories: Economic Potential, Human Capital and Lifestyle, Cost Effectiveness, Infrastructure and Business Friendliness. In addition, surveys were collected under sixth category, FDI Strategy, for which there were 180 submissions.



■ Bojan Pajtić

By choosing to locate in Vojvodina, foreign investors enjoy the benefits of a highly competitive and advantageous tax system, essential for boosting company profits, low operating expenses and generous incentives package and quality workforce available at competitive rates.

Second place award for the Category “Best FDI Project 2013 in Eastern Europe” for the investment project of Grundfos company



■ Bojan Pajtić

“Best FDI Project 2013 in Eastern Europe” competition was organized within the Annual Investment Meeting (AIM) in Dubai, held from 8th to 10th April 2014 under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President of the United Arab Emirates, Prime Minister, and Ruler of Dubai. The President of the Government of the Autonomous Province of Vojvodina, Bojan Pajtić SJD received the award from His Excellency Sultan Bin Saeed Al Mansoori, Minister of Economy in the UAE.

“This award is of special importance for having won it at the largest investment fair in this part of the world”, said the President of the Government of Vojvodina, Bojan Pajtić SJD. “In addition to the award, Vojvodina was entitled to a presentation and free stand. Our efforts have been recognised and it proves the fact that we were presented the award by Sultan Bin Saeed Al Mansoori himself and our province could have been promoted at the highest level. This is a new market for us and Grundfos served as an example to demonstrate our approach to each foreign investor and the efficiency of the Vojvodina Investment Promotion (VIP). We have shown that given this specific area, we are leading compared to a number of EU member states.”

The award is a joint one of VIP, whose efforts into attracting direct foreign investments have been recognised in the Asian market, of Vojvodina, which has done a lot at the regional level to improve the investment

climate, and also of the whole country. Namely, as an agency having distinguished itself by attracting FDI, VIP presented the project of the Danish Grundfos, one of the world’s leading pump manufacturers covering 50% of the world market. Grundfos has had its facility in Indjija since 2013. Today it employs 265 people, following the initial plan to employ 370 people by the end of 2014. Up to 98.40 % of Grundfos production in Serbia is aimed at export to neighbouring countries, the EU and Russia.

The AIM selection committee, comprised of 10 internationally recognised FDI experts, evaluated the sustainability of investment, engagement of domestic contractors, as well as environmental and social aspects. The investment project applications could have been submitted only at the invitation by the organiser, who made a prior analysis of the global market and projects that had been implemented or whose implementation had started in 2013. The President of the Government of Vojvodina, Bojan Pajtić SJD said that the selection criteria included the measures taken in the construction of industrial and business areas, incentives for investors and logistic support offered by VIP to each company coming to our region.

AIM is the region’s first Emerging Markets FDI-focused event to offer a perfect blend of trade fair and intellectual features aimed at enriching institutional, corporate and individual investors attending with a comprehensive set of guidelines for their future investment decisions in high growth regions.

The energy sector, opportunity for growth, and the role of the Assembly of the Autonomous Province of Vojvodina in regional cooperation



■ Branislava Belić

Professor Branislava Belić D.Med.Sci

Vice- President of the Assembly
of the Autonomous Province of Vojvodina

Law introducing feed-in tariffs was adopted, I would like to mention that there is also a possibility for the production of electric energy through solar panels, since Vojvodina has 267 sunny days and average insolation of 100 kWh/m², as well as wind potential in Banat (until now only a few licenses for wind parks, capacity 180MW were issued).

It is important to highlight that Vojvodina, and the Republic of Serbia, has no energy efficient municipality or city. A small part, up to 10% of potentials is used. The Assembly of the Autonomous Province of Vojvodina and the Government of AP Vojvodina are actively involved in the promotion of our energy potentials. One of the best examples is Siemens factory for wind turbines in Subotica, among the 26 largest Siemens' factories worldwide that produces 15 000 state-of-the-art wind turbines. In regard to the above mentioned, I think that the opportunity for Vojvodina's growth is through the use of renewables and that this segment should be our greatest economic potential. We should always have in mind that some neighboring countries, like Hungary and Slovenia, use their geothermal potentials for health tourism, and that each economic activity in local communities opens new jobs and revives rural areas, which are important issues not only in Vojvodina, but also in the rest of Europe.

With this text, as well as by outlining our potentials in the field of renewable energy sources and energy potentials, I would like to invite all possible investors to address us, so that we could maximize the use of our natural potentials and increase our opportunities for growth.

The Assembly of the Autonomous Province of Vojvodina is actively engaged in the promotion of all potentials, economic and all other areas, throughout its interregional cooperation that has intensified since 2002 when we became a member of the Assembly of European Regions (AER). The Assembly of AP Vojvodina has signed agreements with 11 regions in Europe (Vukovar-Syrmia County, Istria County, Upper Austria, Styria, Alba Julia, Kirovohrad, Jász-Nagykun-Szolnok County, Bács-Kiskun County, Csongrád County, Hessen, Republika Srpska). We also closely cooperate with other regions with which we have no officially signed agreement, such as Baden-Württemberg, Timis and others. The Assembly of AP Vojvodina, together with the Government of AP Vojvodina, is a member of several European organizations that connect regions, besides the AER, we are members of the Danube-Kris-Mures-Tisa (DKMT), the Institute of the Regions of Europe (IRE), and it has a very important role in the implementation of the Danube Strategy."

"In the years that are ahead of us, we will witness a rapid growth of the market that rests on the energy gained from the renewable energy sources, which coincides with the EU Directive. Having in mind that the energy sector represents the major industry in Europe, I would like to highlight that AP Vojvodina has big potentials in the field of renewable energy. Vojvodina's utmost potential is in the energy sector in biomass, geothermal, wind and solar energy. On its territory Vojvodina also has natural gas bores (18.6% of natural gas that is used for domestic industry and households is obtained from the natural gas reserves of Vojvodina) and crude oil (the annual production of crude oil of Vojvodina boreholes is 0.789Mt).

The biggest opportunity for Vojvodina's growth in the field of energy lies in 75 geothermal bores whose average yield is 9, 5 l/s, and the average temperature is 48.8°C. The total heat potential is 54 MW, and it is used circa 19 MW or 26% of available potential (health, agriculture, sport, tourism). The given characteristics indicate countless possibilities and potentials for the use of the renewables that have not been exploited yet. One of the main reasons for the underutilization of the resources is the difficult economic and financial situation in Vojvodina and the rest of the Republic of Serbia. Vojvodina has a very fertile soil and as such great potential for processing biomass for the energy sector. Unfortunately, Vojvodina lacks cogenerate facilities. Given that only recently (in 2012) the Energy

ENERGY POTENTIAL OF VOJVODINA

– future plans



■ Nataša Pavićević Bajić

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Provincial Secretary for Energy and Mineral Resources

Potentials

AP Vojvodina is in terms of energy highly dependent on import because 55–60 % of its energy sources are not from its territory. The production of primary energy in 2012 amounted to ca. 1.8 million tons of equivalent oil, i.e. 20.9 TWh. With 69% oil has the highest share in the production of primary energy, followed by natural gas with 23% and coal with 2.5%. The share of renewable energy sources was 4.3% (out of which firewood with 41%).

The goal of the Provincial Secretariat for Energy and Mineral Resources, as the representative of the province administration in the energy sector, is to reduce the deficit in energy production, first of all, by optimising the use of renewable energy sources (hereinafter RES) from domestic resources and energy efficiency measures.

The biomass potential is by far the most significant and it amounts to ca. 768 ktoe/year which is 59% of the overall RES potential. Converted into tons, it is ca. 10–11 million tons of biomass, out of which 30% can be used for energy purposes.

Agricultural biomass (agricultural residue) prevails in the amount of 6 million tons or 56% of total biomass. It is followed by biomass from cattle breeding (stable manure) with almost 4 million tons or 36%, utility (organic) waste with almost 4%, forest biomass with 3% etc.

The potential for biogas production in Vojvodina using stable manure from cattle breeding husbandries can partly be calculated on the basis of the number of livestock bred on its territory: cattle 248,000, swine 1,387 and poultry 13,682. Based on that number, the biogas potential in the form of installed electric power amounts to ca. 21.5 MW, however, according to some experts' assessment, the number of livestock could increase considerably in the near future, resulting in the increase in biogas production to, given in installed power 45MW.

If energy crops substrates, such as corn and other plant silage being sufficient in Vojvodina, were used as a supplement in biogas production, it would result in a significant increase in biogas production, depending on the percentage of energy crops.

Vojvodina's solar resources are approximately by 30% higher than the European average, with the following parameters: 267 sunny days, the annual average value of radiation reaching the horizontal surface of approximately 1,300 kWh/m².

The disposable geothermal energy resources in Vojvodina exceed three times its overall needs for final energy consumption. The estimated thermal energy of all exploitable wells (having developed systems) is approximately 72 MW. Of that number ca. 19 MW is mainly used for thermal purposes in balneology and tourism.

Apart from the geothermal resources at a depth of 1–5 km, there is low-temperature underground water at a depth of 200–300 meters. The geothermal heat can be used by means of geothermal heat pumps for heating and cooling. In Vojvodina, the estimated amount of underground water in urban areas, available for use by means of heat pumps is ca. 2940 l/s or 61.5 MWt.

Concerning the wind-energy potential in Vojvodina, the results of studies show that this area abounds with quality winds at a height of over 50 m above the ground, especially at a height exceeding 100 m. Worthy of note is the south-eastern part of the province where the annual wind speed exceeds 6 m/s.

Goals

On the basis of the Directive 2009/28/EC, the Republic of Serbia, as a member country of the Energy Community, has been obliged to pass laws, rules and regulations, and related to that the National Renewable Energy Action Plan.

The goals of the energy policy of the Republic of Serbia, as well as AP Vojvodina being its constituent part, are the following: to construct new facilities satisfying the requirements in terms of energy efficiency and use of RES, to replace fossil fuel used for heating with biomass and other RES, to introduce remote heating systems based on the use of RES and combined production of electricity and heat, to replace the use of electricity to produce sanitary hot water by solar energy and other RES, to generate electricity from RES.

Sombor

Sombor is situated in the Northwest of the Republic of Serbia. With its international border crossings it represents a tie with the Republic of Croatia and Hungary. Sombor is located between the Pan European Corridors VII and X. Spread over an area of 1,178 km², the city's territory comprises the city itself and 16 granges, which are features of the area, as well as another 15 settlements - villages. According to the 2011 census, the city with the neighbouring settlements has a population of 87,815, out of which 47,623 people live in the city itself.

Agriculture is a great development potential of Sombor because the high-quality soil provides preconditions for the development of qualitative agricultural production. Sombor is one of the leading cities in Serbia according to the size of agricultural land (90.188 ha) and an ideal place for agricultural investment, which is an excellent raw material base for the food industry. A number of measures aimed at an increase in income and agricultural productivity have been taken; in addition, it is necessary to enhance the entrepreneurial spirit and introduce innovation in production. In order to meet the objective, the Agricultural Development Fund has been established to enhance its development in the city and provide funds for beneficiaries, whereas for those ready to invest, there are different incentives and tax reliefs.

This year, the development of the Local Strategy for Sustainable Development of Sombor 2014-2020 has also been initiated and focus has been placed on agriculture. The Strategy foresees the continuation of the works on the hydro-system "Plazović", whose construction would allow the irrigation of approximately 50,000 ha of arable land, as an additional requirement of agricultural production intensification.

Sombor can pride itself on being the forerunner of higher education in Serbia. In 1778 the oldest Serbian school "Norma", the predecessor of the well-known 'Preparandija' – today's Faculty of Education was founded. Education is provided in 6 elementary and 6 secondary schools, 15

elementary schools in the villages, 1 elementary and secondary music school, as well as at the Faculty of Education. Moreover, there is an adult education school and a school for children with disabilities. The Local Strategy for Sustainable Development foresees a more comprehensive education in agriculture. There is a secondary school of agriculture in Sombor, which has several educational profiles, yet it lacks a faculty that would provide further education in agriculture. There are plans to open a faculty of agriculture to educate highly qualified experts by enhancing cooperation with some of the universities and faculties.

Young people are a great potential of the city. Their number is high, they are competent and willing to work and apply their knowledge. Focusing on agricultural development could contribute to job creation and their employability in that sector.

Thanks to its geographic location and climate, the area of Sombor is suitable for various business activities. The Special Nature Reserve "Gornje Podunavlje", a part of which belongs to the area of Sombor, and a significant cultural and historical heritage and tradition of old crafts and agriculture, make an excellent foundation for the development of various types of tourism. By creating and adopting the Master Plan of Gornje Podunavlje tourist destination, the Republic of Serbia has recognised this area as one of the most perspective tourism areas. Significant investment potentials are also in spa, rural and health and recreation tourism.

In addition to its investment potential, Sombor is also a city of art, culture and sport. The cultural life is fostered by different cultural events and a number of cultural institutions, such as the National Theatre of Sombor, City Museum, City Library, Cultural Centre "Laza Kostić", Gallery "Milan Konjević", a lot of other galleries and ateliers, Serbian Reading-Room "Laza Kostić", Singers' Association and a number of culture and art associations. The sports and recreation facilities are accommodated to the needs of the city and the region. There are a lot of sporting events and special attention is paid to the promotion of healthy lifestyles. Currently, there are more than 120 sport clubs, whose members have at their disposal a total of 107 sports and recreation facilities.



■ Sombor

Regional Media reflect Democratic Development



Prof. Dr. Franz Schausberger

Chairman of the Institute
of the Regions of Europe



Slaviša Grujić

Vice-President of the Government of AP Vojvodina and
Provincial Secretary for Culture and Public Information

Most of the daily media consumers are not only interested in information on international and national events but also on happenings in their immediate region and community. Therefore, local and regional coverage in the print and electronic media play an increasingly important role for exchange of regional information, the formation of regional identity and, hence, the “sense of home”. Regional media are the counterpart of media globalization and deserve special attention and support.

The Institute of the Regions of Europe (IRE) with its headquarters in Salzburg (AT) organized an expert conference on “Regional Media in South Eastern Europe, SEE” in cooperation with the Council of Europe (FR), the Provincial Secretariat for Culture and Public Information (Autonomous Province of Vojvodina) and the Independent Journalists’ Association of Vojvodina (NDNV) on Friday, 25th of April 2014 in the Assembly of the Autonomous Province of Vojvodina in Novi Sad.

Three panel discussions were dedicated to different aspects of regional media and its role in Europe. Many citizens in Europe are not aware of the fact, that regions are represented in the EU and the exchange on information between the regional and European level is just as important as with the national level. Furthermore, regional media are of crucial importance for democracy building, not only in SEE, and reflect its development. All experts agreed on a better communication between the existing media partners all over South Eastern Europe. The idea of a new documentation

centre and archive for regional media in Novi Sad is supported by the representatives of the Council of Europe as well as by the IRE. “Whatever has to be done to receive European support for a new media centre in Novi Sad will be evaluated and directly communicated to the decision makers in the Autonomous Province of Vojvodina”, said IRE Chairman Prof. Franz Schausberger during his stay in Novi Sad.

More than 120 participants from 8 countries followed the invitation to Novi Sad and debated together with leading media experts on the main question of regional media in SEE. A sustainable cooperation between the participants was initiated by the organizers of this international conference.

“The idea of this conference is regional networking. The media is one of the pillars of each society. Multicultural Vojvodina has a multilingual broadcasting system and regional networking is in the interest of Vojvodina. The media should be borderless and languages are a means to achieve that”, said Slaviša Grujić, Vice-President of the Government of AP Vojvodina and Provincial Secretary for Culture and Public Information.

The IRE has cooperated successfully with the AP Vojvodina for 10 years now and is interested in a prosperous development of the regions and cities in Europe. The diversity of regional media reflects the diversity of the European Union.

The Gallery of Matica Srpska

The Gallery of Matica Srpska was founded in 1847 in Budapest under the auspices of The Matica Srpska, the oldest cultural, literary and scientific institution of Serbian people. After The Matica Srpska was moved to Novi Sad in 1864, the collection was also transferred and shown to the public in 1933, when the Museum of the Matica Srpska was finally made official. In 1947 the collection of the Museum of Matica Srpska, except for art, was granted to the newly opened Museum of Vojvodina, while the works of art formed a special collection called The Gallery of Matica Srpska. Since 1958, when it was moved to its present building at the Gallery Square in the centre of Novi Sad, The Gallery of Matica Srpska, has acted as an independent institution.

The Gallery of Matica Srpska with its art fund of approximately 9000 art works from the 16th to the 20th century is one of the richest museums of art in the country. From the very beginning, the activities of the Gallery have involved collection, preservation, research, exhibition and interpretation of the art works of Serbian cultural heritage. The most impressive and complete is the collection of paintings, graphics and drawings of the 18th, 19th and the first half of the 20th century showing the beginning, the progress and the achievements in the Serbian art and indicating the position of the Serbian culture and art in the European context.

The permanent collection is exhibited in three parts, chronologically presenting the Serbian national art from the 16th to the 20th century and its integration into the mainstream of modern European art.

The permanent collection of the 18th century – *The Collection of the 18th*

Century Art in the Gallery of Matica Srpska illustrates the breakaway from the Byzantine tradition and orientation of the Serbian art towards wider cultural ideas of the Enlightenment. The works chosen – icons, religious compositions and portraits – are illustrative of the visual poetics of the traditional zoograph painting, early Baroque and representative, high and late Baroque Serbian paintings of the 18th century.

The permanent collection of the 19th century – *People and Events – Image of the Past*. The dynamic political life of the Serbs settled in the region of Middle Europe and the Balkans in the period between 1804 and 1914 had an influence on the formation of complex national art in which several cultural models coexisted. Its thematic and aesthetic directions confirm its significance and place in the context of the 19th century European art.

The permanent collection of the 20th century – *Themes and Ideas. Serbian Painting from 1900 to 1941* aims to point to the development of the idea of modernity in Serbian art in the first four decades of the 20th century, as well as to their connection with historical, political and social circumstances in which it emerged. The collection is divided into three parts: *Village, City, People* with the intention of presenting the diversity of choice of themes and art poetics.

With its permanent collection, occasional exhibits, art fund protection, educational programmes for children, the Gallery seeks to indicate the diversity and richness of national cultural heritage and to provide education on the development of artistic ideas, artists, art works, as well as its benefactors.



Tijana Palkovljević Bugarski, MA

Director