



*Jadran-ad*

**Jadran JSC,  
Nova Gajdobra**



# General Information

Full legal name	Joint stock company Jadran, Nova Gajdobra
Address	No. 41 Proleterska Street, 21431 Nova Gajdobra
Identification Number	08058130
Core activity	Cultivation of wheat, other crops and plants
Foundation Year	1946
Number of Employees	24

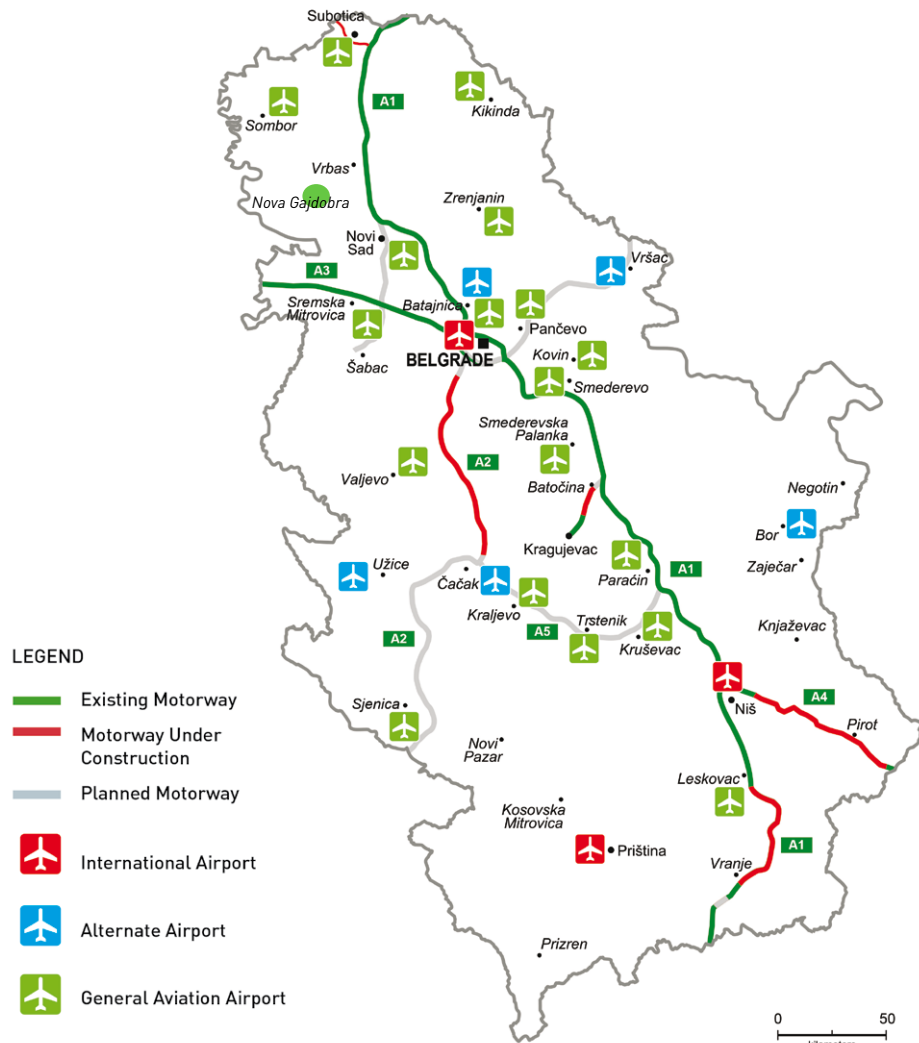


## Capital structure (in%)

Shareholders' fund	7.66
Privatization Agency	72.18
Others	20.16

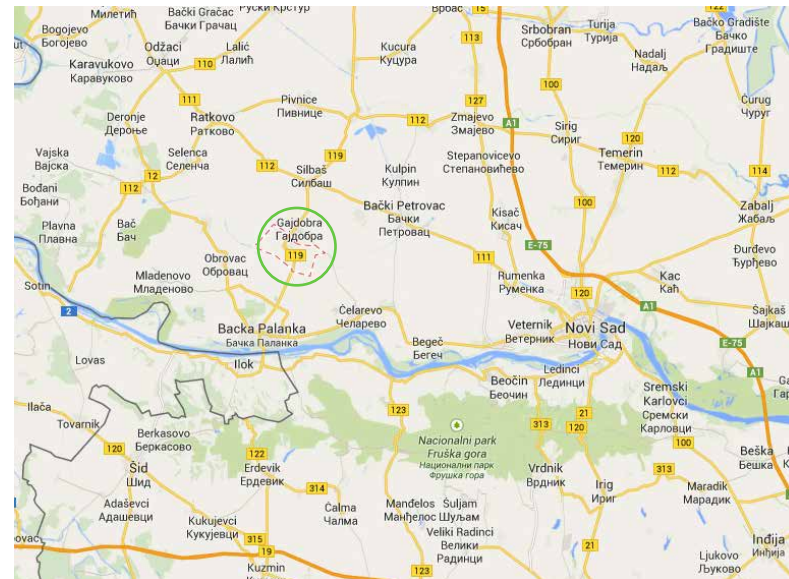
# General Information

Jadran-ad



## Distance form the Company to:

Belgrade	120 km
Regional Center	40 km
Main road	45 km
Port	15 km
Railway	5 km



# Location

*Jadran-ad*



Pan-European Transport Corridors

Geographical location of Magnohrom LLC Kraljevo is of strategic importance in the market area of soughteaste Europe and provides oportunity for intensive bussines cooperation. Nova Gajdobra is a village located in the Bačka Palanka municipality, in the South Bačka District of Serbia. It is situated in the Autonomous Province of Vojvodina.





# Tradition

*Jadran-ad*





# Product portfolio

*Jadran-ad*



- **Sugar beet**
- **Potato**
- **Sugar corn**
- **Peas**
- **Soybean**
- **Mercantile wheat**
- **Seed wheat**
- **Seed corn**

# Certificates

*Jadran-ad*



## **Quality assurance certificate ISO 9001**

Company does not own quality assurance certificate ISO 9001.

## **Ecology**

According to applicable regulations, the requirements for environment protection are fulfilled.



# Production and Capacity

Jadran-ad

Product	Unit	Quantity			Value in EUR		
		2011	2012	2012	2011	2012	2013
sugar beet	t	3,488	4,647	5,089	152.667	202.502	232.978
potato	t	2,026	1,334	1,235	192.086	211.504	137.929
sweet corn	t	2,115	1,257	0	242.553	156.488	0
commercial corn	t	393	188	1,228	58.209	48.356	176.365
peas	t	0	213	0	0	56.154	0
green beans	t	0	301	0	0	49.656	0
mercantile wheat	t	300	381	278	50.200	99.206	43.098
tomato	t	3,291	2,115	597	188.683	144.714	34.304
soy	t	191	201	361	54.845	127.111	138.975
winter barley	t	223	279	391	42.612	61.936	72.011
alfalfa	t	0	0	210	0	0	22.160

## Land / Buildings

Land | Agricultural land: 508.31,15 Hectare

Buildings | Total surface: 13363m2





# Capacity

Jadran-ad



# Realization

Jadran-ad

## Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
sugar beet	t	3,488	4,647	5,089	152.665	145.104	214.381
potato	t	2,026	1,334	1,235	192.086	185.643	126.919
sweet corn	t	2,115	1,257	0	242.553	164.345	0
commercial corn	t	393	188	1,228	58.209	42.649	162.287
peas	t	0	213	0	0	46.853	0
beans	t	0	301	0	0	45.683	0
commercial wheat	t	300	381	278	50.200	91.287	42.750
tomato	t	3,291	2,115	597	188.683	124.272	34.028
soy	t	191	201	361	54.845	108.443	137.855
winter barley	t	223	279	391	42.612	56.781	71.431
alfalfa	t	0	0	210	0	0	21.981
<b>TOTAL :</b>					<b>981.853</b>	<b>1.011.060</b>	<b>811.632</b>

## Sales structure

Sales structure in %	2011	2012	2013
Domestic market	100.00	100.00	100.00
Foreign market	0.00	0.00	0.00
<b>TOTAL :</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## Distribution channels

Distribution channels	% of share
Direct sale	100.00
Wholesale	0.00
Retail	0.00
Intermediaries	0.00





# Organization



## EMPLOYEES



### Number of employees

Working	19
Paid leave	5
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
<b>TOTAL NUMBER OF EMPLOYEES</b>	<b>24</b>

### Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	0	1	3	3	7	9	1

### Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	596	426
2012	589	421
2013	609	436



# Assets Overview

*Jadran-ad*

	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	79,626	78,892	60,107
FIXED ASSETS	131,441	135,273	638,055
EQUITY/LOSS ABOVE EQUITY	+1.224.226	+1.127.426	+4.589.309



A) Information contain in this document is based on the data recieved from the company, and as such has not been verified by the Privatization Agency. Accordingly, the Privatization Agency shall have no liability with respect to the accuracy and validity of the information contained here in.

B) Pursuant to the law, enterprises from the Republic of Serbia were obliged as of 2004 to prepare Financial Statements in accordance with the International Standards of Financial Reports (ISFR).



# SWOT Analysys

## **STRENGTHS:**

Tradition in vegetable production and proximity to major processors of vegetables, good quality land and irrigation.

S

W

## **WEAKNESS:**

Outdated machinery and equipment, and a lack of storage facilities for grains and vegetables.

## **OPPORTUNITIES:**

Development of organic and intensive vegetable production and marketing of products in the EU and Russia.

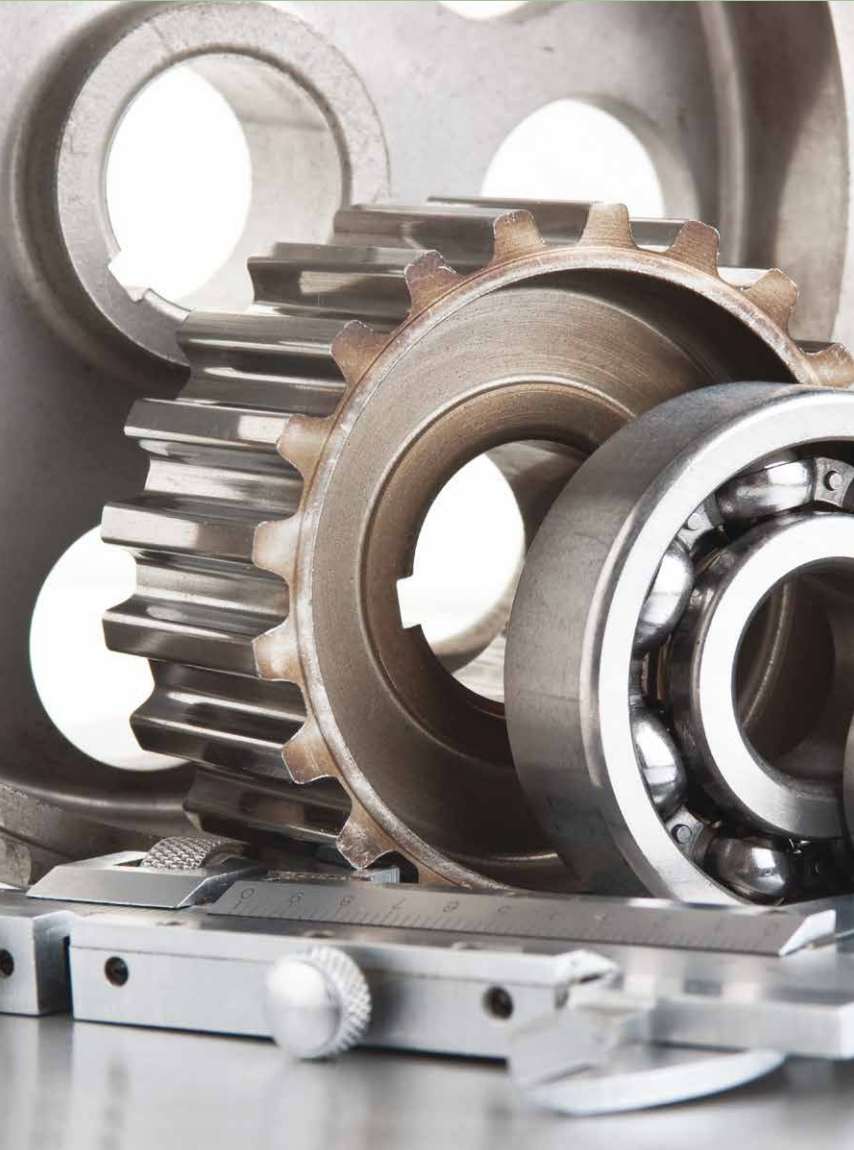
O

t

## **THREATS:**

Volatility in market demand, in contracting of production of field and vegetable products.

# Advantages of Investing in Serbia



Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours

Highly educated and cheap labor force

Restructured and stable financial system

Simple procedures for a company start-up and registration

Simple procedures for foreign trade transactions and foreign investments

Several free trade agreements have been signed, ensuring supply of goods to nearly 800 million consumers:

- In March 2012 Serbia was granted the candidates status by the EC
- CEFTA
- Agreement with the EFTA members
- Autonomous trade preferences granted by the EU in December 2000, and implementation of the Interim Trade Agreement with the EU started in February 2010
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey



# Contact



Republic of Serbia

---

## Ministry of Economy Republic of Serbia

Address: 20, Kneza Milosa Street, 11000 Belgrade, Serbia

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

---

## Privatization Agency Republic of Serbia

Adress: 23 Terazije, 11000 Belgrade, Serbia

Phone: +381 11 / 3020-800

Fax: +381 11 / 3020-828

Email: [info@priv.rs](mailto:info@priv.rs)

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

---