

CERTIFIED CITIES AND MUNICIPALITIES ON THE INVESTMENT MAP OF EUROPE!

Jastrebarsko, Ivanec, Skoplje, Štip, Prijedor, Sombor, Vranje, Zaječar, Sremska Mitrovica



This year as well, Financial Times has published the list of best European municipalities, cities and regions for investments in 2016/17: in the competition of **481 locations, the list of top 10 investment destinations** in 10 different categories related to cost effectiveness, FDI strategies and economic potential, **included 9 local governments and 3 regions from Bosnia and Herzegovina, Serbia, Croatia and Macedonia**, members of the regional BFC SEE network. Among them, 4 local governments are current holders of the Business Friendly Certificate, while the others used to be part of the program or are currently undergoing the process. Serbia appears 9 times in the report, followed by Macedonia with 5, Bosnia and Herzegovina with 3 and Croatia with 2 appearances.

The recognition of Financial Times, as the most influential business magazine in the world, means that the efforts of local governments aimed at improving their business environment and providing the best services to investors have been noticed and acknowledged. At the same time, it has been shown that Business Friendly Certification of municipalities in SEE enables local governments to compare the local business conditions with other successful areas in the region, and improve their business environment in accordance with the investor needs. For investors looking to expand or move their operations in South East Europe, BFC SEE serves as a standardized tool for assessing local business conditions and indicates which local governments in the region have the most favorable investment climate.

This recognition is just another confirmation of the quality and significance of the regional Business Friendly Certification in South East Europe municipal certification program which, starting from this year, will be implemented as internationally recognized standard in Montenegro as well.

„Regional Technical Secretariat - NALED, congratulates all certified cities and municipalities which reformed their local administrations, applied new models and work approaches through BFC SEE program, and thus managed to join the rank of the best investment destinations in Europe!”



Ranking of BFC cities and municipalities 2012 - 2015

The contribution of BFC SEE program is confirmed with the fact that the FDI Magazine report for 2012/2013 included 5 cities (**Subotica, Vranje, Zaječar, Indija, Sremska Mitrovica**) and 1 region (**Vojvodina**) from Serbia and only one city from Croatia (**Jastrebarsko**).

In the following FDI Magazine report for 2014/2015, **Ivanec** was also the only Croatian city in the ranking. However, it has been noted that this report **included an increased number of cities, municipalities and regions from the countries that joined the regional BFC SEE network**. Namely, the 2014/2015 report for the first times includes representatives of Macedonia - city of **Skoplje** and **Ohrid-Struga** region, and two regions (**Bear Micro Region** and **Herzegovina**) from Bosnia and Herzegovina, which include municipalities **Žepče, Teslić** and **Tešanj**, current holders of BFC SEE certificate. There are 4 cities (**Vranje, Zaječar, Indija, Sremska Mitrovica**) and 1 region (**Vojvodina**) representing Serbia in this report.

Ranking of BFC cities and municipalities 2016 - 2017

In the latest FDI report for 2016/17, **Ivanec** and **Jastrebarsko** (Croatia) took the leading positions among the micro cities in terms of FDI strategy, while the cities **Skopje** and **Štip** (Macedonia) have been included in the ranking in several categories, a the thing to particularly point out is their leading positions in terms of cost effectiveness. The City of **Prijedor** is the first city from Bosnia and Herzegovina which has been included in the FDI Magazine report, in two categories. The representatives of Serbia among cities (**Sombor, Vranje, Zaječar, Sremska Mitrovica**) have been in three categories, while the two regions (**Vojvodina** and **Srem District**) have ranked in even four categories, noting that out of seven local governments in the Srem District, even four (**Ruma, Stara Pazova, Sremska Mitrovica, Indija**) hold the BFC SEE certificate or were previously certified, while the others (**Šid, Irig, Pećinci**) currently have the status of candidates for joining the process.

At the regional level, **the best result and progress** in terms of inclusion and ranking of cities, municipalities and regions of BFC SEE network member countries was achieved in the categories *“Top 10 Micro European cities - Cost Effectiveness”* and *“Top 10 Micro European cities - FDI Strategy”*, including even **7 cities and municipalities from the BFC SEE program at several positions**, of which **Štip** (Macedonia) and **Ivanec** (Croatia) took the top of the list.

The only representative of Slovenia is Ljubljana, ranked in the category of capital cities of the future, while on the other hand, no cities or municipalities from Montenegro reached the lists for neither of FDI Magazine categories. However, bearing in mind that Montenegro joins the Regional BFC SEE network this year, it will certainly be interesting to monitor the results of the upcoming FDI reports, for the ranking of Montenegro cities, municipalities and regions.

As for the other capitals of BFC SEE network member countries, Zagreb, Sarajevo and Belgrade were ranked in several categories - **Zagreb** (Croatia) took 9th place in the category *“Top 10 Southern European cities of the future”* and 4th place in *“Top 10 Large European cities of the future – Human capital and lifestyle”*, **Belgrade** (Serbia) reached 8th place in the category *“Top 10 Large European cities of the future – Cost effectiveness”*, while **Sarajevo** (Bosnia and Herzegovina) is ranked 6th in the category *“Top 10 mid-sized European cities of the future – Cost effectiveness”*.

Conclusion

One of the conclusions that can be drawn compared to the 2012/2013 report is that **there has been higher presence of BFC SEE cities and municipalities ranked in the latest FDI Magazine report.** With this regard, it should be stressed that, with the support of German Organization for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit) – Open Regional Fund for Modernization of Municipal Services South East Europe (GIZ ORF), the certification program grew into a regional initiative in 2011, and started being implemented in Croatia, Bosnia and Herzegovina, Serbia and Macedonia, which speaks in favor of the fact that the **BFC SEE program helps in better positioning of the entire region and individual cities on the investment map of Europe.** Illustrative examples include **Ivanec** which made progress from the 9th position last year, now reaching 1st place on the list of micro cities in Europe regarding FDI strategy, **Štip** which is also ranked 1st on the cost effectiveness list and certainly **Prijedor** as the first city from Bosnia and Herzegovina which was included in the two mentioned categories. It should be noted that the methodology in the report preparation has changed, and the latest FDI magazine report included a much higher number of locations than before. For example, the 2012/2013 report included 363 locations, while in 2016/2017 there were 481 competing locations, which indicates increasing interest among European cities and municipalities to better position themselves compared to their competitors.

The presence of local governments and regions which participated in BFC SEE program in the FDI list

Table 1 provides a graphic view of the number of ranked local governments in the previous three FDI reports for each BFC SEE network member country, and the entire BFC SEE region:

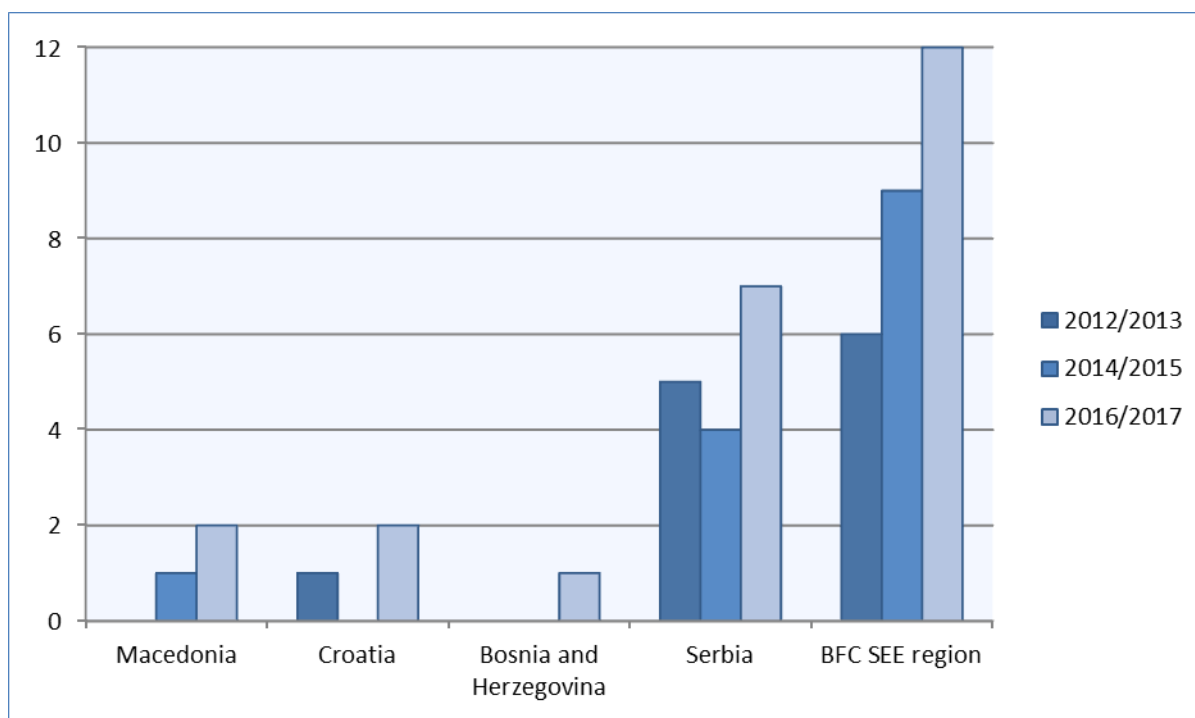


Table 1: Number of BFC SEE cities and municipalities in FDI magazine in the last 3 years

Table 2 lists all current and previous holders of BFC SEE certificate, with indicated period of validity and the best achieved ranking, while the following sections provide table views and ranking of BFC SEE cities, municipalities and regions in individual categories and by different criteria over the previous three years:

City/municipality	Period of certificate validity	Rank 2012/2013	Rank 2013/2014	Rank 2016/2017
Šabac	March 2016 - 2018	/	/	/
Bogdanci	March 2016 - 2018	/	/	/
Bosanska Krupa	February 2016 - 2018	/	/	/
Mrkonjić Grad	February 2016 - 2018	/	/	/
Štip	December 2015 - 2017	/	/	1
Žepče*	December 2015 - 2017	/	6	/
Tešanj*	December 2015 - 2017	/	6	/
Teslić*	December 2015 - 2017	/	6	/
Jastrebarsko	November 2015 - 2017	8	/	7
Bijeljina	June 2015 - 2017	/	/	/
Crikvenica	June 2015 - 2017	/	/	/
Pančevo	April 2015 - 2017	/	/	/
Banja Luka	April 2015 - 2017	/	/	/
Stara Pazova*	June 2014 - 2016	/	/	6
Leskovac	March 2014 - 2016	/	/	/
Pirot	June 2013 - 2015	/	/	/
Ruma*	June 2013 - 2015	/	/	6
Sanski Most	June 2013 - 2015	/	/	/
Ivanec	June 2013 - 2015	/	9	1
Bjelovar	June 2013 - 2015	/	/	/
Veles	June 2013 - 2015	/	/	/
Strumica	June 2013 - 2015	/	/	/
Prijedor	June 2013 - 2015	/	/	4
Sombor	In process	/	/	7
Sremska Mitrovica	In process	3	3	10
Skolje	In process	/	1	1
Zaječar**	March 2011 - 2013	7	8	10
Vranje**	June 2010 - 2012	5	10	8
Indija**	September 2008 - 2010	2	4	/

Table 2: Holders of BFC SEE certificate and the best achieved ranking in the FDI magazine

*Cities and municipalities ranked within the region/district they belong to (Srem District, Bear region).

**Cities and municipalities certified under the BFC national standard.

European Cities and Regions of the Future 2012/2013

Top 10 FDI strategy - Southern Europe

Rank	City	Country
1	Barcelona	Spain
2	Lisbon	Portugal
3	Murcia	Spain
4	Valencia	Spain
5	Tbilisi	Georgia
6	Konya	Turkey
7	Santa Cruz de Tenerife	Spain
8	JASTREBARSKO	CROATIA
9	Gaziantep	Turkey
10	SUBOTICA	SERBIA

Top 10 micro Cities - Cost Effectiveness

Rank	City	Country
1	Ternopil	Ukraine
2	Berdyansk	Ukraine
3	Truskavets	Ukraine
4	Pereyaslav-K melnytsky	Ukraine
5	VRANJE	SERBIA
6	Jelgava	Latvia
7	ZAJEČAR	SERBIA
8	Drohobych	Ukraine
9	Ventspils	Latvia
10	Rivne	Ukraine

Top 10 regions - Cost Effectiveness

Rank	City	Country
1	Bucharest-Ilfov	Romania
2	INDJIJA	SERBIA
3	SREMSKA MITROVICA	SERBIA
4	VOJVODINA	SERBIA
5	Shumsk	Ukraine
6	Ternopil	Ukraine
7	Mohyliv-Podilskyi	Ukraine
8	Transcarpathia	Ukraine
9	Lviv region	Ukraine
10	Kharkiv region	Ukraine

European Cities and Regions of the Future 2014/2015

Top 10 Southern Europe Cities

Rank	City	Country
1	Barcelona	Spain
2	Lisbon	Portugal
3	Porto	Portugal
4	Bilbao	Spain
5	Valencia	Spain
6	Madrid	Spain
7	Murcia	Spain
8	SKOPJE	MACEDONIA
9	Seville	Spain
10	Malaga	Spain

Top 10 Southern Europe Cities - FDI Strategy

Rank	City	Country
1	Barcelona	Spain
2	Lisbon	Portugal
3	Porto	Portugal
4	Bilbao	Spain
5	SKOPJE	MACEDONIA
6	Murcia	Spain
7	Valencia	Spain
8	Malaga	Spain
9	Seville	Spain
10	Lendava	Slovenia

Top 10 Small European Cities – Cost Effectiveness

Rank	City	Country
1	SKOPJE	MACEDONIA
2	Plovdiv	Bulgaria
3	Pleven	Bulgaria
4	Burgas	Bulgaria
5	Varna	Bulgaria
6	Ruse	Bulgaria
7	Kaunas	Lithuania
8	Klaipeda	Lithuania
9	Constanta	Romania
10	Podgorica	Montenegro

Top 10 Small European Cities – Business Friendliness

Rank	City	Country
1	Cork	Ireland
2	Reading	UK
3	Derry/Londonderry	UK
4	Bratislava	Slovakia
5	Cambridge	UK
6	Southampton	UK
7	Walsall	UK
8	Geneva	Switzerland
9	Oxford	UK
10	SKOPJE	MACEDONIA

Top 10 Small European Cities – FDI strategy

Rank	City	Country
1	Eindhoven	Netherlands
2	Ghent	Belgium
3	Derby	UK
4	Sunderland	UK
5	Grenoble	France
6	Cambridge	UK
7	Reading	UK
8	York	UK
9	Peterborough	UK
10	SKOPJE	MACEDONIA

Top 10 Micro European Cities – FDI strategy

Rank	City	Country
1	Waterford	Ireland
2	Galway	Ireland
3	Ventspils	Latvia
4	Liepaja	Latvia
5	Limerick	Ireland
6	Lendava	Slovenia
7	Coburg	Germany
8	ZAJAČAR	SERBIA
9	IVANEC	CROATIA
10	VRANJE	SERBIA

Top 10 European regions – Cost Effectiveness

Rank	City	Country
1	OHRID-STRUGA	MACEDONIA
2	Stara Zagora	Bulgaria
3	SREMSKA MITROVICA	SERBIA
4	VOJVODINA REGION	SERBIA
5	MUNICIPALITY OF INDJIJA	SERBIA
6	South Transdanubian Region	Hungary
7	Luhansk	Ukraine
8	BEAR MICRO REGION	BOSNIA and HERZEGOVINA
9	Poltava	Ukraine
10	Bucuresti-Ilfov	Romania

Top 10 Small European regions – Cost Effectiveness

Rank	City	Country
1	OHRID-STRUGA	MACEDONIA
2	Stara Zagora	Bulgaria
3	SREMSKA MITROVICA	SERBIA
4	MUNICIPALITY OF INDJIJA	SERBIA
5	South Trandanubian Region	Hungary
6	BEAR MICRO REGION	BOSNIA and HERZEGOVINA
7	Poltava	Ukraine
8	Transcarpathia	Ukraine
9	Shumsk	Ukraine
10	Ternopil	Ukraine

European Cities and Regions of the Future 2016/2017

Top 10 Micro European cities of the future 2016/2017 – Economic Potential

Rank	City	Country
1	Galway	Ireland
2	Limerick	Ireland
3	Shannon	Ireland
4	Waterford	Ireland
5	Coburg	Germany
6	Monaco	France
7	Inverness	UK
8	Žilina	Slovakia
9	Mechelen	Belgium
10	SREMSKA MITROVICA	SERBIA

Top 10 Small European cities of the future 2016/2017 – Cost Effectiveness

Rank	City	Country
1	SKOPJE	MACEDONIA
2	Ternopil	Ukraine
3	Kremenchuk	Ukraine
4	Melitopol	Ukraine
5	Pleven	Bulgaria
6	Berdiansk	Ukraine
7	Burgas	Bulgaria
8	Plovdiv	Bulgaria
9	Ruse	Bulgaria
10	Varna	Bulgaria

Top 10 Micro European cities of the future 2016/2017 – Cost Effectiveness

Rank	City	Country
1	ŠTIP	MACEDONIA
2	Yuzhnoukrainsk	Ukraine
3	Shumsk	Ukraine
4	Mostyska	Ukraine
5	PRIJEDOR	BOSNIA and HERZEGOVINA
6	Liepaja	Latvia
7	SOMBOR	SERBIA
8	Truskavets	Ukraine
9	VRANJE	SERIBA
10	ZAJEČAR	SERBIA

Top 10 Small European cities of the future 2016/2017 – FDI strategy

Rank	City	Country
1	Cork	Ireland
2	Dundee	UK
3	Grenoble	France
4	Lublin	Poland
5	York	UK
6	SKOPJE	MACEDONIA
7	Pilsen	Czech Republic
8	Belfast	UK
9	Ghent	Belgium
10	Derby	UK

Top 10 Micro European cities of the future 2016/2017 – FDI strategy

Rank	City	Country
1	IVANEC	CROATIA
2	Limerick	Ireland
3	Ventspils	Latvia
4	PRIJEDOR	BOSNIA and HERZEGOVINA
5	Galway	Ireland
6	ŠTIP	MACEDONIA
7	JASTREBARSKO	CROATIA
8	VRANJE	SERBIA
9	Jelgava	Latvia
10	Tartu	Estonia

Top 10 Southern European regions of the future 2016/2017

Rank	City	Country
1	Catalonia	Spain
2	Istanbul Province	Turkey
3	Comunidad de Madrid	Spain
4	Lombardy	Italy
5	Basque Country	Spain
6	Lazio	Italy
7	Emilia-Romagna	Italy
8	Andalusia	Spain
9	SREM DISTRICT	SERBIA
10	Lisbon	Portugal

Top 10 Small European regions of the future 2016/2017 – Cost Effectiveness

Rank	City	Country
1	SKOPJE STATISTICAL REGION	MACEDONIA
2	Burgas Province	Bulgaria
3	Plovdiv Province	Bulgaria
4	Ruse Province	Bulgaria
5	Stara Zagora Provincne	Bulgaria
6	SREM DISTRICT	SERBIA
7	Varna Province	Bulgaria
8	Sofia City	Bulgaria
9	Riga Statistical Region	Latvia
10	Kaunas County	Lithuania

Top 10 Small European regions of the future 2016/2017 – Business Friendliness

Rank	City	Country
1	Dublin Region	Ireland
2	Canton of Zug	Switzerland
3	Prague Region	Czech Republic
4	Harju County	Estonia
5	Canton of Zurich	Switzerland
6	Bratislava Region	Slovakia
7	Oslo County	Norway
8	West Region	Ireland
9	Mid-West Region	Ireland
10	SREM DISTRICT	SERBIA

Top 10 Mid-sized European regions of the future 2016/2017 – FDI strategy

Rank	City	Country
1	Greater Copenhagen	Denmark
2	Tuscany	Italy
3	Northern Ireland	UK
4	Małopolska	Poland
5	Brabant	Netherlands
6	Basque Country	Spain
7	VOJVODINA	SERBIA
8	Wallonia	Belgium
9	Canary islands	Spain
10	Stockholm region	Sweden