Promoting economic potential of the city of Trebinje
Panorama of Trebinje
General information on the city of Trebinje

- Geographical location: south-eastern part of BIH (RS) at an average altitude of 274 m in the valley of the river Trebišnjica
- On the border of BIH, MNE and CRO, which is said to be the city of sun and plane trees
- Economic and cultural center of Eastern Herzegovina region.
- It consists of 18 local communities
- The city covers an area of 904 km²
- The average population: 31,500
- Climate: mediterranean with an average annual temperature of 14.5°C
- Relief: dinaric karst
- The annual average of 260 sunny days
- Rich cultural and historical heritage
### Traffic Connections

Trebinje distance from some cities, roads, ports, airports

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance</th>
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</thead>
<tbody>
<tr>
<td>Dubrovnik (CRO)</td>
<td>36 km</td>
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<tr>
<td>Banja Luka</td>
<td>357 km</td>
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<tr>
<td>Herceg Novi (MNE)</td>
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<td>Sarajevo</td>
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<td>Novi Sad (SRB)</td>
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<td>Mostar</td>
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<td>Dubrovnik (CRO)</td>
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<td>Ploče (CRO)</td>
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<td>Split (CRO)</td>
<td>259 km</td>
</tr>
<tr>
<td>Bar (MNE)</td>
<td>152 km</td>
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</tbody>
</table>
Natural Resources of the City of Trebinje

Water Resources

- The Trebišnjica river with two hydropower plants
- Sushica, small river and a number of other smaller waterways
- Trebinje and Bileća lake rich in fish
- Pure spring water of high quality
- A large amount of rainfall
- Large supplies of groundwater
- The possibility of irrigation 90% of agricultural area
Natural Resources of the City of Trebinje

Mineral Resources

- Stone aggregate
- Decorative stone
- Siga
- Sand
Climate

Climate in the city is mild, coastal continental, which enables the development of specially intensive and high-quality agricultural, crop farming and cattle breeding production. Disproportionate distribution of rainfall can be compensated by applying modern agro-technical measures, or irrigation and regulation of water regime.
Natural Resources of the City of Trebinje

Forests and herbal potential

- Karst area covered mostly with karst vegetation
- The potential of high quality woods about 750,000 m³
- Herbs (2000 plant species of which about 300 are interesting for domestic and foreign pharmacology)
Natural Resources of the City of Trebinje

- The favourable climate is suitable for the cultivation of fruit, vegetables, especially grapevine. Apple, cherry, plum are the most common fruit crops, and potato is the most common from vegetable.

- Trebinje area is the only vineyards in RS, and is known for its production of honey, tobacco, medicinal and aromatic plants, medicinal and aromatic plants, and high quality varieties of figs.

- Typically traditional products for the City of Trebinje are wine and honey.

- The City of Trebinje has unpolluted soil, satisfactory water quality, which is a prerequisite for the production of organic food (cheese, ham, “Poljak” beans, early vegetables).
Natural Resources of the City of Trebinje

Agricultural and food production recorded an export growth of traditional products characteristic of Herzegovinian climate that is rich with sunny days and mild climate:

- Wines from winery “Vukoje”, monastery Tvrdoš and “Anđelić” already occupy a significant place in the list of top recognizable wines, as confirmed by numerous awards and medals won last year in domestic and international trade fairs and exhibitions,

- The richness of plants, pasture and water quality provide a healthy environment for bees, so honey produced here reaches a very high level of aromatic. It is known that local honey and comb honey is used not only as a function of nutrition but also medicine.

- The increase in the production and sale of medicinal herbs and essential oils

- Almost the entire quantity of produced consumption fish is exported.
Tourism potentials

- Favourable tourism-geographical position
- Extremely favourable climate
- Natural beauty of the karst (lakes, mountains, villages), the preservation of the environment
- Diverse cultural and historical heritage (archaeological monuments of history, ethnology)
- Accommodation offer (five hotels, three motels, inns, guesthouses, eco-scout camp)
- Traditional cultural events
- The hospitality and competitive prices
Tourism potentials

**Diverse cultural and historical heritage:**

City is surrounded by monasteries: Dobrićevo, Duži, Tvrdoš, Zavala, St. Peter and Paul’s monastery and Hercegovačka Gračanica where in crypt of the temple, by the last will and testament of a famous Trebinje poet, Jovan Dučić, were buried his remains. The temple can be seen from any place in Trebinje and it is the most beautiful sacral building in the whole East Herzegovina. From Crkvina hill, where the temple is located, is a beautiful view of the whole city. In the wider area of the city are remains of two medieval towns: Klobuk and Mičevac.

In the city are the orthodox church of St. Transfiguration, Osman Pasha mosque, Catholic Cathedral and many other smaller religious buildings in the suburbs. Trebinje is adorned by several beautiful bridges across the Trebišnjica river. One of the most beautiful is the Perovića (Arslanagića) bridge, built in the second half of the XVI centuries with a very interesting historical story.
Investment opportunities for tourism development

- Located on the banks of the Trebišnjica river in the ambient of mediterrean-oriental architecture, with rich flora and fauna, Trebinje is a very suitable city for development of the third age tourism.

- Directions of long-term tourism economy development are:
  - transit, religious and excursion tourism
  - congress and business tourism
  - gastro tourism and development of cottage industry – handicrafts and souvenirs
  - stationary sports and recreational tourism (activation of attractive mountain sites, more intensive development of sports tourism)
  - revitalization of excursion sites, as well as rural areas which create opportunity of hunting and fishing, winter and ethno tourism development
  - building of a multistructural attractive tourist resort
Culture

Strategic orientation:

Trebinje – city of culture

Traditional cultural manifestations:

• Sveti sava ceremonies
• Trebinje’s summer ceremonies as a part of these events are held various events, of which the most important is “Festival of the festivals”
• Dučić’s evenings of poetry

Cultural institutions:

Museum of Herzegovina (established 59 years ago), Media and Education centre, Cultural Centre, National Library, Youth Centre, Institute for Protection of Monuments and Natural Heritage, two radio stations, three TV stations, Archive
**Sport and recreation**

**Trebinje is a city of sport and it has:**

- Sport hall “Miloš Mrdić”
- Stadium of little sports “Aleksandar Masleša”
- Olimpic-size swimming pool “Banje”
- Football pitch “Police”
- Sports courts “Srđan Aleksić”
- Other small sports facilities

- 35 sports clubs have been registered in Trebinje
- International basketball cup “Dejan Bodiroga” and Traditional summer sport camp of the Republic of Srpska are held every year
- Good results are achieved in martial arts, football, basketball, swimming...
Health and social protection

- **Health centre** – 8 outpatient clinics with 15 teams of family medicine and accompanying specialist service. The Strategy for Development of Primary Health care is being applied
- **General hospital** with a capacity of 160 beds
- Pharmacy
- Over 550 workers is employed in health sector
- Private practice is in development process:
  - 6 outpatient clinics,
  - 9 dental clinics and
  - 10 pharmacies
- The plan of social protection development is being implemented (2010-2015)

**NGO sector** includes 50 registered NGOs.
In area of Trebinje city operate:

- Three elementary schools
- Elementary and high music school
- Three high schools:
  - Grammar school “Jovan Dučić”
  - Technical school
  - Centre of High Schools
- Three faculties:
  - Production and management faculty
  - The Academy of Fine Arts
  - The College of Tourism and Hotel Management and
- Two agencies for learning foreign languages
Business characteristics of Trebinje city

State at the end of 2012:

- 839 taxpayers with 7,998 employees (Tax Administration of the RS)
- 837 BAM is an average net salary at city level (Republic of Srpska Institute of Statistics)
- 225 business entities employing 4,651 workers (Intermediary Agency for IT and financial services-APIF)
- 420 entrepreneurs of which 131 are trades, 152 craft shops, 91 catering shops and 46 transport companies (city administration)
- 3,895 unemployed actively seeking job (Employment Bureau of the Republic of Srpska- Branch office Trebinje)
- Financial operations at the city level are positive, owing to energy sector, the main responsible for the development of the city and its surroundings (APIF)
Companies: economic development makers

- **POWER UTILITY OF THE RS**, headquarters in Trebinje
- HYDROPOWER PLANT – generation of electricity
- ELEKTRO-HERZEGOVINA – distribution of electricity
- SWISSLION Trebinje – food processing industry (confectionery products)
- SWISSLION IAT – metal processing sector (machine tools)
- AGROKOOP and POPOVO POLJE – agricultural production
- HERCEGOVINAPUTEVI – construction works
- DELTA MAXI, INTEREX – shopping centres
- LEOTAR, PLATANI, VIV, INN, AĆIMOVIĆ – hospitality
Cooperatives and associations

- Cooperative “**Petrovo polje**”, area of operation is Petrovo polje. Main activity is viticulture, as well as production of all traditional and typical organic based products.

- Beekeepers cooperative “**Žalfija**”, covers the area of East Herzegovina. It aims at development of beekeeping sector by encouraging production, placement and sell of bee products from this area.

- Wine growers and wine producers association “**Vinos**” in the area of Herzegovina is trying to make a globally recognizable brand, and at same time to control the very origin of grape and based on it and geographically protect wines produced in these areas.

- Businessmen Association of Trebinje, newly established association aiming at faster and more transparent resolving the problems arising in economic processes.
A vision of future

Trebinje has its Development Strategy 2009-2017 in which is defined a vision of Trebinje as one of the most desirable towns in Southeast Europe, because:

- It establishes a unique harmony of spiritual and secular, cultural and natural heritage, town and village, old and new...
- It builds rejuvenated, creative entrepreneurial community,
- It produces the cheapest green energy,
- It produces the best wine and the healthiest food,
- It offers the most attractive vacation.
Participation of city of Trebinje in development projects

- **“Wine roads of Herzegovina”** – This project includes 22 wineries from Mostar, Čitluk, Stolac, Čapljina, Ljubuški and Trebinje. The primary goal is to develop a new tourism product which will revive villages in Herzegovina, encourage plantation of new vineyards as well as obviously develop tourism in the area Herzegovina.

- **“Community reconciliation through poverty reduction”** – the project connected Trebinje, Stolac and Blagaj and established an inter-rentity cooperation and experience exchange from tourism sector. In the area of Trebinje city have been implemented the following projects: “Restoration of the South Gate of the Old town of Trebinje”, “Improvement of Tourism Offer in the region over TIC” (Tourism information centre), “Promotion of Mountain Tourism”, “Golden road of Herzegovinian Honey” and “Valorization of Medieval market Through Development of a New Tourism Product”.

- **“Paths of Wine and Taste of Herzegovina”** – project aiming at promotion of rural tourism of Herzegovina and Dubrovnik-Neretva region. By restoration of the Tower and the dovecot within Museum of Herzegovina, will be created promotional places where all offered indigenous products of this area will be sold, from wine and brendy (rakija), to cheese and Herzegovinan honey.

By these projects is completed a new tourism profile of Trebinje.
Participation of city of Trebinje in development projects.

- **“Promotion of tourism and traffic signals”** – project of cross-border cooperation between Trebinje and Nikšić applied in the IPA fond of European Union. Project goal is to give contribution to the development of regional tourism through setting of touristic and traffic signals, setting of outdoor interactive totem and improvement of touristic promotion of two cities by mutual promotional campaign. Implementation of this project is in progress.

- **Strengthening of local democracy II (LOD II)”** – city of Trebinje is one of 15 selected municipalities which implemented this project with the goal of contributing to the democratic stability, reconciliation and further development of BIH through establishing better relations between local authorities and civil society (CS), and creating financial mechanisms for improved service delivery. Through LOD II, 4 CS successfully implemented projects in whose financing also participated the local authority.

- **“Development of international tourism corridor through Herzegovina and conservation of the environment in BIH”** – this project is done in cooperation with the Japanese agency for international cooperation (JICA) and its implementation is in progress. Project is focused on the region of southern Herzegovina taking into consideration the great potentials, attendance and influx of tourists from Adriatic coast, from Croatia and Montenegro. Project goal is to increase incomes and employment in tourism.
Participation of city of Trebinje in development projects.

- **Building of detour for transit vehicles around city** (southern city exit is finished and the realisation of east part of detour is in progress)

- **Business zone of Volujac**
  - located by the main road (M20) towards Dubrovnik,
  - area 85 ha, substation 35/10 kV, water infrastructure, paved access road,
  - at the moment there are 5 companies in their zone
  - further development and expansion of this zone is planned as soon as possible.

- **Upgrading of urban water supply system** (at the initial stage of implementation, loan funds are secured and in progress is the production of Study of feasibility of the project on water supply system by consulting company of EU)
Long-term goals and directions of development of city of Trebinje

Pure industry – manufacturing small and medium sized enterprises

- Capacities of machine industry
- Textile industry
- Building industry
- Baking industry

Energetics and Water management

- Production of water energy, wind energy and sun energy
- Water infrastructure
- Agricultural irrigation
Long-term goals and directions of development of city of Trebinje

Agriculture provides:

- Development of fruit-growing on the areas of karst fields (company “Popovo Polje” is the good example of investing in plantation production of quality sorts of apples, vine-lines and cheeries)
- Viticulture (Popovo field, Trebinje field i Lastva)
- Production of tobacco in the area of Trebinje forest
- Production of early vegetables
- Beekeeping and bee products
- Cattle-breeding, mini farms and dairy farms
- Sheep breeding and goat breeding on the highland area
- Collecting, purchase and processing of herbs
- Production of consumable fish
- Production of indigenous sorts of vegetables from Herze-govina (beens “poljak”) – organic production
Long-term goals and directions of development of city of Trebinje

Planned projects in the following period:

- Tourist-excursion center “UBLA” (skiing, mountaineering, sports and recreation)
- Business zone “VOLUJAC” (development of SME with technological processes which do not contaminate the environment)
- Old city “KASTEL” (reconstruction of old city core into tourist purposes)
- “KAMEN GRAD” (STONE CITY) (concept similar to the Andrić City in Višegrad which is planned to be located on the river island in Bregovi)
- Center for Hiporehabilitation for children with special needs
Benefits of investing in the area of city of Trebinje

- Benefits of the location
- Possession of clean water and significant areas of unpolluted and fertile land
- Using of renewable sources of energy: water, sun and wind
- Exploitation of construction materials (rock, sand, gravel)
- Agricultural production in every forms (fruit, vegetables, viticulture, tobacco, cattle breeding, beekeeping, fish farming ...)
- Metal processing and textile sector (trained work force)
- Tourism and Catering – vicinity of the sea, rivers, lakes and mountains, rich cultural and historical heritage (monasteries, forts, architecture and etc.)
- Activation and using of archeological and cultural and historical localities in the purpose of tourism development
- Revitalization of picnic and hunting areas
Benefits of investing in the area of city of Trebinje

Benefits for funding

- **Municipal credit for stimulating employment**
  - Purpose – construction of new and expanding of existing economic capacities
  - Obligations for employment
  - Maximum amount 1.000.000 KM
  - Interest rate 1.5%
  - Possibility of re-accessing to the credit line, after fulfilling the asked terms

- **Part of the interest subsidy on the credit line with IRB RS**
  As one of the advantages for investing into the economic capacities, the city of Trebinje subsidizes 1% of interest rate on the credit lines with IRB RS
Benefits of investing in the city of Trebinje

Local administration services

- **Center for citizen services** (gives fast and efficient service where citizen can, as soon as possible, solve his demand sent to the city administration service)

- Center for permits in the construction industry and entrepreneurship (short procedure of getting permits for construction or for registration of companies)

- **Inspection and municipal police services**
Benefits of investing in the city of Trebinje

Available commercial institutions:

1. Agency for development Small and Medium-sized enterprises:
   - production and implementation of development projects
   - giving legal and consulting/consultations to its clients
   - promotion of entrepreneurship in the municipality area
   - organising educational events for potential and existing entrepreneurs

2. Business incubator Trebinje:
   Founded by the city of Trebinje with the purpose of giving help to entrepreneurs in a way that in the beginning of starting a business provides them with a quality office space with the necessary infrastructure, as well the help with choosing and analyzing the business idea and making a business plan.

3. Chamber of Commerce of Trebinje

4. Lawyers and notaries, real estate agencies

5. Financial sector:
   - 10 banks (branches or sub-branches)
   - 6 microcredit organizations and
   - 9 insurance houses
Benefits for investing in the city of Trebinje

Human resources possessed by city of Trebinje

In Employment office of city of Trebinje it is registered:

- University degree = 467
- Secondary education = 1,552
- Qualified worker = 1,695
- College degree = 172
- Highly skilled worker = 61
- Not qualified worker = 802

(Among registered persons we have a significant number of workforce from metal processing, construction and textile sector)
Benefits of investing in the city of Trebinje

- The price of electricity in RS and surroundings

<table>
<thead>
<tr>
<th>Industry</th>
<th>ERS</th>
<th>EP HZHB</th>
<th>EP BIH</th>
<th>MAK</th>
<th>SRB</th>
<th>CG</th>
<th>CRO</th>
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<tbody>
<tr>
<td>Prices (pf/kWh)</td>
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<td>15,84</td>
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Average electricity price for industrial consumer
Promoting economic potentials of city of Trebinje

Thank you for your attention