



Šumadija and Pomoravlje

- profile of the region -



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Main geographical data

- ❑ Total area of the Region is **5.001 km²**, which is **5,6%** of the total area of the Republic of Serbia
- ❑ Total population of the region is **526.213 inhabitants**
- ❑ Average population density is **105 inhab/km²**
- ❑ Administrative centres: **Kragujevac** (Šumadija) and **Jagodina** (Pomoravlje)
- ❑ Šumadija District, the City of Kragujevac, and **6** municipalities: Arandjelovac, Batočina, Lapovo, Knić, Rača and Topola – **298.778 inhabitants**

Pomoravlje District, the City of Jagodina, and **5** municipalities: Despotovac, Paraćin, Rekovac, Svilajnac and Čuprija – **227.435 inhabitants**





Population

Employment

- ❑ **132.999** employed persons at the territory of the Region
- ❑ **62,9%** work-capable population
- ❑ Active population: **45,7%** of the total population of the Region
- ❑ Continuous increase in the number of employed persons on the regional level





Human Resources

Employment by sectors

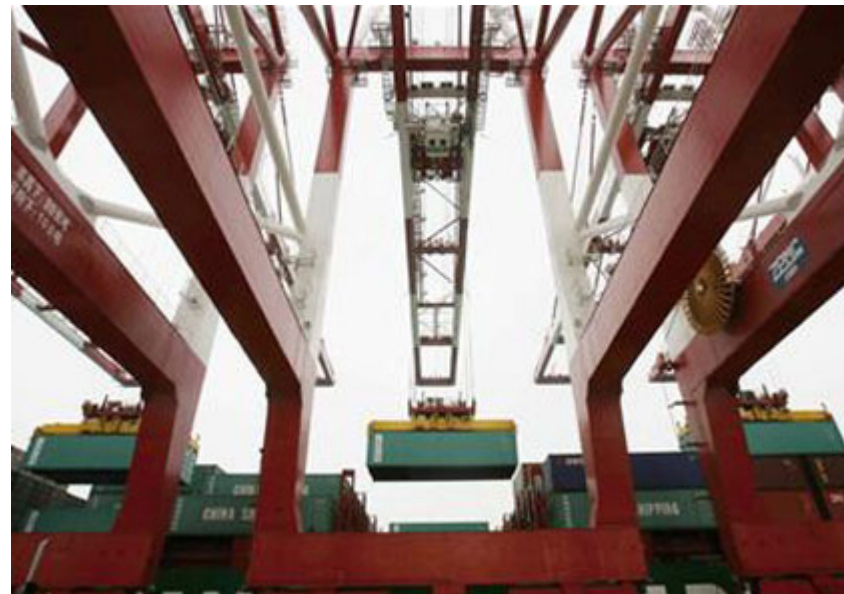
- ❑ **Manufacturing sector – a dominant sector by the number of employees in Šumadija (33,7%) and Pomoravlje (34,5%)**
- ❑ **Health and social care sector – Šumadija: 13,4%, Pomoravlje: 13,8%**
- ❑ **Trade sector – Šumadija: 10,3%, Pomoravlje: 11,7%**



● ● ● | *Economy*

Foreign trade

- The most important foreign trade partners of the region are:
 - Italy,
 - Austria,
 - Germany,
 - Slovenia,
 - Bosnia and Herzegovina,
 - Macedonia and
 - Montenegro





Economy

There are about 20.000 registered businesses on the territory of the region

Dominant sectors

- 1) Retail and wholesale trade
- 2) Motor vehicle repair services
- 3) Manufacturing sector

Dominant sub-sectors of manufacturing

- 1) Production of food products
- 2) Production of metal and metal products

Process of privatization

- Privatized 89 companies – 45 in Šumadija, 44 in Pomoravlje
- The most applied method of privatization was auction





Economy

Clusters of Šumadija and Pomoravlje

- ❑ Three regional clusters were founded in the region through the program of the Ministry of economy and regional development (2006-2011)
 - 1) Flower producers cluster „Šumadijski cvet“ – founded in 2006.
 - 2) Furniture producers cluster „Netwood“ – founded in 2007.
 - 3) Textile producers cluster “Šumadija tekstil” – founded in 2010.

- ❑ Moreover, in 2011. another cluster was founded and is self-financed:
 - 1) “Construction Cluster of Šumadija and Pomoravlje”



кластер шумадијски цвет



ШУМАДИЈА ТЕКСТИЛ
ŠUMADIJA TEKSTIL





Economy

Business support institutions:

- 1) National Employment Service Kragujevac
- 2) National Employment Service Jagodina
- 3) Regional Chamber of Commerce Kragujevac
- 4) Investment Promotion and Business Support Agency of Central Serbia
- 5) General association of entrepreneurs “Sloga”
- 6) Association of commercial entrepreneurs “Šumadija”
- 7) Business Innovation Centre, Kragujevac
- 8) Business Incubator Centre, Rača
- 9) Business Start-up Centre, Kragujevac
- 10) Local economic development offices
- 11) Regional Economic Development Agency for Šumadija and Pomoravlje (REDASP)





Agriculture

Structure of agricultural land

- ❑ **Arable land and gardens** are **69%** of the total agricultural area
- ❑ **Grain crops** are **40,8%** of the total agricultural area



Rural economies - farms

- ❑ The process of registration of rural economies started in 2004.
- ❑ Important support to the registered rural economies is provided by the rural development offices



Agriculture

Agricultural population

- ❑ 64.062 inhabitants of the Region (12,2% of the total population) are engaged in agricultural activities



- ❑ Two thirds of the agricultural population are active

Agricultural production

- ❑ Crop farming is dominant (69 %)
- ❑ The most frequently grown vegetables are the traditional sorts: **tomato, pepper, potato, onion, cabbage, carrot**
- ❑ Dominant is the production of beans and potatoes
- ❑ The most frequently grown fruits are: **apple, peach** and **plum**
- ❑ **Tradition in** vineyard cultivation and production of **grapes and wine**





Agriculture

Live-stock breeding

- ❑ Sheep breeding is the most frequent type of cattle breeding in Šumadija and Pomoravlje (the most intensive in Kragujevac, Aranđelovac and Topola)
- ❑ Market demand caused a fast expansion of poultry raising (most intensive in Jagodina and Paraćin)
- ❑ Leaders in cattle breeding (by total number of cattle) are Kragujevac and Knić
- ❑ Pig breeding – concentrated in Pomoravlje district due to the large production of corn (dominant in Jagodina and Paraćin)
- ❑ Largest poultry farms (chicken and turkey) u Jagodini i Paraćinu



Associations of agricultural producers

There are 70 agricultural associations and farmers cooperatives in the region – most in Paraćin (20), Topola (11), Kragujevac (12) and Rekovac (7)

Agriculture

Manufacturing capacities

- ❑ **Meat production and processing** – there are 42 slaughter houses and meat processing firms in the region
- ❑ **Dairy production** - there are 14 dairy production companies in the region
- ❑ Companies for production of juices, wine and other alcoholic beverages – important products in this domain are rakija brandy, wine and beer (Kragujevac, Topola and Jagodina)
- ❑ Apart from the listed, another 6 companies for production of distilled alcoholic beverages (in Kragujevac, Paraćin and Knić)
- ❑ 10 companies for production of fruit and vegetable juices, mainly private and small
- ❑ 30 companies for fruit and vegetable processing and conservation





Agriculture

The largest processing capacities in the Region:

- 1) Poultry butchery “Agroživ”, Jagodina
- 2) Meat industry “Juhor”, Jagodina
- 3) “Pax” meat industry, Paraćin
- 4) Dairy plant “Mlekara Mihajlović”, Paraćin
- 5) Dairy plant “Mlekara Kuč Company”, KG
- 6) Production of alcoholic beverages and honey “Flores”, Kragujevac
 - 1) Brandy production “Swisslion Miloduh“, KG
 - 2) Winery “Vinarija Aleksandrović”, Topola
 - 3) Brewery “Jagodinska pivara”, Jagodina





Infrastructure

Roads

- ❑ Major roads of the region are the highway E-75, that is a part of the trans-european Corridor 10, and highways: E-763 (Ibarska magistrala), and M-23 (Kragujevac-Topola-Beograd)
- ❑ The most important regional roads are: R-102 (Kragujevac-Jagodina-Ćuprija-Paraćin) and R-212 (Kragujevac-Gornji Milanovac-Čačak)
- ❑ In total, through the territory of the region there are **6 highways** (magistral) and **31** regional roads
- ❑ Total length of the roads in the Region is **2.791 km** – **74 %** modern standard (highways – **262 km**; regional – **756 km**)





Infrastructure

Railroads

- ❑ The main railroad of Serbia runs through the Region - **Budapest-Belgrade-Kragujevac-Niš-Skopje-Thessaloniki**
- ❑ Besides, the two major railroads that run through the region are 1) the railroad to **Niš, Pirot and Bulgarian border**, and 2) to **Niš, Leskovac and Macedonian border**
- ❑ The largest and the most important railroad junction in Serbia is in the municipality of Lapovo – situated on the cross-roads to Munich and Istanbul, in the vicinity of Corridor 10 and international railroads.





Infrastructure

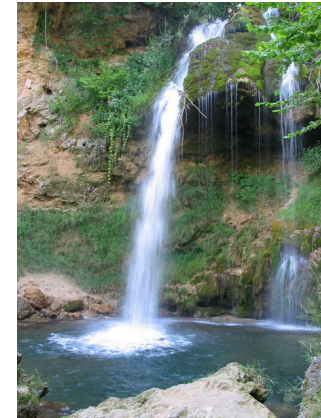
- ❑ **Power network** – Power supply for the region of Šumadija and Pomoravlje is jurisdiction of two public companies: PD "Centar" Ltd. Kragujevac and JP "Elektrodistribucija" Ltd. Kraljevo
- ❑ **Gasification** – the **cross-regional** gas pipeline starts in the North of Serbia, and runs through Belgrade to Niš, parallel to the highway E-75
- ❑ **Telecommunications** – two distributors of cable TV: SBB and Kopernikus Ltd. From Belgrade; **130** post offices and totally **184.087** telephone users/ subscribers





Tourism and culture

- ❑ Numerous monuments of history and culture, monasteries, spas, mountains – a significant tourist potential
- ❑ Over 40 cultural-touristic manifestations
- ❑ Types of tourism: spa and rehabilitation, sports and recreation, rural, cultural-historic, historic heritage as a tourist potential





Education

- ❑ There are **84 elementary schools** in the region (over 300 including branch schools in the villages)
- ❑ **Five elementary schools of music** (in Aranđelovac, Kragujevac, Jagodina, Paraćin and Čuprija)
- ❑ **Four** elementary schools for children with special needs (two in Kragujevac and two in Jagodina)
- ❑ Total number of elementary school pupils in the region of Šumadija and Pomoravlje - **42.589**



Education

High school education

- ❑ There are **31 high schools** in Šumadija and 100 educational courses
- ❑ There are **8 classic-programme** (gimnazijski) schools
- ❑ Total number of high school students in the region is **21,070**



Higher education

There are three colleges in the region that are accredited by the Ministry of Education:

- **Technical college for mechanics and transport**, Kragujevac
- **College for non-metals technology**, Aranđelovac
- **Medical college**, Čuprija



Education

University of Kragujevac

- ❑ The University was founded on **21 May 1976**.
- ❑ The University includes 11 faculties:
 - **The Faculty of Engineering Science, Kragujevac**
 - **The Faculty of Economy, Kragujevac**
 - **Law Faculty, Kragujevac**
 - **The Faculty of Science and Mathematics, Kragujevac**
 - **Technical Faculty, Čačak**
 - **Medical Faculty, Kragujevac**
 - **The Faculty of Agronomy, Čačak**
 - **The Faculty of Mechanical Engineering, Kraljevo**
 - **The Faculty of Pedagogy, Jagodina**
 - **The Faculty of Pedagogy, Užice**
 - **The Faculty of Philology and Arts, Kragujevac**
- ❑ The University in Kragujevac operates: **University computer center, Center for scientific research run by SANU and Kragujevac University, Center for cross-disciplinary and multi-disciplinary studies and research, and Center for students' career development and consulting**
- ❑ There are over **15.200** students at the University, with **839** employees in teaching sector (teachers – **485**; associates and assistants – **354**)



Health and social care

Health

- The health care system is implemented directly through the network of health institutions:
 - 1) Primary health care- Dom zdravlja,
 - 2) Secondary and tertiary health care - Clinical Center,
 - 3) Health Center,
 - 4) General Hospital,
 - 5) Special Hospital,
 - 6) Clinic / Institute,
 - 7) Institute for health care and prevention,
 - 8) Pharmaceutical Institute



Social care

- Holders of social care in Šumadija and Pomoravlje are:
 - 1) Social work centers,
 - 2) Gerontology Center,
 - 3) Adult care institute,
 - 4) Homes for children without parental care,
 - 5) “Red Cross“ organisations





REGIONAL ECONOMIC DEVELOPMENT AGENCY
for Sumadija i Pomoravlje

**THANK YOU FOR
YOUR ATTENTION**