



INVESTMENT POTENTIALS OF NOVI GRAD MUNICIPALITY

June, 2025

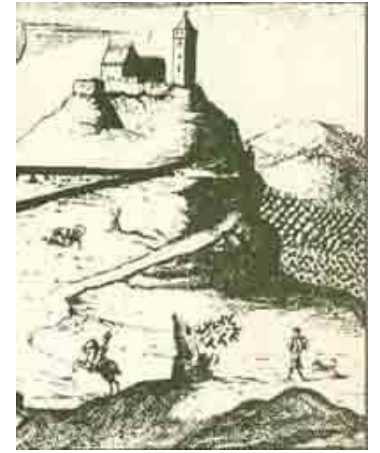
Briefly about Novi Grad:

Novi Grad is situated at the confluence of the Sana River into the Una, beneath the slopes of the Kozara and Grmeč mountains. It is one of the oldest and most picturesque towns of this region.

The first written documents about Novi Grad appeared in 1280, and its name originates from the fortress *Castrum Novum* on Kula Hill, serving as the foundation for the later development of the town.

Numerous poems have been written about Novi Grad, mostly inspired by the natural beauty of the Una River. The town is well-known for its city hall from 1892, listed as a national monument of Bosnia and Herzegovina, and the Old City Library from 1895.

Many notable figures, who have enriched and marked the art and history of the region, were born in Novi Grad. These include ethnologist Milan Karanović, painters Stojan Celić and Lazar Drljača, writer Mladen Oljača, and others.



Personal card of Novi Grad:



Entity :

Republic of Srpska



Number of citizens:

21.902

(estimation of Institute of Statistics for 2024)



Surface:

470 km²



Mayor:

Miroslav Drljača



Budget of Municipality :

9.685.016,63 EUR

(realized budget funds for 2024).



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Novi Grad in numbers:



NUMBER OF EMPLOYEES, 2024

3.882



NUMBER OF UNEMPLOYED, 2024

614



NUMBER OF ENTREPRENEURS, 2024

440



NUMBER OF COMPANIES, 2024

141



NUMBER OF AGRICULTURAL HOUSEHOLDS, 2024

288



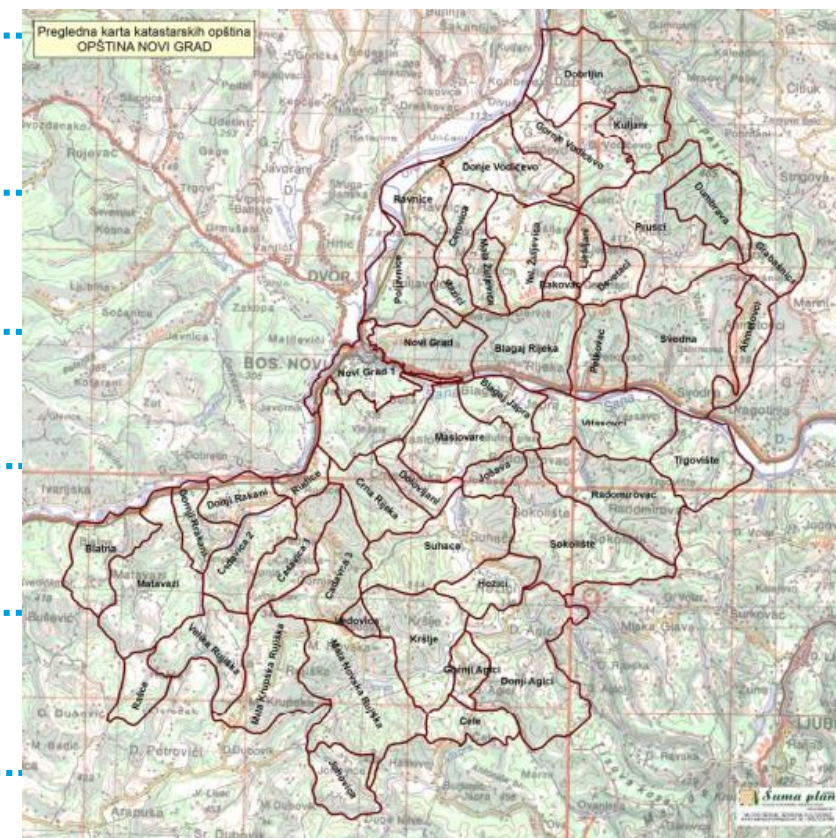
AVERAGE GROSS SALARY, 2024

978,14 €



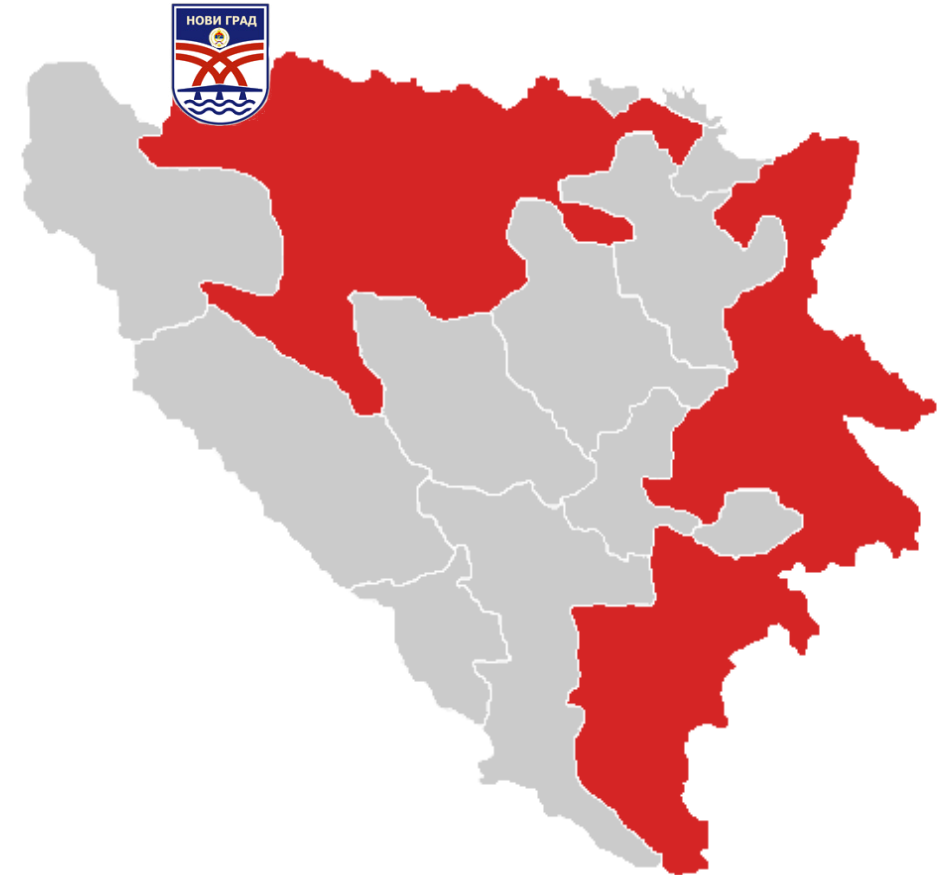
VOLUME OF TRADE, 2024

61.175.033,22 €

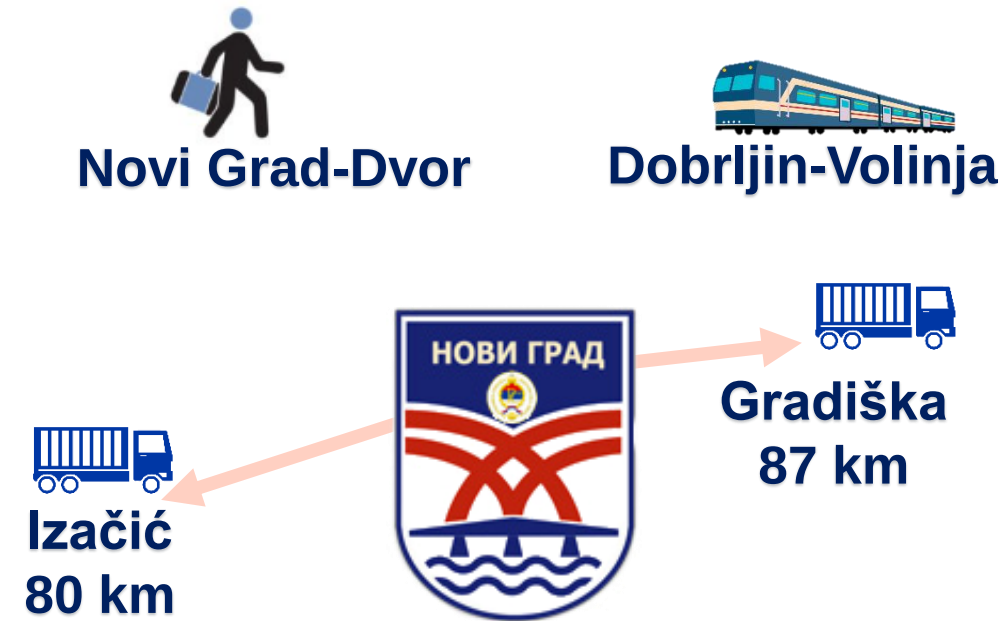


Geographical position:

- Novi Grad is located in the northwest of Bosnia and Herzegovina and Republic of Srpska,
- Novi Grad borders with the Republic of Croatia along the southeastern border of the European Union,
- In Novi Grad, there is a border crossing for passenger traffic- Novi Grad (BiH) – Dvor (HR).



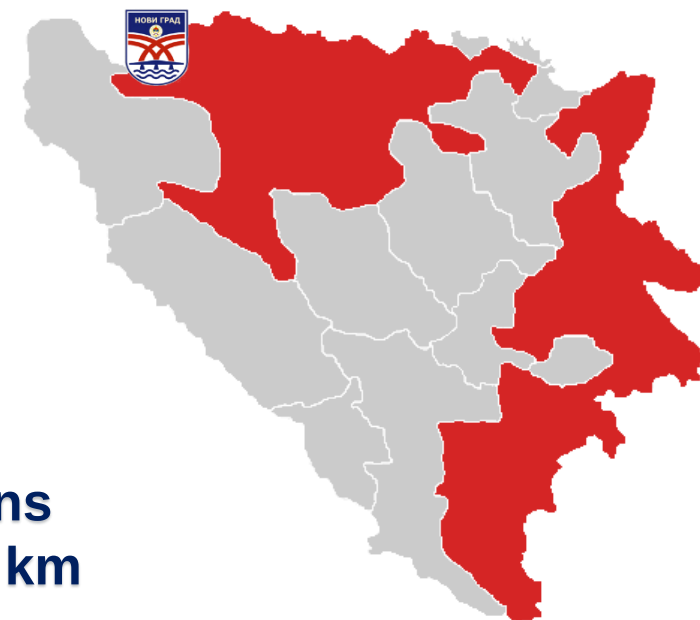
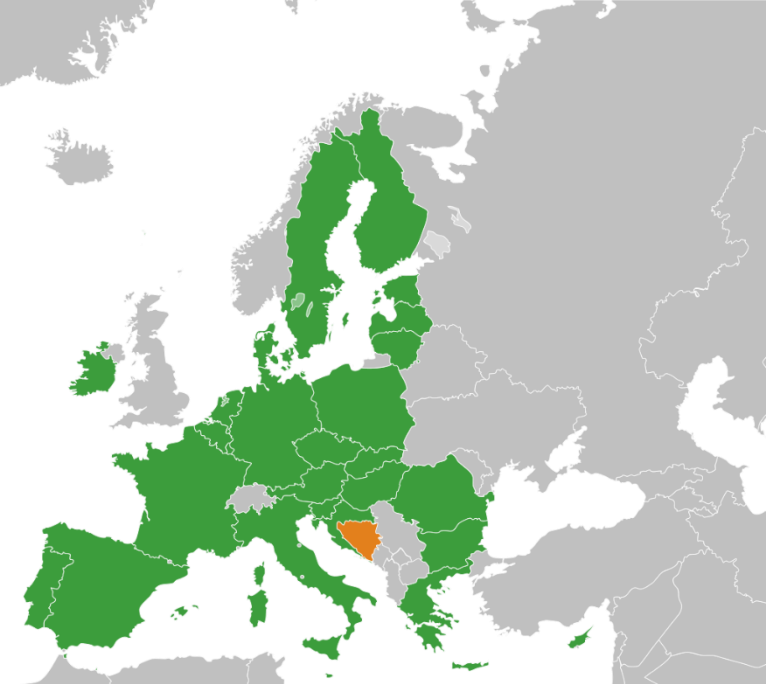
- The nearest First Category border crossings in road traffic are Gradiška (87 km) and Izačić (80 km), allowing the movement of people, all types of vehicles, and goods.
- The municipality of Novi Grad also has a border crossing in railway traffic (Dobrljin-Volinja), which is an international border crossing for railway traffic.



Nearest international airports:

- Banja Luka (distance: 87 km)
- Zagreb (distance: 106 km)
- Tuzla (distance: 238 km)
- Split (distance: 280 km)
- Zadar (distance: 220 km)
- Sarajevo (distance: 320 km)
- Belgrade (distance: 380 km)





NATURAL POTENTIALS



- FORESTS
- ARABLE LAND
- WATER
- ORES AND MINERALS





FORESTS

18.663 ha

39,7% of the total municipality territory are covered by forests, with an average gross wood mass of 47.186 m³



ARABLE LAND

20.796 ha

44,2% of the total municipality territory consists of arable land



WATER

Surface Waters include the rivers Una (tributaries Vojskova and Strižna) and Sana (tributary Japra). Thermomineral water is present in the settlement Lješljani.



ORES AND MINERALS

The current exploitation includes gypsum, limestone, and dolomite. Potentially exploitable resources consist of brown coal, gypsum-anhydrite, dolomite, limestone, quartz sand, barite, iron slag, decorative stone, gravel, and sand in the rivers Sana and Una, as well as lead-zinc ore.

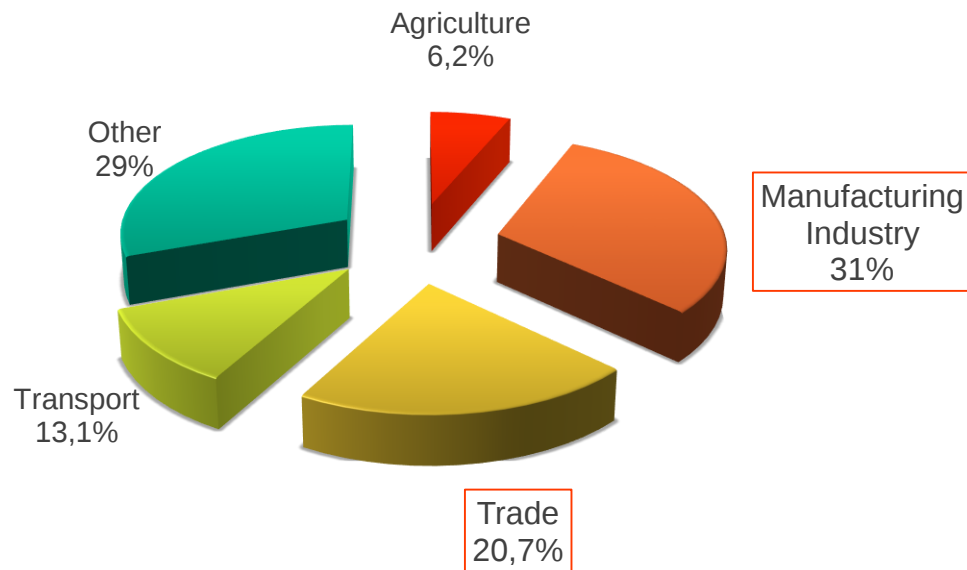
ECONOMY



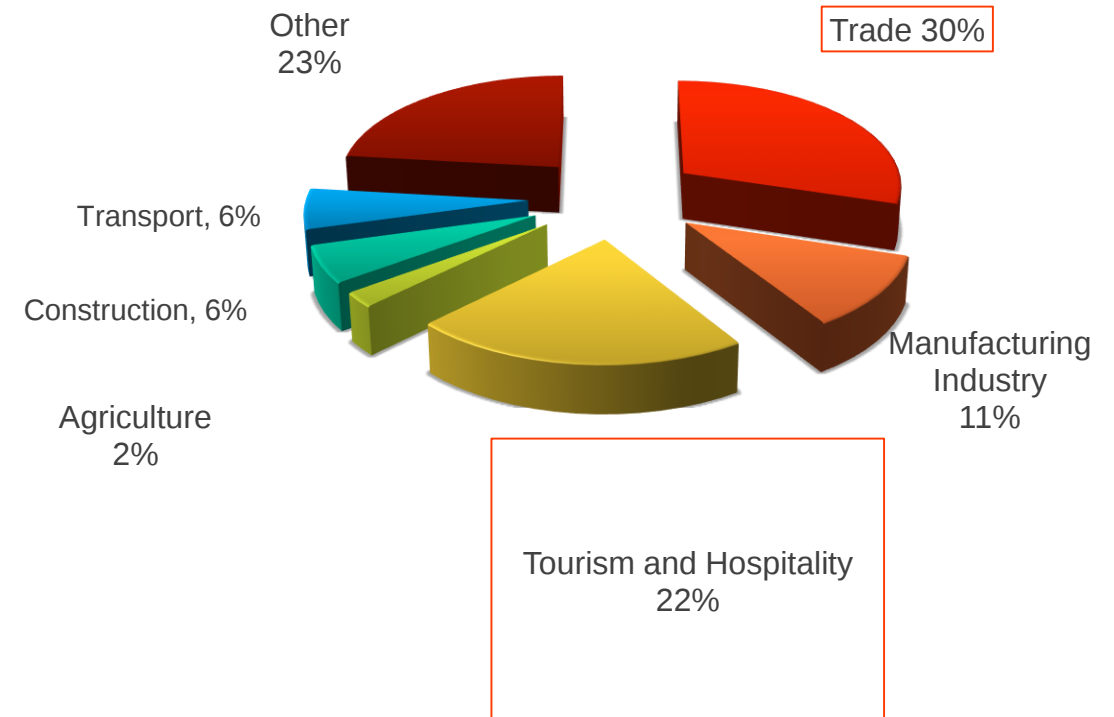
- AGRICULTURE
- WOOD PROCESSING INDUSTRY
- TEXTILE INDUSTRY
- TRADE/COMMERCE
- TOURISM AND HOSPITALITY

Structure of Companies and Entrepreneurs

Companies, 2024:

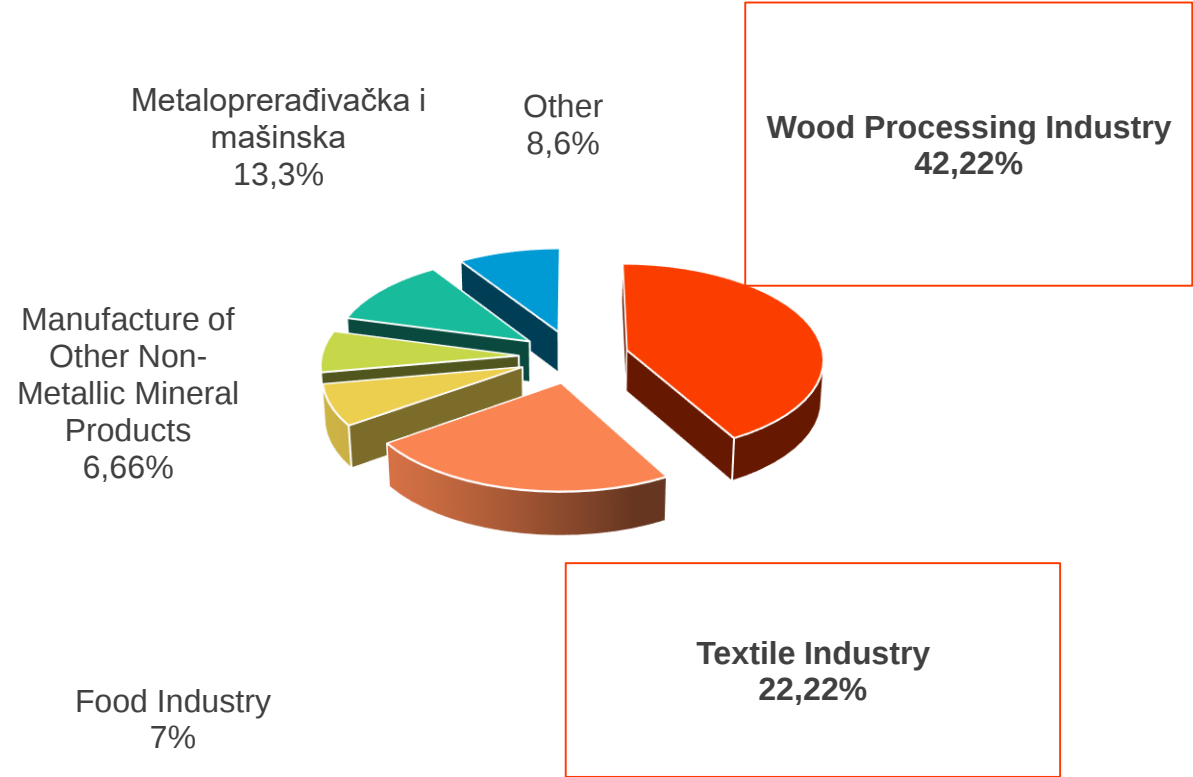


Entrepreneurs, 2024:

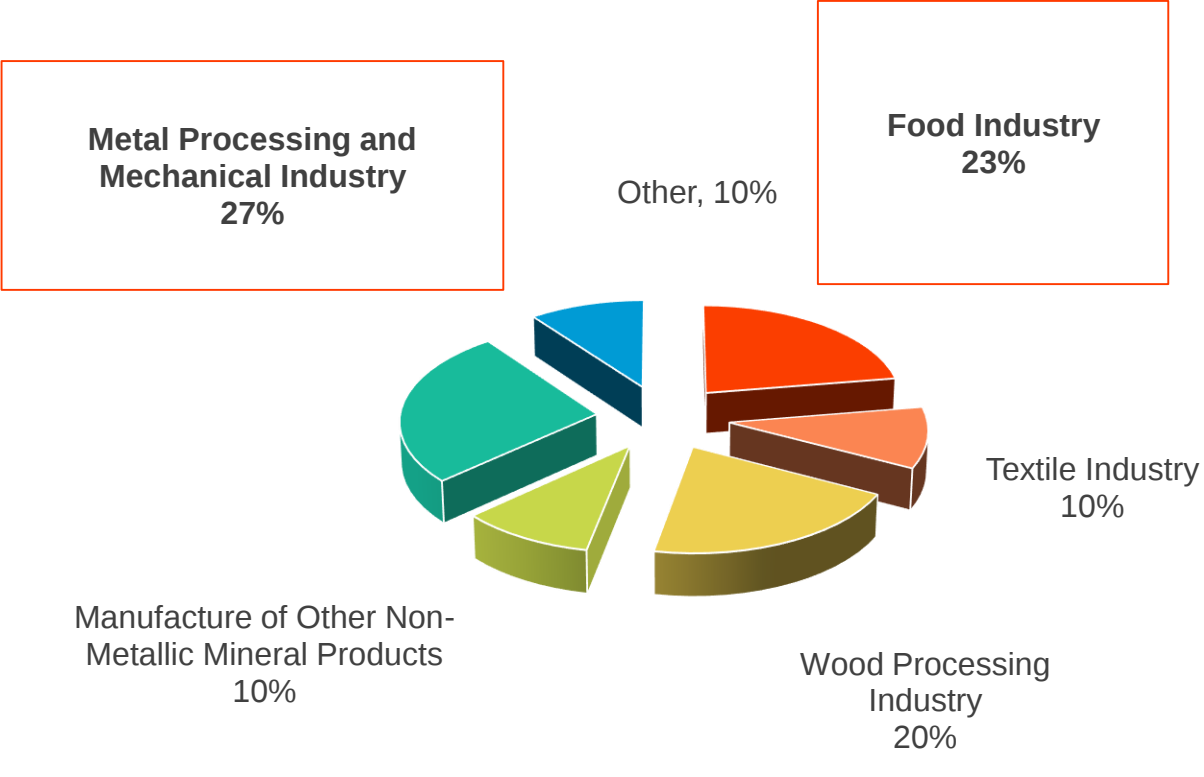


Structure of industry

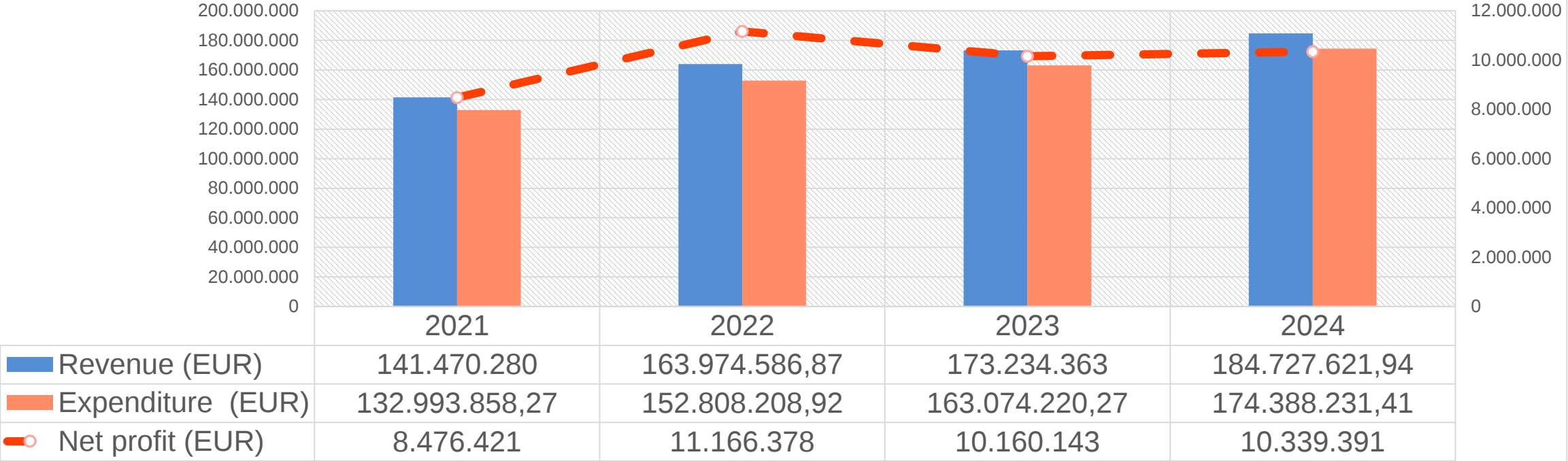
Companies, 2024:



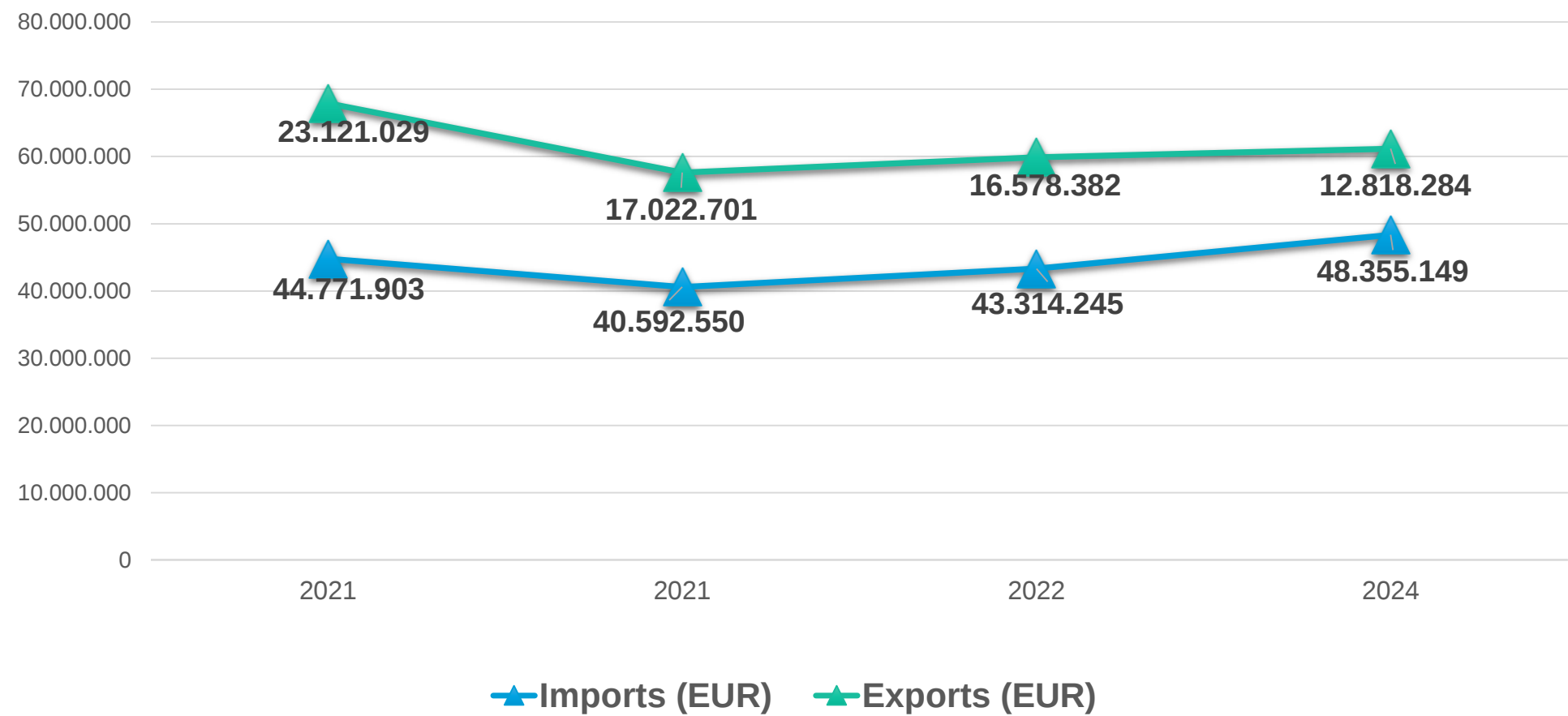
Entrepreneurs, 2024:



Overview of total revenues, expenditures, and net profits of companies from 2021 to 2024.



Foreign Trade Exchange (EUR)



Investment Sectors:

WOOD PROCESSING INDUSTRY, 2024

- ✓ Export-oriented,
- ✓ 28 business entities with 254 employees,
- ✓ The total revenue of the wood processing industry accounts for 5% of the total revenue of all business companies and one-third of the revenue of the manufacturing industry.,
- ✓ The export of wood and wooden products is 37,42% of total export of municipality,
- ✓ Novi Grad Municipality can be considered as the center for the production and placement of beekeeping equipment in the Northwestern Bosnia and Herzegovina, with over 15 (mostly export-oriented) companies in this field.



Investment Sectors:

TEXTILE INDUSTRY

- ✓ Export-oriented,
- ✓ 15 business entities with 345 employees,
- ✓ The total revenue of the textile industry accounts for 2.5% of the total revenue of all business companies and 17% of the revenue of the manufacturing industry,
- ✓ The export textile and textile product, footwear, hat, etc., is 28,32% of total export of municipality,
- ✓ This mostly involves so-called „lohn" jobs.



Investment Sectors:

AGRICULTURE

- ✓ **Farming** - the most prevalent crops are maize, fodder, wheat, barley, and oats.
- ✓ **Vegetable growing**- outdoors (peppers, beans, onions, cucumbers, melons, watermelons, and potatoes) and in greenhouses (cucumbers, tomatoes, peppers, and lettuce),
- ✓ **Fruit growing**- apples, pears, plums, walnuts, hazelnuts, and chokeberries,
- ✓ **Milk production** exceeds 4 million liters annually,
- ✓ **Krajina cheese**, a traditional cheese produced in 2 mini dairies located in rural households.



Investment Sectors:

AGRICULTURE- Cooperative Sector

- ✓ **Agricultural Cooperative "Agrojapra"** is one of the successful examples of cooperatives in Bosnia and Herzegovina. On the market, there are over 15 branded final cooperative products under the name "Izvor" (Source),
- ✓ **Agricultural Cooperative "Agronova"** engages in cooperative vegetable production and owns a distribution and procurement center for fruits and vegetables.



Investment Sectors:

AGRICULTURE -Beekeeping

- ✓ 73 beekeepers and 3.836 beehives registered,
- ✓ Annual honey production in the municipality is approximately 40–50 tons,
- ✓ Mini fair of local products, "Days of Our Village – Novi Grad," is held in early September, where local producers present their goods,
- ✓ The first api inhalation chamber in the municipality was built at the beekeeping facility of Miloš Odžić in Donji Agići.



Investment Sectors:

TOURISM

- The rivers Una and Sana in the Novi Grad are home to 95% of freshwater fish,
- Japra and Vojskova are natural spawning grounds for protected species of young fish, which is a rarity in Europe,
- "Una Boat" as a potential brand, with a unique mode of operation (paddle and oar),
- Una Nature Park, a protected area along the Una River in the municipalities of Novi Grad, Kozarska Dubica, Krupa na Uni, and Kostajnica, categorized as protected landscapes, with specific geological and hydrological phenomena and exceptional biological diversity,
- Investment potential: Revitalization of accommodation facilities within the SRC "Mlakve," establishment of accommodation capacity – hostel, construction of a Spa-Recreational Center in Lješljani.



LARGEST COMPANIES:

Pharmacies "B PHARM" Novi Grad - a leading chain of pharmacies in Republika Srpska and the Brčko District, headquartered in Novi Grad. Employs 245 workers.



Interpromet d.o.o. Novi Grad - one of the top three wholesalers of pharmaceutical products in Bosnia and Herzegovina. Employs 119 workers.



Smart Textiles d.o.o. Novi Grad - a manufacturer of workwear and the largest exporter in the municipality. Owned by a Slovenian investor, it employs 115 workers.



Sana-Elvis a.d. Svodna-Novu Grad - a regionally renowned producer of intimate apparel and sleepwear, employing 85 workers.

Comp-Astor Rakani d.o.o. - a manufacturer of finished food for domestic animals and a producer of electrical energy through solar panels. Employs 67 workers.



Euro Fany d.o.o. Novi Grad - engaged in the production and trade of food and non-food products wholesale and retail. Operates as part of a business group with the company "Vinoprodukt d.o.o. (production and sale of various types of wines, brandies, and liqueurs) and Inox Commerce d.o.o. (production of household hygiene products). Employs 61 workers.



Ligno-Progres d.o.o. Novi Grad involved in the production of sawn timber, wood processing, forest cultivation and exploitation, and transportation. One of the largest exporters in the municipality, employing 52 workers.



Japra a.d. Novi Grad – operates within the Fortis Group d.o.o. Banja Luka, engaged in stone exploitation for construction and the production of concrete and concrete products. Employs 41 workers.



INDUSTRIAL ZONE „POLJAVNICE“

The industrial zone is located between the Una River and the main road M14 (section Kozarska Dubica - Kostajnica - Novi Grad - Bihać), and it is 4 km away (downstream along the Una River) from the center of Novi Grad.

Available plots: The total area of free plots is 20.005 m². The plots are owned by the Municipality of Novi Grad, and there is an organized access road to the plots. There is also the possibility of connecting to the city water supply and electrical network, depending on the purpose of the plot.



INDUSTRIAL ZONE „POLJAVNICE“

AVAILABLE FACILITIES

01 Wood Industry Plant for Sale

Possibility of selling the wood industry plant of the company Nova Forma d.o.o. Šamac, with an area of 1.352 m² and a factory complex covering 17.655 m².



02 Residential-Commercial Building for Sale

Residential-commercial building (former administrative building of the company "Lignošper"), with an area of 1,000 m², including parking. Ownership –“Drvo-Commerce” d.o.o. Pribinić, Teslić.



GREENFIELD AND BROWNFIELD LOCATIONS OUTSIDE THE INDUSTRIAL ZONE

OWNED BY NOVI GRAD MUNICIPALITY

01 Land for Sale

Land - location "Dobrljin 1," with a total area of 16,883 m², in Dobrljin.



02 Property for Rent or Sale

A building within the Cultural-Educational Center Novi Grad (formerly a military warehouse), with dimensions of 36×14 m. The building is part of a complex with a total area of 13.604 m².



GREENFIELD AND BROWNFIELD LOCATIONS OUTSIDE THE INDUSTRIAL ZONE IN PRIVATE OWNERSHIP

01 Land and warehouse for sale

Sale of construction land with an area of 17,000 m² and a newly built multi-purpose hall covering 2,700 m² in Dobrljin. Solar panels with a production capacity of 400 kW/h of electrical energy are installed on the roof of the hall. The property is owned by the company "Comp-astor" Rakani d.o.o.



02 Building and land for sale

The property is located in the immediate vicinity of the City Stadium, on a total parcel area of 1,590m² (former La Liberta motel in Novi Grad). The parcel includes 2 commercial buildings, with areas of 926m² and 355m².



03 Unfinished building and land for sale

The property is situated on the banks of the Una River, on a 2.000 m² parcel. The building is constructed for hospitality purposes, resembling a motel with 12 rooms (860 m²), a restaurant with 150 seating places (389 m²), and a terrace overlooking the Una River.



Support for Investors in Novi Grad Municipality

01 Institutional support

Institutional support and proactive, flexible administration - Novi Grad is a municipality with a favorable business environment and holds the BFC SEE certificate. It offers various measures to support the economy and investors.

- Local development management department,
- Department for Economy and Agriculture,
- E-Government.

02 Financial and non-financial support

Incentives for investors include measures aimed at fostering the development of companies, entrepreneurs, and agricultural producers through non-repayable funds.

Non-financial support includes mentoring, training, counseling, information provision, technical assistance, promotion, networking, etc.

03 Fast-track procedures

The municipality has introduced a fast-track procedure for issuing permits - **one day** for entrepreneurial activities and **three days** for the registration of companies.

04 Economic council

The formalized dialogue between the municipal administration and the private sector is evident.

THEY HAVE INVESTED IN NOVI GRAD:

MS-ENGINEERING d.o.o Novi Grad- Established in 2022 by a domestic investor, it is engaged in the recycling of WEEE (Waste Electrical and Electronic Equipment), involving the collection, transportation, storage, and physical treatment of non-hazardous electrical and electronic waste.

MS-ENGINEERING d.o.o.

ELLA TEXTILE d.o.o. PJ Knitwear, Novi Grad- The Italian textile group 'Calzedonia' and its subsidiary 'Ella Textile' d.o.o. Gradiška, Nova Topola, established a business unit in Novi Grad in 2021, employing 130 workers.

Ella Textile d.o.o.

CALZEDONIA

VASTIL d.o.o. Novi Grad - It was founded in 2017 by an Italian investor. They specialize in sewing knitted textile products for the Italian brand Falconeri. The product range is placed on the market of European Union. Currently, they employ 69 workers.

SMART TEXTILES d.o.o. Novi Grad, owned by the protective clothing manufacturer Prevent & Deloza from Celje, Slovenia. Currently employing 115 workers, and in 2024, the company's business name was changed to Firecat d.o.o.



Prevent & Deloza d. o. o.

Kosova ulica 14

SI-3000 Celje



Why invest in
Novi Grad?



01

Geo-strategic location (border with the EU)

02

Natural resources (rivers, forests, land, clean water and air, ores, minerals)

03

Stimulative tax policy (Value Added Tax is the lowest in the region – 17%)

04

Access to the international market
(Investors in the Republic of Srpska gain access to the market for 600 millions of citizens based on the free trade principle)

05

Stability of the banking system and the presence of foreign banks



06

Low operating cost and stimulative cost policy

07

Favorable business environment, BFC SEE certificate, measures to support the economy and investors

08

Institutional support - Local development management department, Department for Economy and Agriculture, E-Government

09

Proactive and flexible administration

10

Pleasant place to live and work

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