ICT SECTOR IN SERBIA

BELGRADE, MAY 2015

SERBIA- GENERAL ECONOMIC OVERVIEW

Economic Indicator Listing	
For Serbia in year 2014	**Indicator Value**
GDP Growth (Constant Prices, National Currency)	-0.537 %
GDP (Current Prices, National Currency)	CSD 3,685.46 Billion.
GDP (Current Prices, US Dollars)	US$ 42.648 Billion
GDP Deflator	125.415 (Index, Base Year as per country's accounts = 100)
GDP Per Capita (Constant Prices, National Currency)	CSD 408,190.89 .
GDP Per Capita (Current Prices, National Currency)	CSD 511,934.64 .
GDP Per Capita (Current Prices, US Dollars)	US$ 5,924.04
GDP (PPP), US Dollars	US$ 90.746 Billion
GDP Per Capita (PPP), US Dollars	US$ 12,605.26
GDP Share of World Total (PPP)	0.085 %
Implied PPP Conversion Rate	40.613
Investment (% of GDP)	20.698 %
Gross National Savings (% of GDP)	14.63 %
Inflation, Average Consumer Prices (Indexed to Year 2000)	179.722 (Index, Base Year 2000 = 100)
Inflation (Average Consumer Price Change %)	2.31 %
Inflation, End of Year (Indexed to Year 2000)	179.582 (Index, Base Year 2000 = 100)
Inflation (End of Year Change %)	3.322 %
Import Volume of All Items Including Goods and Services (Percent Change)	4.447 %
Import Volumes of Goods Only (Percent Change)	4.178 %
Export Volume of All Items Including Goods and Services (Percent Change)	7.136 %
Export Volumes of Goods Only (Percent Change)	7.4 %
Unemployment Rate (% of Labor Force)	21.568 %
Population	7.199 Million
General government revenue (National Currency)	CSD 1,515.99 Billions.
General government revenue (% of GDP)	41.134 %
General government total expenditure (National Currency)	CSD 1,841.75 Billions.
General government total expenditure (% of GDP)	49.974 %
Total Government Net Lending/ Borrowing (National Currency)	CSD -325.764 Billions.
Total Government Net Lending/ Borrowing (% of GDP)	-8.839 %
General Government Structural Balance (National Currency)	CSD -261.769 Billion.
General Government Structural Balance (% Potential GDP)	-7.066 %
Fiscal Year Gross Domestic Product, Current Prices	CSD 3,685.46 Billions.
Current Account Balance (US Dollars)	US$ -2.588 Billion
Current Account Balance (% GDP)	-6.068 %

INTRODUCTION

As the world market for ICT continues to evolve towards outsourced software engineering, offshore systems design and integration, Serbia is well-placed both geographically and structurally to provide a cost-effective, reliable alternative to more established markets. An outstanding pool of intellectual capital, attractive labor costs, excellent skills, good communications networks and a high fluency in English are just some of the key competitive advantages that persuade international companies to expand their businesses to Serbia.

Serbia is becoming one of Europe's most attractive IT hot spots. Over the past few years, the development and promotion of IT services (such as mobile internet technologies and applications development, outsourcing and data transfers) has increased significantly. The number of economic entities using and dealing with IT in Serbia is also growing. On the global market, IT companies from Serbia are mainly engaged in the outsourcing of software development, testing software and designing websites, but also providing solutions in embedded industry. The main markets for outsourced industry are Germany, USA, Great Britain and Netherlands. Serbia's ICT sector has partnered with the leading technological companies across the world in order to provide first class solutions to domestic and international clients. Serbian ICT companies range from software engineering businesses and telecommunications providers to world-class system integrators and fast-growing mobile and social-media application developers.

IT-Trends

Key Technology Trends

• Embedded Systems

• Biometry

• Digital Management (DRM)

• Utility Computing

• Service Oriented Architectures (SOA)

Other Trends

• Increasing importance of OSS on the Serbian market

• Web 2.0 technologies (Ajax, Wikis, Weblogs, etc.) & social computing; social software

• Frameworks for IT service management (ITIL, ISO 20000, MOF)

• Software as a Service (SaaS): particularly for CRM; Web Oriented architecture (WOA)

• Service oriented architecture (SOA)

INTERNET MARKET

The Internet market in the Republic of Serbia has been experiencing expansion for years. This refers in particular to the number and structure of the Internet connections and the total revenues from the Internet service provision. The structure of the Internet connections was as expected concerning the growing quantity of data exchanged via Internet and the growing demands by the end-users in terms of speed and easy Internet access The Internet market in 2013 maintained a positive growth trend from the previous years, with the total number of broadband connections in the Republic of Serbia in 2013 amounting to nearly 1.4 million (without accounting for 3G network subscribers), which equals 99% of all Internet connections (without accounting for 3G network subscribers). ADSL access represented the dominant Internet connection in 2013 with around 690 thousand connections, accounting for 47% of all broadband connections (without 3G network subscribers). In addition to the ADSL, other means available for the Internet access were cable modem, which is another service provided by the CATV operators, directly, via Ethernet, via optical cable, by means of wireless access in the 2.4 GHz and 5.8 GHz unlicensed frequency bands, less often using the 3.4-3.6 GHz frequency band, as well as via mobile operators' network (either via cell phone, or by means of special modems). In December 2013, there were 221 Internet service providers (ISPs) registered in Serbia.

In the Republic of Serbia 53.5% (cf. 48.4% in 2012) of people used the Internet in the last three months, 2.7% of the respondents used the Internet more than three months ago and 2.3% of them over a year ago. The percentage of the respondents who said that they had never used the Internet is 40.5% (cf. 48.4% in 2012), which is slightly lower compared with the previous years. The number of Internet users in 2013 increased by 6.9% in respect to 2012 or by 11.5% in respect to 2011 and 12.6% in respect to 2010. The survey showed that the number of persons

Who had used the Internet in the past three months increased by over 200 000 compared with 2012. The survey showed that 26.1% of respondents among the Internet users, had used public administration services instead of personal contact.

Over 806,000 individuals used the electronic ser vices of the public administration. 82% of the respondents reported that they had been using the Internet every day or almost every day in the past three months.

One of the main indicators of ICT development in the EU is the percentage of households with broadband Internet. With the broadband diffusion, the downtrend of modem connection was continued. In 2013, 50.6% of households with Internet had DSL (ADSL), 32.6% cable and 19.7% were using wireless Internet.

PUBLIC FIXED TELECOMMUNICATIONS NETWORKS AND SERVICES

By the end of 2013, total broadband subscriptions increased to 1.462mn with a penetration rate of 20.4%. There was strong growth in 2013 driven by fixed and mobile broadband. Data shows fixed broadband subscriptions made up of ADSL and cable modems increased during the course of the year, while total dedicated mobile broadband subscriptions and Wi-Fi also reported increases

In 2013 the following operators were holders of the licence for public fixed telecommunications network and services:

• Telecommunications Company ''Telekom Srbija'' Joint Stock. Co. (Telekom Srbija) –

• Media Works, Ltd. which changed the name in Orion telekom, Ltd.

• Telenor, Ltd. – licence for public fixed telecommunications network and services

In 2013, the following operators of public telephone service via fixed network were registered with RATEL:

• Serbia Broadband - Srpske kablovske mreže d.o.o. (SBB Ltd.)

• DOO knight Development Support –

• Invest-Inženjering Ltd. –

• Beograd Ltd. –

• JET TV Ltd. –

The total revenue from fixed telephone services provided by all operators (Telekom Srbija, Orion telekom, Telenor and SBB) in the territory of the Republic of Serbia in 2013 amounted to 35.5 billion dinars. The revenues from the international traffic in 2013 amounted to 2.2 billion dinars, making the total revenue 37.7 billion dinars, which is 2.7 billion or 6.6% less compared with the previous year. A downtrend in the revenues from international traffic continued. The investments made in the fixed telephony in 2013 amounted to 7.1 billion dinars, which is a 20% increase compared with the previous year.

PUBLIC MOBILE TELECOMMUNICATIONS NETWORKS AND SERVICES

There were three mobile operators in 2013 in the mobile market in the Republic of Serbia:
• Telecommunications Company Telekom Srbija Joint Stock Co. - Mobilna telefonija Srbije MTS, 58.11% owned by the Republic of Serbia – the Government of the Republic of Serbia, 20% owned by Telekom Srbija, 14.95% owned by the citizens of the Republic of Serbia and 6.94% owned by the current and former employees of Telekom Srbija and its predecessor

Official Data	
Name	Telecommunications company "Telekom Srbija" Joint Stock Co.
Head office	Belgrade
Ownership	58.11% the Republic of Serbia – the Government of the Republic of Serbia, 20% Telekom Srbija, 14.95% the citizens of the Republic of Serbia and 6.94% current and former employees of Telekom Srbija and its predecessor
Percentage of territory covered by GSM network signal	89.7%
Percentage of population covered by GSM network signal	99.71%
Percentage of territory covered by UMTS network signal	81.09%
Percentage of population covered by UMTS network signal	95.85%
Number of base stations	3,787

• Telenor Ltd., Belgrade, 100% owned by Telenor A/S, Denmark,

Official data	
Name	**Telenor Ltd.**
Head office	Belgrade
Ownership	100% Telenor A/S, Denmark
Percentage of territory covered by GSM network signal	90.73%
Percentage of population covered by GSM network signal	99.15%
Percentage of territory covered by UMTS network signal	62.24%
Percentage of population covered by UMTS network signal	82.45%
Number of base stations	3,048

• Vip mobile Ltd., 100% in the ownership of Mobilkom CEE Beteiligungsverwaltung GmbH, Austria

Official data	
Name	**Vip mobile Ltd.**
Head office	Belgrade
Ownership	100% Mobilkom CEE Beteiligungsver-waltungs GmbH Austria
Percentage of territory covered by GSM network signal	83.8%
Percentage of population covered by GSM network signal	98.5%
Percentage of territory covered by UMTS network signal	33%
Percentage of population covered by UMTS network signal	72.5%
Number of base stations	2,539

The revenues from mobile networks in 2013 were 99.3 billion dinars or 877.7 million euros.

In the national currency (RSD), the revenues were increased by 3.44% in respect to the previous year when the total revenues from mobile telephony service amounted to 96 billion dinars,

whereas the revenues observed in euros showed a 3.26% growth. The difference in the revenues in the two currencies is a consequence of the decrease in the average exchange rates for euro in 2013, compared with the previous year. The total investments in the mobile market were slightly lower in respect to the previous year amounting to 12.63 billion dinars.

ICT MARKET IN SERBIA

According to the Association for Information Technology at the Serbian Chamber of Commerce, the value of the IT market was worth EUR410mn in 2013, up from EUR400mn in 2012 . This is still markedly down from the record high of EUR560mn in 2008. Approximately 66% of this is accounted for by the hardware market, while IT services remains underdeveloped.

According to Serbian Business Registration Agency (SBRA) there were 1,786 active companies registered for performing IT related activities with the Serbian Business Registration Agency in 2013. The scope of their activities included software development, consulting services in the field of IT, computer equipment management, data processing, hosting services, web portal-related services, and

other services related to IT. The whole sector employed 11,003 people in 2013 and turned over around €62 million netting €5,083,318 in profit

IT market segment	IT market (million €)			Share (%)			Annual growth rate (%)	
	2011	2015 (v1)	2015 (v2)	2011	2015 (v1)	2015 (v2)	2015 (v1)	2015 (v2)
IT Services	108.9	211.8	325.5	25.7	29.5	32.1	18	31
System Software	24.3	42.0	60.5	5.7	5.9	6.0	15	26
Applications	29.2	49.4	71.1	6.9	6.9	7.0	14	25
Server systems and storage	29.7	41.8	53.9	7.0	5.8	5.3	9	16
Personal computers	160.1	226.3	282.5	37.8	31.5	27.8	9	15
Peripherals	43.7	86.8	132.4	10.3	12.1	13.1	19	32
Networking equipment	27.3	59.8	88.7	6.4	8.3	8.7	22	34
Total	**423.0**	**717.9**	**1.014.5**	**100**	**100**	**100**	**14**	**24**

Computer software is one of Serbia's main export products. In 2013, Serbian IT industry ranked 40th globally when it comes to value of exported software, while the overall industry was ranked 79th. This made it the most successful and export-oriented industry in Serbia. Sector's export is on the constant rise especially when it comes to export of computer and information services ICT is considered a priority sector for the Government and it will increase the support for this sector over the years, especially given the sector's strong results in attracting investors and employment.

Sector's key indicators

	2011	2012	2013
Number of active companies	1496	1638	1786
Annual turnover EUR 000	40.905	51.074	61.985
Number of employees	8312	10369	11003

In order to really further step up this result, the state also has to increase investment into research and development and science which nowadays stand at 0.3% of GDP (the EU average is around 2%).Serbia is currently investing only €60 per capita into the development of the ICT industry, far less than for example Croatia (€200). The EU average is €800.

SWOT Analysis of IT Sector

Strengths

■ Local IT market quite advanced in some areas (banking, electronic transactions and communications).

■ Strong IT research and skills base in university sector, one-third of graduates come from technical university.

■ New government ministry.

■ March 2014 Serbian Progressive Party government committed to attracting new IT investment and EU accession.

■ Computers per household rate is strong but still offers growth potential.

■ Low levels of IT service and software represent growth opportunity and will be the fastest growing segments over the next five years to 2018.

Weaknesses

■ Limited purchasing power a growth restraint.

■ Much of Serbia's IT development is for export, rather than driving the local market.

■ Absence of appropriate legislation. Lack of computer literacy among government officials, as well as in general population.

■ Lack of capital.

■ High import tariffs on some IT products.

Opportunities

■ EU candidacy status will encourage institutions and businesses to invest in IT to ensure competitiveness and to meet requirements.

■ Government now setting out to implement e-government and computerisation programmes at national and regional levels.

■ More favourable credit from banks, boost to enterprise and domestic sectors.

■ EU programmes for development will encourage greater usage.

■ Strategic geographic position in Europe could see it emerge as an outsourcing hub.

Threats

■ Low income and lack of infrastructure.

■ Lack of real political will and strategic direction for ICT sector.

■ Government spending cuts will slow developments.

■ Ongoing failure to privatise Telekom Srbija a constraint on internet infrastructure development.

Many key global players such as Microsoft, SKF Group, Adobe, Oracle, Google, Hewlett Packard, SAP, IBM, Siemens, Intel, Cisco, NCR Corporation, Erickson and others, have already tapped into this potential, either by establishing their development centres in Serbia or outsourcing services to local IT companies.

Vibrancy of the sector is also obvious when analyzing the distribution of lease activities in Belgrade by sector in the first two quarters of 2014. IT companies are still the most dominant with a share of 53%, followed by professional and financial services.

Although many Serbian companies develop software for their own needs, most of them are focused on outsourcing. Software designed in Serbia is mostly produced for western markets, where most of purchasers and customers are located. The most important products include software for automatic remote meter reading, solutions for online betting and lottery, applications for communication, network equipment software, and services in the field of advanced web development.

IT Forecast

Table: IT Industry - Historical Data And Forecasts (Serbia 2011-2018)								
	2011	2012	2013e	2014f	2015f	2016f	2017f	2018f
IT market value, RSDmn	54,658.9	59,662.6	61,865.7	64,567.2	68,138.4	71,415.9	75,442.7	80,887.5
Computer hardware sales, RSDmn	37,605.3	40,749.5	41,944.9	43,453.8	45,516.5	47,348.8	49,641.3	52,819.5
Personal computer sales, RSDmn	30,341.8	32,959.5	33,983.4	35,294.4	37,045.9	38,558.9	40,495.4	43,096.5
Software sales, RSDmn	6,176.5	6,861.2	7,238.3	7,683.5	8,244.7	8,784.2	9,430.3	10,272.7
Services sales, RSDmn	10,877.1	12,051.8	12,682.5	13,430.0	14,377.2	15,283.0	16,371.1	17,795.2
IT market value, % of GDP	1.7	1.8	1.8	1.7	1.7	1.7	1.7	1.6

The newest trends in the IT market are a basis for developing education in the area of information technologies. Programmes for funding scientific and research projects in the EU, the USA and other developed countries, such as Horizon2020 and the OECD emphasize trends in the IT market that should be studied and discussed : cloud computing, Internet of things, big data, mobile and pervasive computing, robotics, micro and nano technologies.

Software and IT service sub-sectors have become the most challenging markets. System ntegrators and software companies which recognized the fast growing service market and went for it, achieved success. Additionally, companies that have partnered global IT vendors progressed rapidly thanks to the adoption of international experience and knowledge. There were 1,255 companies registered for software development (computer programming). This sub-sector earned €45,896,983 in 2013 which is around 75% of the total annual income of the entire sector.

The outsourcing sector of the software development industry has long favoured Asian countries for low costs of service, thus helping the software development outsourcing to India gain momentum over the years. However, tables are turning and Eastern European countries are asserting their presence in the IT outsourcing market, especially Serbia which is recognized as high level and one of the most promising IT outsourcing destinations. Bearing in mind that hundreds of millions of people worldwide spend hours playing games; it comes as no surprise

that the gaming industry has become exceedingly popular nowadays. Serbian gaming ompanies have already achieved global success with their creativity, enthusiasm and talented professionals. Some of the best examples are the Belgrade- based Nordeus and Cofa Games and Eipix Entertainment from Novi Sad.

In March 2013, the government of Serbia enacted its ICT Strategy alongside a strategy for the telecommunications sector as part of the Digital Agenda for the Republic of Serbia. The IT strategy aims to increase work efficiency, economic growth, higher employment and raise the quality of the sector to create an information society. Included in the plan are:

■ open, accessible to all and good access to the Internet;

■ developed e-commerce, including e-government, e-judiciary, e-health and e-education; development of advanced knowledge and skills related to ICT and the role strengthening ICT in the education system;

■ increased investment in research and innovation to promote best practices of ICT;

■ respond to the challenges from ICT, such as: new aspects of security, invasion of privacy, technological dependence, lack of interoperability and open issues of intellectual property protection

In 2013, the Serbian IT industry employed around 11 thousand workers. However, Vojvodina ICT Cluster estimates that this number is a smaller part of a much bigger ICT work corpus of nearly 50,000 ICT specialists. The estimation is that, beside the IT industry, nearly 35,000 ICT specialists work in the telecommunication sector, in end-user companies (companies which are IT users) and entrepreneur ICT sector. In comparison to 2007 (the year before the crisis), all IT subsectors have increased the number of employees, which confirms a developing character of the sector. The Serbian ICT sector and the ever-increasing number of international companies on the market absorb a vast majority of ICT graduates, minimizing the effect of "brain drain" which was once a big problem. However, the growing demand for ICT professionals, both locally and throughout Europe, puts a lot of pressure on the Serbian educational institutions to produce more students.

English language proficiency is particularly strong. In 2012, Serbia was ranked fourth out of 76 reviewed countries in Business English proficiency by the Business English Index (BEI). Serbia also scored 6.38 while the average BEI score among 108,000 test-takers around the world is 4.15 (on 1-10 scale). The average rank for professional and financial services is 5.19 and 4.68, respectively

Software developers were in highest demand among ICT professionals in the first half of 2014. Namely, more than 2/3 of all open ICT-related job posts advertised were in need of software developers,followed by designers, system administrators, SAP specialists, IT technicians, network administrators, and database administrators

On the global market, IT companies from Serbia (SME and big ones alike) are involved in different outsourcing roles: writing codes (programming), testing software and designing websites, but also providing solutions in the embedded industry. The main markets for outsourced industry are: USA, Germany and the Netherlands. A trend has been observed, among the outsourcing companies, of making their own products with a high export value in the foreign markets. So far, a few companies have been successful, but these few companies made a worldwide success

ICT Clusters and Support Organizations

Vojvodina ICT Cluster – VOICT (http://vojvodinaictcluster.org/)

Field research has confirmed that ICT companies from Novi Sad have a much stronger Networking and cooperation potential compared with companies from Belgrade.
VOICT is the single point of contact with the best ICT companies in Serbia. Most of the business is tied to foreign markets – over 90% of it – in EU, North America and Middle East. Strategic objective of Vojvodina ICT Cluster is to increase visibility of the Serbian ICT and put Novi Sad on the regional and European map as the hotbed for ICT in this part of the world.

ICT Network Serbia Cluster – ICT Net http://www.ict-net.com/

ICT Network Serbia is an association of companies, individuals, academic and research institutions devoted to the development of ICT sector in Serbia. It was established in 2010 upon a merger of two former cluster initiatives, Serbian Software Cluster and Embedded.rs. As a unique information hub, ICT Network Serbia today provides its members with access to relevant and up-to-date information from ICT industry, thus enabling them to boost their competitiveness and grow.

Niš Cluster of Advanced Technologies - Ni CAT http://www.ni-cat.org/

The Ni CAT is a cluster initiative that comprises 25 local companies, two scientific research institutions (Faculty of Electronic Engineering and Faculty of Mechanical Engineering-University of Niš) and three economic development support institutions (Regional Development Agency RRA JUG, Regional Chamber of Commerce and Business Incubator Nis). The Cluster represents companies from five different industries which are electro medicine, electronics and automation, electronics and mechanical engineering, ICT and optoelectronics.

South-Eastern Europe ICT - SEE ICT http://seeict.org/

SEE ICT is a non-profit organization established 2010 in Belgrade with the aim of contributing to the development of the information society in Serbia, believing that new technologies can improve all aspects of social life – the economy, education, culture and health. SEE ICT strategic objective is to create and develop a vibrant, encouraging environment for the growth of ICT start-ups and to build a start-up community, by providing relevant knowledge, skills and networking opportunities through conferences, trainings and websites about various IT related topics to interested teams and individuals and by doing so empowering them to become successful entrepreneurs.

Regional ICT Cluster – Kragujevac www.ict-cs.org

The youngest cluster of its kind in Serbia, established in April 2014. It currently represents a pool of 18 companies operating in the area of the City of Kragujevac. The key strategic goals of the cluster include development of ICT technologies in the Region, increase of the competitiveness

of the membership, increase of exports of software, creating a favourable business environment for investing in the region's ICT industry and adjusting the educational system to the needs of the industry.

IMPORTANT MARKET PLAYERS

Microsoft Development Center Serbia (MDCS) http://www.microsoft.com/serbia/mdcs/

The centre was established in 2005 as the fifth of its kind on the global level. The centre specializes in software engineering and applied mathematics and currently employs 130 highly qualified engineers. MDCS has been created with a mission to take an active part in conception of novel Microsoft technologies by hiring unique local talent from Serbia and the region and to contribute components to some of Microsoft's premiere and most innovative products. The centre's team consists of software engineers with solid industry experience and fresh college graduates with a common trait - hunger for achieving and making a substantial impact. There are four teams within MDCS that maintain collaboration with engineers from various Microsoft development centres around the world (Redmond, Israel, India, Ireland and China), and Microsoft researchers from Redmond, Cambridge and Asia.

COMTRADE http://www.comtrade.com/

Serbia-based ComTrade, previously HERMES SoftLab, is an international IT solutions and software engineering services provider for companies such as telecoms operators, financial institutions and healthcare service providers. ComTrade offers services such as data storage management, embedded systems, network systems management, gaming solutions, telecoms solutions e-solutions and customised application

SCHNEIDER ELECTRIC DMS http://www.schneider-electric-dms.com

Its main product, the DMS Software, encompasses a variety of analytical functions for calculation and optimisation in the electrical industry, and provides the tools necessary forefficient monitoring, managing, design and optimisation of distribution systems.

SCHNEIDER ELECTRIC DMS NS LLC

Narodnog Fronta 25 , 21000 Novi Sad

Serbia

Tel: +381 21 488 36 00

Fax: +381 (0)21 488 3789

E-mail: office@schneider-electric-dms.com

GTECH http://www.spielog2.rs/

Products & Services

For 25 years, GTECH has earned a global reputation for delivering value added services and technology solutions for its customers. The Company is a pioneering leader in transaction processing and enterprise-wide systems integration.

GTECH

Kosovska 51

11000 Belgrade

Serbia

tel: (+38111) 330 5700

fax: (+38111) 330 5701

e-mail: InfoSerbia@gtechg2.com

RT-RK http://www.rt-rk.com/

RT-RK offers high quality software development services. RT-RK offers high quality software development services (off shore as well as on customer's premises) in the area of embedded software development. With the engineering staff of more than two hundred, the company is capable of handling projects of different complexity and magnitude.

RT RK

Narodnog fronta 23a

21000 Novi Sad

Serbia

Phone: +381 (0)21 4801 100

Fax: +381 (0)21 450 721

Email: **info@rt-rk.com**

.

NORDEUS *http://www.nordeus.com/*

Nordeus is a leading and award-winning European game developer, and officially the bestEuropean gaming start-up of 2011.The company's game, Top Eleven, is the most played online sports game in the World, withmore than 6 million monthly and 2 million daily users on Web, Android and iOS devices.

Eipix Entertainment *http://eipix.com/*

Eipix Entertainment represents another very successful gaming company in Serbia. Founded in 2005 in Novi Sad, this Serbian company has 140 employees today. In 2011, they teamed up with the famous American publisher Big Fish Games. The most successful Eipix's project - Hidden Expedition Smithsonian Hope Diamond was done in cooperation with the Smithsonian institution, which is one of the national symbols of America. Eipix is currently producing one to two games per month, which is probably one of the fastest paces in gaming in the world. Another successful Serbian company is Cofa Games from Belgrade. It was started when a small group of video game fans from Belgrade stepped into an ambitious project called the Awakening of Heroes in July 2013, which became a true hit in the region even months before its official promotion. Awakening of Heroes was the first domestic MOBA game - Multiplayer Online Battle Arena

BELGIAN PRESENCE

GUIDANCE www.guidance.rs
Brankova 7
11000 Belgrade
tel ++381 11 2629 550
fax ++ 381 11 2629 530

member of Ever Near http://ever-near.com/

OTHER COMPANIES IN THE SECTOR

E-CAPS
Established in 2008 | Private
Languages: German, English, Serbian
Bajči Žilinskog 5a, Novi Sad

info@e-caps.net
e-caps.net
+381 65 8244628 (RS)

+43 664 2187044 (AT)

Read more about E-CAPS »

Eipix Entertainment
Established in 2005 | Private
Languages: English
Marka Miljanova 9a, 21000 Novi Sad, Serbia

office@eipix.com
www.eipix.com
+381 62148 07 22

Employees:
core business: 250
other:

Read more about Eipix Entertainment »

Execom
Established in 1995 | Private, limited liability company
Languages: Serbian, English, German

Novi Sad, Bulevar vojvode Stepe 50

office@execom.eu
www.execom.eu
+381 21 300 44 20

Employees:
core business: 75
other: 10

Read more about Execom »

Hinttech
HintTech Beheer B.V.
Established in 2007 | Private
Languages: English, Dutch, Serbian
Mornarska 7, Novi Sad

serbia@hinttech.com
www.hinttech.com
+381 21 6301548

+381 21 6392826

Employees:
core business: 45 (200 globally)
other: 4

Read more about Hinttech »

HITeam
Established in 2003.
Languages: Serbian, English
Beogradski put bb, Vrsac

info@hiteam.co.rs
www.hiteam.co.rs
(381) 13 803678

(381) 13 800323

Employees:
core business: 15
other:

Read more about HITeam »

Informatika JKP

City of Novi Sad
Bulevar cara Lazara 3, Novi Sad

delic.zoran@nsinfo.co.rs
www.nsinfo.co.rs
+381 21 4895001

+381 21 528014

Employees:
core business: 80
other:

Read more about Informatika JKP »

Infostud
Aleja Maršala Tita 26/3-1, 24000 Subotica, Serbia

info@infostud.com
www.poslovi.infostud.com
+381 24 65 05 00

+381 24 65 05 05

Read more about Infostud »

Intens
Established in 2003 | d.o.o.
Languages: Serbian, English
Novosadskog sajma 18, Novi Sad

intens@intens.rs
www.intens.rs
+ 381 21 446 222

+ 381 21 444 154

Employees:
core business: 20
other: 4

Read more about Intens »

Levi9 Global Sourcing Balkan
Levi9 Global Sourcing Benelux B.V., The Netherlands
Established in 2005 | Private, limited liability company
Languages: English, Dutch, Serbian
Trifkovicev trg 6, 21000 Novi Sad

info-serbia@levi9.com
www.levi9.com
+381 21 21 555 05, +381 69 721 901

+381 21 21 555 05

Employees:
core business: 275
other: 15

Read more about Levi9 Global Sourcing Balkan »

M&I Systems, Co.
Established in 1991 | Private
Languages: English, Serbian
Bulevar vojvode Stepe 16, Novi Sad

borislav.bakalic@mi-system.co.rs
www.mi-system.co.rs
+381 21 6898602

+381 21 6898602

Employees:
core business: 90
other: 11

Read more about M&I Systems, Co. »

MINECO Computers
Established in 1990 | Private
Languages: Serbian, English
Ustanicka 189, 11050 Beograd, Serbia

milovan@mineco.rs
mineco.rs
+381 11 3472255

+381 11 3472256

Employees:
core business: 3
other: 2

Read more about MINECO Computers »

Navigator

Established in 2004 | Private, limited liability company
Languages: Serbian, English
Veliki rit 25b, Novi Sad

office@navigator.rs
www.navigator.rs
+ 381 21 489 15 00

+ 381 21 489 15 05

Employees:
core business: 22
other: 1

Read more about Navigator »

Positive
Established in 2000 | Private, limited liability company
Languages: Serbian, English
Danila Kiša 5, Novi Sad

positive@positive.rs
www.positive.rs
+381 21 472 0388

+381 21 472 0388

Employees:
core business: 30
other:

Read more about Positive »

ProkomSoft
Futoska 35, 21000 Novi Sad, Serbia

office@prokomsoft.rs
www.prokomsoft.rs
+381 21 494 477

+381 21 531 960

Employees:
core business: 5
other:

Read more about ProkomSoft »

Prozone

Established in 2002 | LTD
Languages: Serbian, English
Puškinova 26, Novi Sad

slobodan.vujasinovic@prozone.rs
www.prozone.rs
+381 21 47 20 200

+381 21 45 12 16

Employees:
core business: 35
other:

Read more about Prozone »

RT-RK Computer Based Systems
Established in 1991 | Private, limited liability company
Languages: English, Serbian
Narodnog Fronta 23a, 21000 Novi Sad

info@rt-rk.com
www.rt-rk.com
+381 21 4801 200

+381 21 4801 116

Employees:
core business: 500
other:

Read more about RT-RK Computer Based Systems »

Runa Media
Established in 2008 | Private
Languages: English, Serbian
Dunavska 26, Novi Sad

office@runamedia.com
www.runamedia.com
+381 21 475 43 30

Employees:
core business: 2
other:

Read more about Runa Media »

Schneider Electric DMS NS LLC, Novi Sad
Established in 2008 | Private, limited liability company
Languages: English, Serbian
Narodnog fronta 25 A - D; Novi Sad

office@schneider-electric-dms.com
www.schneider-electric-dms.com
+381 21 488 3600

+381 21 488 3789

Employees:
core business: 500
other: 136

Read more about Schneider Electric DMS NS LLC, Novi Sad »

Tajfun HIL
Typhoon HIL Inc.
Established in 2010. | d.o.o.
Languages: English, Serbian
Bulevar Oslobođenja 69/V, Novi Sad

info@typhoon-hil.ch
www.typhoon-hil.com
+381 21 421 617

+381 21 472 2584

Employees:
core business: 8
other: 23

Read more about Tajfun HIL »

Tehnicom Solutions
Established in 2002 | Private
Languages: English
Vojvode Mišića Blvd 37, 11000 Belgrade, Serbia

web@tehnicom.com
www.tehnicomsolutions.com
+381 11 3060805

+381 11 3691915

Employees:
core business: 21
other: 17

Read more about Tehnicom Solutions »

TIAC
Established in 2004 | Ltd.
Languages: English, German, Serbian
Cirila i Metodija 13, Novi Sad

info@TIACgroup.com
www.TIACgroup.com
+381 21 6341184

+381 21 6341184

Employees:
core business: 12
other:

Read more about TIAC »

TMNS Empiry
Established in 2008 | Private
Bulevar oslobodjenja 95, Novi Sad

info.srb@tmns.com
www.tmns.com
Read more about TMNS Empiry »

TO-NEt
Established in 2004 | Private, limited liability company
Languages: Serbian, English
Trg slobode 3, Novi Sad

milos.tolic@to-net.rs
www.to-net.rs
+381 21 4794144 +381 64 6149494

+381 21 4794145

Employees:
core business: 10
other: 1

Read more about TO-NEt »

Ulyssys Serbia
| Private, limited liability company
Languages: Serbian, Hungarian, English, German
Trg Oslobodjenja 11, Ada

office@ulyssys.rs
www.ulyssys.rs
+381 24 853 155

+381 24 852 375

Vega IT Sourcing
Established in 2008 | Private, limited liability company
Languages: English, Serbian, Dutch
Danila Kiša 3V/14C

office@vegaitsourcing.rs
www.vegaitsourcing.rs
+381 (0)21 661 65 57

+381 (0)21 661 65 58

Employees:
core business: 52
other: 7

ZESIUM mobile
Established in 2004 | Ltd.
Languages: Serbian, English
Mičurinova 8, Novi Sad

info_ns@zesium.com
www.zesium.com
+381 (0)21 270 22 80

Employees:
core business: 18
other: 3

Company name: Saga d.o.o. Beograd

Address: 9, Milentija Popovica street

Phone: +381 11 3108 500

E-mail: office@saga.rs

Website: www.saga.rs

Company name: PSTech d.o.o.

Address: Milutina Milankovica 11b/ IV

Phone:+381 11 205 74 00

E-mail: office@pstech.rs

Website: www.pstech.rs

Company name: Institut "Mihajlo Pupin"

Address: Volgina 15, 11060 Beograd

Phone: +381 11 6771 398

E-mail: info@pupin.rs

Website: www.pupin.rs

Company name: mikroElektronika
Address: Visegradska 1A, Belgrade
Phone: +381 11 3660600
E-mail: office@mikroe.com
Website: http://www.mikroe.com

Company name: Belit
Address: Obilicev venac 18-20, 11000 Belgrade
Phone: +381 11 2030 403
E-mail: office@belit.co.rs
Website: www.belit.co.rs

Company name: Bitgear Wireless Design Services
Address: Stevana Markovica 8, 11080 Zemun, Serbia
Phone: +381113075050
E-mail: sales@bitgear.rs
Website: www.bitgear.com

Company name: ZESIUM mobile Ltd.
Address: Valentina Vodnika 8/9, NS

Phone: +381 21 472 15 48
E-mail: info_ns@zesium.com
Website: www.zesium.com
Company name: UNO-LUX NS
Adress: Generala Milutina Vlajica 36, 11147 Belgrade Serbia
Phone: +381 11 251 11 22, 236 17 68, 236 12 96
E-mail: office@unoluxns.com
Website: www.unoluxns.com

Company name: IRITEL a.d. BEOGRAD
Address:11080 Beograd, Batajnički put 23
Phone: +381 11 30 73 555
E-mail: katja@iritel.com
Website: www.iritel.com

Mr Srdjan Bataveljic
Title: Marketing and Sales Manager
Telephone: +381 (11) 3613882; 3613874
E-mail: office@brezasoftware.com
Address: Kraljice Natalije 23a
11000 Belgrade
Serbiahttp://www.brezasoftware.com

NET EFFECT D.O.O.

Trg Topolivaca 4, 34000 Kragujevac
034 502 552
office@neteffect.rs
http://www.neteffect.rs

CONCEPT FACTORY

Luja Pastera 16/5
034 500 311
stojanovic@conceptfactory.rs
http://www.conceptfactory.rs

EMISIA CONSULTING

Janka Veselinovica 22, 34000 Kragujevac
034/501-426
034/501427

office@emisia.net
http://www.emisia.net

LOBO-DMS

Grada Sirena 2a, 34000 Kragujevac
034/37-37-35
065/37-37-35 -0
info@lobodms.rs
http://www.lobodms.com

SINGLETON SOLUTIONS

Trg Topolivaca 4, 34000 Kragujevac
+381 34 502 531
+381 34 502 533
http://www.singleton-solutions.com

INTERNET MARKETING SOLUTIONS

Rudnička 21/8, 34000 Kragujevac
034/500-666
066/077-088
info@ims.rs
http://www.ims.rs

PYXIS

Trg topolivaca 4 Kragujevac, 34000
034/502-551
office@pyxis.rs
http://www.pyxis.rs

ANTIĆFORMA

Kneza Miloša 19/22, 34000 Kragujevac
034 313 688
064 138 0054
office@anticforma.com
http://www.anticforma.com

HAKIT

Trg topolivaca 4, 34000 Kragujevac

034/502-590
034/502-591
office@hakit.rs
http://hakit.rs

LIBRA DESIGN

Kneza Lazara B1 2/2, 35000 Jagodina
035/242-605
064/11-605-77
info@libra-design.rs
http://www.libra-design.rs/

MSP

Zelena Gora 29, 36000 Kraljevo
036/319-840
036/327-280
msp@msp.co.rs
http://www.msp.co.rs

PLANET GLOBAL SERVIS

Trg Topolivaca 4, 34000 Kragujevac
034/502-516
034/502-517
info@planetglobalservis.com
http://www.planetglobalservis.com

RAZVOJNI BIZNIS CENTAR – RBC

Dragoljuba Milovanovića Bene 25, 34000 Kragujevac
034/206-853
034/206-854
info@rbcentar.org
http://www.rbcentar.org

TELEKOD

Devetog Maja 21, 36000 Kraljevo
064/12-74-023
office@telekod.com
http://www.telekod.com

TOTAL-ADV

Takovska 2 34000 Kragujevac
034/340-456
034/340-465
office@total-adv.com
http://www.total-adv.com

FAKULTET INŽENJERSKIH NAUKA

Sestre Janjić br. 6, 34000 Kragujevac
034/335-867
034/333-192
kontakt@fink.rs
http://www.mfkg.rs

PMF KRAGUJEVAC

Radoja Domanovića 12, 34000 Kragujevac
034/336-223
034/335-040
pmfkrag@kg.ac.rs
http://www.pmf.kg.ac.rs

PRVA TEHNIČKA ŠKOLA

Radoja Domanovića 8 34000 Kragujevac
034/332-461
http://www.prvatehnicka.edu.rs

VISOKA TEHNIČKA ŠKOLA

Kosovska 8, 34000 Kragujevac
034/381-418
034/300 990 - Sekretar
office@vts.edu.rs
http://www.vts.edu.rs

BIC KRAGUJEVAC

Trg Topolivaca 4, 34000 Kragujevac
034/502-500
034/502-506
office@bickg.rs

http://www.bickg.rs

BIZNIS LINK

Trg topolivaca 4, 34000 Kragujevac
064/17-88-212
dnedic@biznis-link.rs
http://www.biznis-link.rs

WEB PORTAL

Kralja Aleksandra I Karađorđevića, br. 102
034/356-900
065/4-32-32-64
srdjan@webportal.rs
http://www.webportal.rs

BALANCE CONSULTING

Tanaska Rajića 5/1A, 34000 Kragujevac
063/84-43-727
office@balance.rs
http://www.balance.rs