



Opportunities and challenges in the economic relations of Hungary and Bosnia and Herzegovina in the fields of food industry, car production and tourism

Mr. Mirsad Jašarspahić , Dipl.ing.Mech.
CHAMBER OF ECONOMY OF THE FEDERATION BOSNIA AND HERZEGOVINA

Sarajevo, 23.03. 2021.

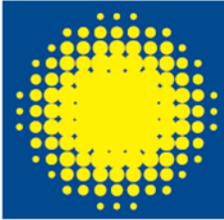


PRIVREDNA/GOSPODARSKA KOMORA FEDERACIJE BOSNE I HERCEGOVINE

CHAMBER OF ECONOMY OF THE FEDERATION OF BOSNIA AND HERZEGOVINA

Agricultural, Food and Beverage Sector





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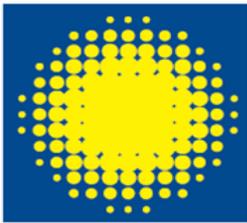
Agriculture and food processing industry

Out of total area of 5,113 millions hectars of the country, 47% represents agriculture land. High availability of grassland and mountainous pastures suggests a potential advantage for production of livestock and dairy products. Orchards and vineyards cover approximately 100.000 hectares.

The structure of agriculture sector is characterised by small sized family farms, which to large extent produce for home consumption. Agricultural production in BiH is dominated by crop production, while livestock production representing less than one third of the total output. Slight increase of this share in recent years is due to the increase in cow milk production. The economically most important sub sector of BiH agriculture is vegetables. Of considerable importance are also fresh cow milk, maize and potatoes.

Bosnia and Herzegovina is a large importer of wheat from Hungary.

We would like to achieve better cooperation in the segment of knowledge exchange on increasing the efficiency of grain growing in Bosnia and Herzegovina as well as on increasing the export of finished food products to the Hungarian market.



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FIELD CROPS



VEGETABLE-GROWING

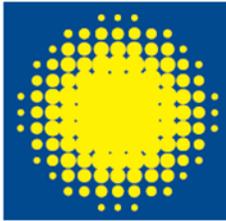


ORGANIC FOOD PRODUCTION



FRUIT & VINE-GROWING





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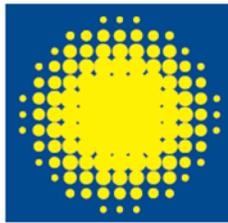
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MEDICINAL AND AROMATIC PLANTS, HONEY, MUSHROOMS AND WILD FOREST PRODUCTS



LIVESTOCK & FORAGE PRODUCTION





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- Some of the largest foreign investors in the food industry are:

Coca cola (USA)

Zeera Investments (UAE)

Jamnica (Croatia)

Kraš (Croatia)

Lactalis (France)

Ledo (Croatia)

Meggle (Germany)

Nestle (Switzerland)

Pepsico (USA)

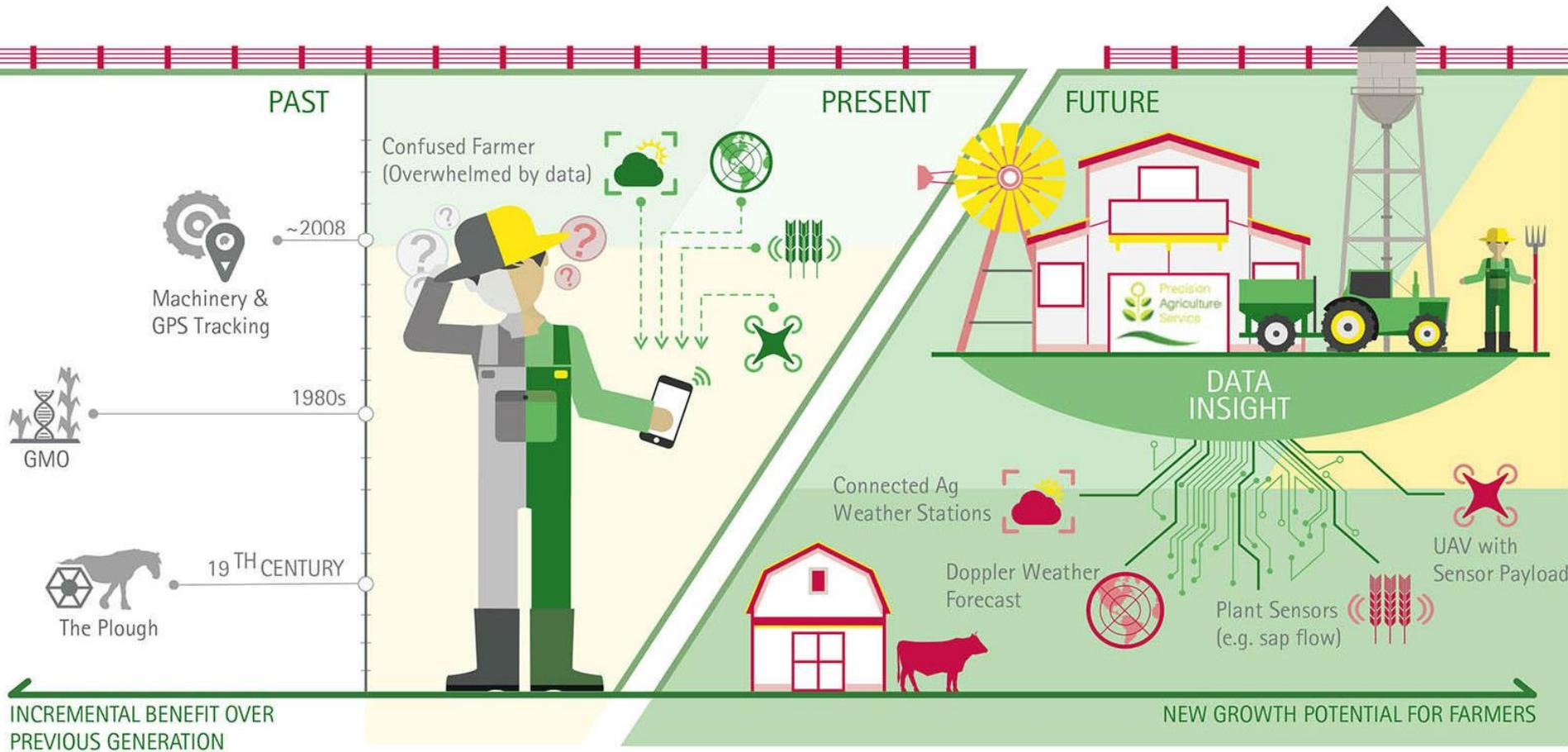
Perutnina Ptuj (Slovenija)

Swisslion (Srbija)



Agriculture Management Information System





With an estimated 9.6 billion people on the planet by 2050, overall food production will need to double in a relatively short period of time to meet the demand!



ConnAgrIS

Our Vision, Your Future

- ConnAgrIS provides the flexible, easy-to-use agronomy management system for improved crop planning, field history, spatial management, formulation, blending, invoicing, and reporting in a single system.



- Increase customer loyalty
- Create a competitive advantage
- Improve profit potential
- Reduce of financial risk and lowering costs
- Create crop plants and recommendations for better customer service and profitability
- Minimize growers' risk
- Meet regulatory requirements with accurate field history information
- Boost operational efficiency with fast and flexible formulation
- Modify forms and reports easily and record and track details specific regarding particular needs
- Save time, reduce errors, and maintain real-time balances and inventory information

- email address
- SMS &
- sharing experiences commenting document sharing audio & photo sharing

- We make it easy to translate ConnAgrIS information system into many languages.



- Producers profile/access date
- Farms (Economies)
- Plots
- Plantings
- Culture

- Agriculture protection management
- Guidance
- Reports
- Picking and placement
- Activity and monitoring management
- Agropharmacy

- Simplify data management, streamline processes to enhance day-to-day productivity, and improve business analysis and decision making for greater profitability with a financials and accounting management solution from ConnAgrIS





APP Support

Smart farming will become the important application field in the predominantly agricultural-products exporting countries!

Implement traceability as condition for food safety standardization

- IFS
- BRC
- ISO 22000
- HACCP
- GLOBAL G.A.P.
- Organic
- QMS



Statusi

Napiši post...

Choose Files N...

Trenutno nema statusa

Ibbenbüren, DE



2 17°

9:30 pm
CEST
Mostly sunny

2020/ 7

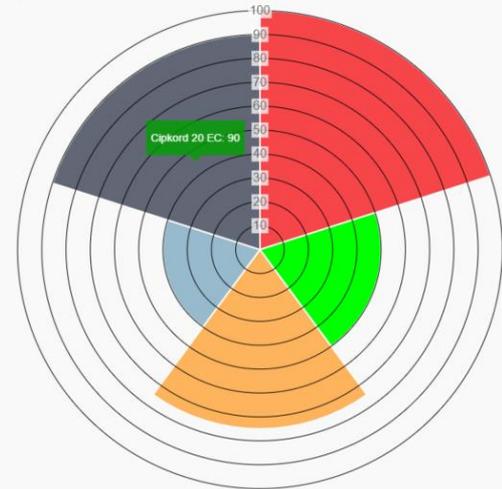
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28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

Poslednje aktivnosti | Odjavi se

- Mustafa Derlic
(2020-07-08 14:12:24)
- Jasmina Ribic
(2020-06-24 11:43:45)
- Esad Mandzuka
(2020-06-12 17:47:16)
- Dzejan Efendic
(2020-03-12 10:11:37)
- Muamer Balilhodzic
(2020-02-04 14:09:55)
- Elmira Kadić

Zaštitarski radovi na 100 zasada

Faza razvoja : Početak listanja
Namjena : bolesti sušenja izdanaka štetni insekti



- Cuprozin 35 WP
- Funguran OH
- Fobos EC
- Megatrin 2,5 EC
- Clipkord 20 EC

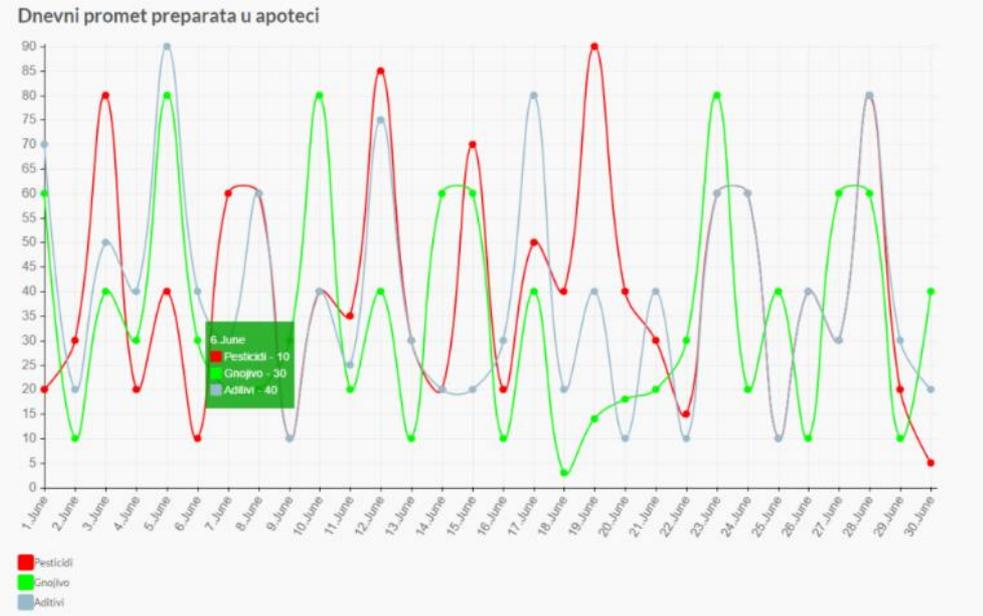
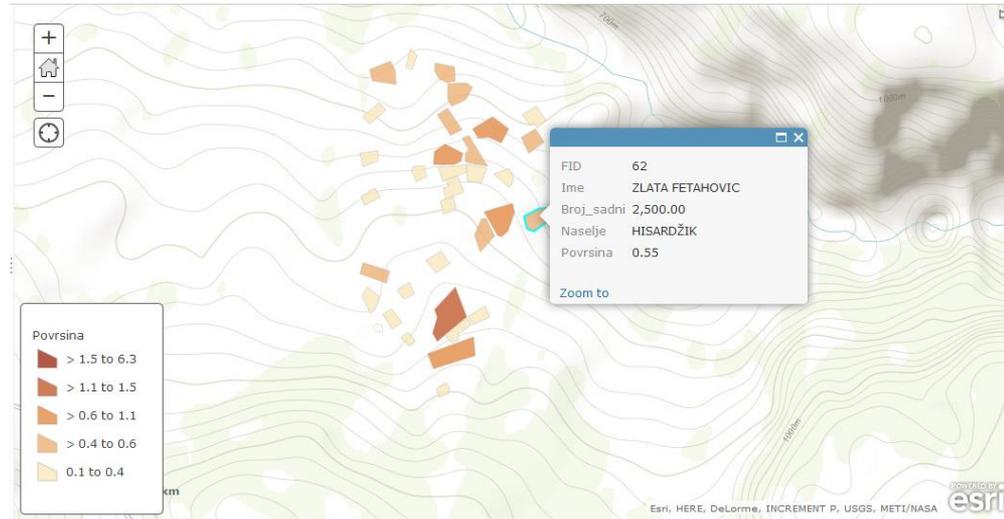
Grafikoni

Otkup

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2		72	Brodarevo	B	Malina	Vilamet	2020-06-17	0	2020-06-28 20:28:59	2020-06-28 20:28:59	superadmin markomarkovic superadmin	48.20 18.90 124.30	22 9 58	89	100001 100001 100001	PALETNI LIST
3		71	Brodarevo	B	Malina	Miker	2020-06-17	0	2020-06-28 20:28:42	2020-06-28 20:28:42	superadmin superadmin	33.20 33.20	17 17	34	100003 100003	PALETNI LIST
4		25	Zeljezno Polje	ZPOM001	Malina	Miker	0000-11-30	0	2020-06-24 07:40:26	2020-06-24 08:01:17	jasmirpodbicarin mujomujic	40.40 320.00	24 200	224	1 1	PALETNI LIST

GIS Data and Analytics

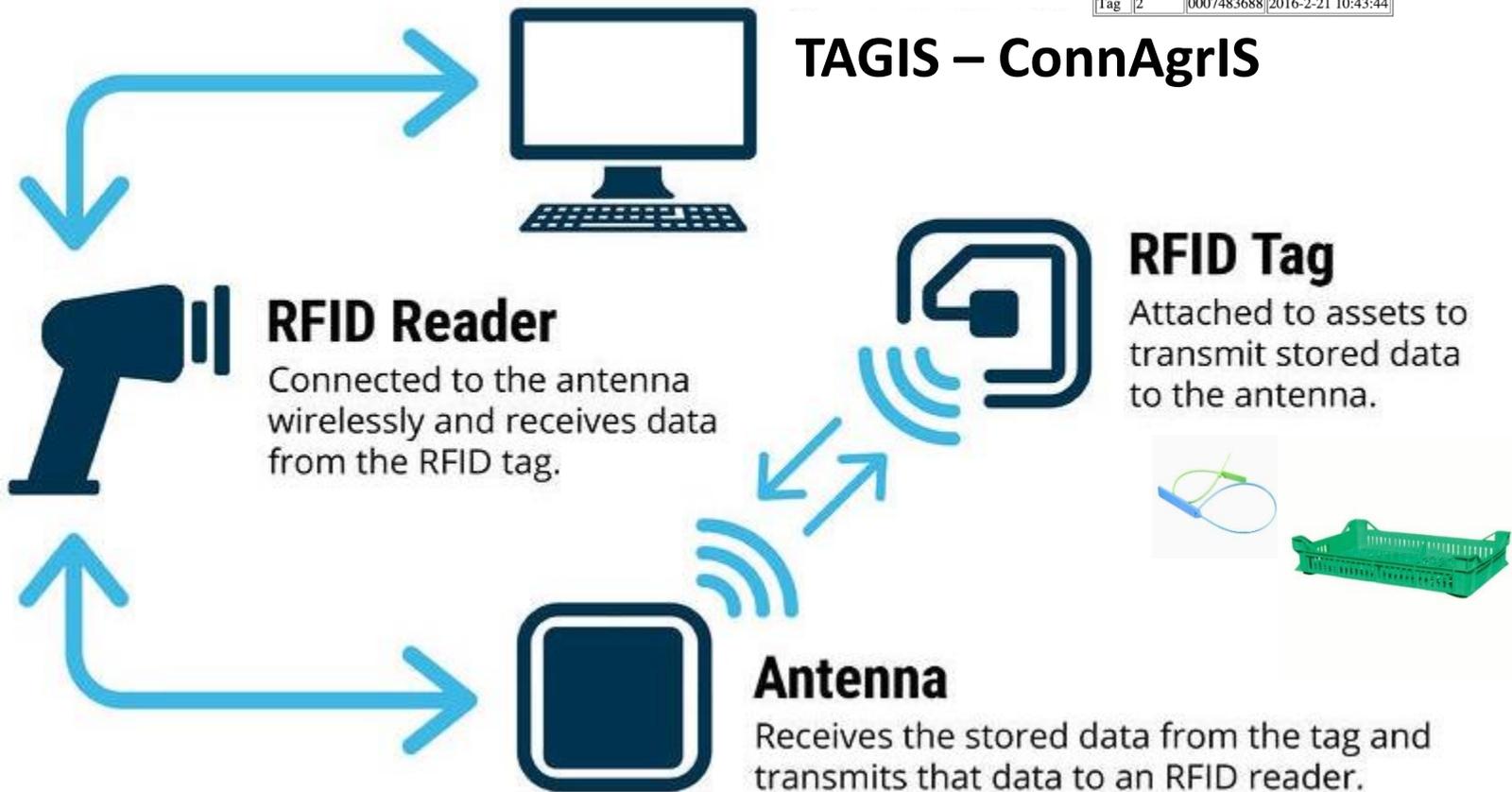
Dnevni otkup maline u kilogramima: Vilamet i Miker





RFID Extension

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Tag	1	0007483688	2016-2-21 10:43:27
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Tag	1	0009261564	2016-2-21 10:43:31
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Tag	2	0006043762	2016-2-21 10:43:37
Tag	2	0003418326	2016-2-21 10:43:41
Tag	1	0003418326	2016-2-21 10:43:43
Tag	2	0007483688	2016-2-21 10:43:44





IoT Extension

ConnAgrIS extension for field management and humidity conditions through the IoT. Arduino platform with implemented sensors and interaction with weather station.

Sensors:

- Land temperature
- Air temperature
- Soil moisture
- Humidity
- Wind speed
- Solar radiation
- Insect inspection
- Thermal camera
- etc...



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BOSNIA AND HERZEGOVINA
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Automotive industry of BiH

Automotive Industry Association (AIA)
Federation of Bosnia and Herzegovina

Automotive industry tradition



"FAMOS" (FABrika MOtora Sarajevo) SARAJEVO

- 1950. the development of AI began with the production of truck engines;
- 1973. established cooperation between FAMOS and Mercedes-Benz for engine production;

"PRETIS" (PREduzeće TIto Sarajevo) SARAJEVO

- 1965. the dismantling of the German NSU Prinz begins;
- 1969. signing a contract with VOLKSWAGEN;

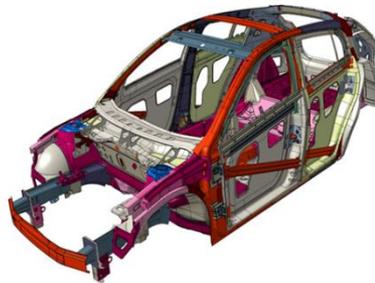
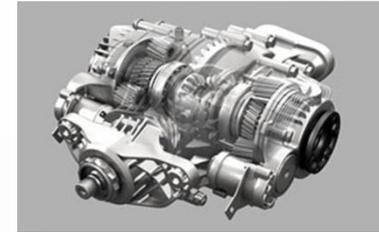
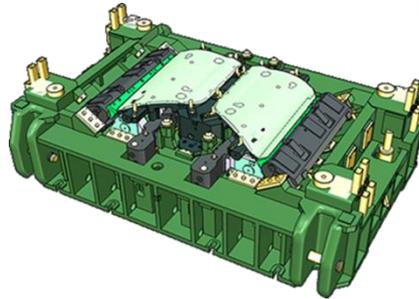
"TAS" (Tvornica Automobila Sarajevo) SARAJEVO

- 1969. VOLKSWAGEN takes over NSU together with PRETIS;
- 1970. VW Buba assembly begins;
- 1976. production of VW GOLF begins;
- 1985. TAS Sarajevo was founded.

Automotive industry (AI) of Bosnia and Herzegovina - past



Automotive industry (AI) of Bosnia and Herzegovina - today



Automotive industry (AI) of Bosnia and Herzegovina - today



Automotive industry (AI) of Bosnia and Herzegovina - today



- **Exports of companies in the automotive sector exceed 500 mil. €;**
- **Last 10 years AI has constant growth;**
- **Currently has more than 12,000 employees in AI BiH;**
- **Exports mostly to Germany and EU countries;**
- **The best organized industry due to the mandatory implementation of ISO TS 16949 and IATF2018 standards.**

The idea is to strengthen the automotive industry of Bosnia and Herzegovina through new opportunities and better contracts, including companies as much as possible in supply chains with an emphasis on systematically raising the competitiveness of the domestic economy through continuous education, standardization and certification.

Automotive industry (AI) of Bosnia and Herzegovina - today



Automotive Industry Association – AIA

- **AIA brings together about 60 companies which work directly or indirectly for the companies in automotive industry;**
- **AIA companies located throughout BiH in the immediate vicinity main transport routes, harbors and airports;**
- **Several companies work directly for OEM's while others operate as Tier 1, Tier 2 or Tier 3;**
- **Companies have the "know how" and certificates implementing the necessary standards;**
- **The companies employ very experienced and highly educated workers who work on modern, sophisticated and state-of-art equipment and machines.**

Main activities of AIA in the previous period



- **2018. in October, the fair IZB2018 was held, where presented 8 companies from BiH**
 - **web platform developed (aia.kfbih.com);**
 - **development of electronic and printed versions of the AI BiH catalog;**
- **2018. in november, participation in the fair "Slovakia Matchmaking Fair"**
 - **the largest B2B meetings with a focus on bilateral talks;**
- **2019. performance of 5 companies at GACS Stuttgart on a mutual stand of 54 m2;**
 - **850 exhibitors from over 50 countries;**
- **2019. in September, participation in the fair "IAA 2019" Frankfurt as a AIA press representative;**
- **2019. the 1st Automotive Conference in B&H was held in December.**

Main activities of AIA in the previous period- in pappers



30.07.2018 | IZB News

Strong IZB debut appearance of Bosnia and Herzegovina



In addition to the Republic of Malta, the trade fair premiere will also be celebrated this year at the IZB by the state of Bosnia and Herzegovina in southeastern Europe. Nine companies present themselves and their range of services at joint stand 4302 in hall 4 under the umbrella of the Federal Economic Chamber of Bosnia and Herzegovina.

Development project started

Due to the importance, economic power and the growth potential of the industry, the regional government, in cooperation with the Chamber of Commerce, has started the project "Development of the automotive industry in the Federation of Bosnia and Herzegovina". In this context, the Economic Chamber of the sub-area refers to the many years of experience of the domestic automotive suppliers in the manufacture of components as well as their current capabilities and technological advances. This has led in recent years to the increased involvement of the country's manufacturers in the automotive industry in the EU, for example at VW.

Founded industry group

In 2016, the Economic Chamber established the Group of Automotive Industry (GAI). It consists of 32 companies active directly in the automotive industry. The main objective of the joint project between the Government and the Chamber of Commerce is to further strengthen the automotive sector as one of the main initiators of economic development in Bosnia and Herzegovina. Through continuous training, standardization and certification, the competitiveness of the domestic economy should be systematically increased, emphasizes the Economic Chamber. And points out that companies that use artificial intelligence techniques, for example, forge, cast, press, weld and deform parts, make metal, plastic, leather and textile components,

[Back](#)

Bosnische Firmen zeigen ihre Angebote

Das Land ist erstmals Gast der IZB.

Wolfsburg. Messe-Premiere feiert in diesem Jahr neben der Republik Malta auch der südosteuropäische Bundesstaat Bosnien und Herzegovina auf der Internationalen Zuliefererbörse im Allerpark (16. bis 18. Oktober). Neun Unternehmen stellen sich sowie ihr Angebots- und Leistungsspektrum nach Angaben des IZB-Veranstalters Wolfsburg AG am Gemeinschaftsstand 4302 in Halle 4 unter dem Dach der Wirtschaftskammer der Föderation Bosnien und Herzegovina vor.

Aufgrund der Bedeutung, Wirtschaftskraft und der Wachstumspotenziale des Industriezweigs hat die Gebietsregierung in Zusammenarbeit mit der Wirtschaftskammer das Projekt „Entwicklung der Automobilindustrie in der Föderation

Bosnien und Herzegovina“ gestartet. Die Wirtschaftskammer des Teilgebiets verweist in diesem Zusammenhang auf die langjährigen Erfahrungen der heimischen Automobilzulieferer bei der Herstellung von Komponenten sowie auf deren aktuelle Fähigkeiten und auf die technologischen Fortschritte. Dies führte in den vergangenen Jahren zur verstärkten Beteiligung der Hersteller des Landes an der Automobilindustrie in der EU, zum Beispiel bei VW. Im Jahr 2016 wurde an der Wirtschaftskammer die Group of Automotive Industry (GAI) gegründet. Sie besteht aus 32 direkt für die Automobilindustrie tätige Unternehmen. Hauptziel des Gemeinschaftsprojekts von Regierung und Wirtschaftskammer ist es, den

Automobilektor als einen der wichtigsten Initiatoren der wirtschaftlichen Entwicklung in Bosnien und Herzegovina weiter zu stärken. Durch kontinuierliche Weiterbildung, Standardisierung und Zertifizierung solle die Wettbewerbsfähigkeit der heimischen Wirtschaft systematisch gesteigert werden, betont die Wirtschaftskammer. Und verweist darauf, dass die Unternehmen, die Verfahren der Künstlichen Intelligenz nutzen, zum Beispiel Teile schmieden, gießen, pressen, schweißen und verformen, Komponenten aus Metall, Kunststoff, Leder und Textil herstellen, Design und Software entwickeln sowie Fertigerzeugnisse von der Idee bis zum Endprodukt liefern können.



Der Eingang zur IZB, die zuletzt vor 2 Jahren stattfand. FOTO: WOLFSBURG AG

Main activities of AIA in the previous period- at fairs



Automotive Industry of BiH – major companies



The main goal of AI for next period



- 1. Increase the degree of finalization of the final product;**
- 2. Incorporate more added value into finished products;**
- 3. Facilitating and improving the investment opportunities of foreign international companies;**
- 4. Acquisition of a global supplier in the automotive industry to BiH;**
- 5. Strive to bring OEM in BiH or to build a factory for “brand name” vehicles.**
- 6. Connect and cooperate with countries that have one or more OEM vehicle manufacturers either as a supplier or as a partner in developing new products;**

Conclusion



- 1. The Automotive Industry of BiH has a long tradition (tradition of manufacturing industry);**
- 2. AI has a perspective, but it must be involved in change processes and adapt to the market requirements and be flexible;**
- 3. AIA in a short time became recognizable in B&H but also in Europe;**
- 4. With the help of regional projects, it is possible to realize large activities in the field of automotive industry;**
- 5. Constantly and persistently work on promoting the expertise and capabilities of BiH companies.**

THANK YOU FOR ATTENTION

Contacts



**Energy Sector Director and Project Coordinator
“Development of the automotive industry of FBiH”**

Hodžić Armin, dipl.ing.el.

T: +387 62 337 147

E-mail: a.hodzic@kfbih.com

President of Chamber of Economy of the FB&H

Jašarspahić Mirsad, dipl.ing.mas.

T: +387 62 337 083

E-mail: m.jasarspahic@kfbih.com

AIA - Automotive Industry Association B&H

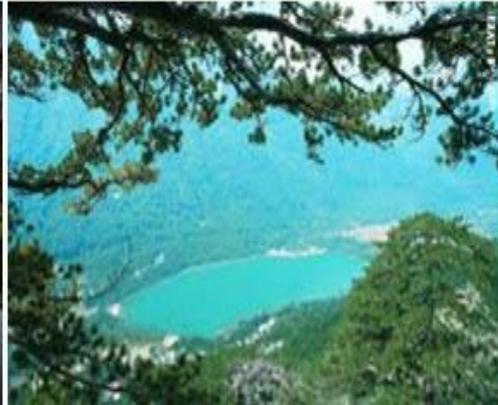
The background features abstract, overlapping green geometric shapes in various shades, including light lime green, medium green, and dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a plain white space where the text is located.

Tourism of Bosnia and Herzegovina

Position of Bosnia and Herzegovina

- ▶ BIH is a culturally and socially one of the historically richest countries in the region, and known for its natural beauty
- ▶ Cross-cutting various cultures, religions and traditions represent the added value for the creation of a specific tourist product
- ▶ Geographical location - the center of Europe; possibility to attract tourists from all over Europe within a 3 hour flight





Tourism as an economy of B&H

- ▶ Tourism has proven to be a growing industry of B&H
- ▶ From year to year, the number of tourist arrivals and overnight stays increases on average by about 12% compared to the same period of the year before
- ▶ Of the total number of tourists, about 30% refers to domestic tourists, while about 70% refers to foreign tourists
- ▶ The analysis of accommodation capacities shows that 75% of facilities are categorized as hotels and motels
- ▶ By 2018, more than 100 hotels are categorized with 4 and 5 stars
- ▶ Most overnight stays - about 90%- are realized in „Hotel accommodation”

Natural tourist potentials of Bosnia and Herzegovina

- ▶ Bosnia and Herzegovina is proud of its 3 National parks

- ▶ NP Kozara



- ▶ NP Una



- ▶ NP Sutjeska



Natural tourist potentials of Bosnia and Herzegovina

2 Nature Parks

PP Blidinje



PP Hutovo Blato



Monuments under the protection of the UNESCO World Heritage List

The area of the Old Bridge
in old town Mostar



The bridge of Mehmed-paša
Sokolovića Višegrad



Religious tourism- Međugorje

- ▶ **Međugorje** - the most visited shrine in the fields of religious tourism in B&H, the place of Our Ladys apparitions
- ▶ Development began in 1981 when Our Lady appeared to 6 children
- ▶ It is estimated that over 15 million people have visited this small place since then
- ▶ Međugorje has become one of the most important Marian shrines in the world
- ▶ In May 2019, pope Francis approved the organization of the Church, parishes and dioceses of the pilgrimage to Međugorje



Marine Tourism - Neum

- ▶ Only exit of B&H to the sea is town Neum
- ▶ The sea in Neum Bay is wonderfully calm, because the bay is closed and protected from the open sea by the Pelješac peninsula (CRO)
- ▶ The City is focused on tourism and has over 7.000 beds
- ▶ Advantages:
 - Hotels are open all year round
 - All larger hotels offer diving, parasailing, boat and jet ski rental
 - All prices are lower than in neighboring Croatia
 - In the Neum aquatorium, high-quality fish (gilthead sea bream and dentex) as well as shellfish are raised in mariculture



Health tourism

- ▶ Health tourism in B&H is growing from year to year
- ▶ Number of overnight stays in health resorts makes up about 25% of the total overnight stays of tourists
- ▶ Main advantage: Medicinal waters and competitive prices
- ▶ B&H has many natural, thermal and thermo-mineral springs, and among them are very rare mineral springs that are known in professional circles and around the world
- ▶ There are several spa and recreational health resorts in B&H, the most famous are:
 - „Reumal” Fojnica
 - „Banja Vrućica” Teslić
 - „Banja Terme Ilidža” Sarajevo



Mountain tourism

- ▶ B&H is mostly a mountainous country, the mountains are rich in thermal springs and are deposits, and in some areas endemic species of flora and fauna have been developed and preserved
- ▶ The highest peak in B&H is Maglić in 2386 m above sea level on the border with Montenegro
- ▶ Other larger mountains:
 - Čvrsnica
 - Prenj
 - Vranica
 - Bjelašnica



Winter - ski tourism

- ▶ As B&H is mostly a mountainous country, it offers destinations in the field of ski tourism
- ▶ Winter ski tourism began to develop from the 14th Winter Olympic Games in Sarajevo in 1984.
- ▶ The most famous ski destinations:
- ▶ Jahorina - 1.916m above seal level
- ▶ Bjelašnica
- ▶ Risovac- 1.250m
- ▶ Čajuša i Stožer - Kupres - do 1.550m
- ▶ Vlašić - 1.963m



Active adventure tourism

- ▶ Mountain biking, rafting and rafting on rivers, paragliding, parachuting and off-road riding with rest, relaxation and sightseeing - is a combination of adventure, recreation, relaxation and fun
- ▶ Camping, hiking, rock climbing, the rivers Tara, Una, Neretva and Vrbas provide conditions for rafting and kayaking
- ▶ The Vrbas River hosted the World Rafting Championship in 2009 and European kayak and Canoe Championship in 2011.
- ▶ National Geographic traveler recommended rafting on Tara, Neretva nad Vrbar rivers as the best tourist tour in 2012



Wine roads of Herzegovina

- „With wine through time”

- ▶ Wine roads of Herzegovina - a tourist product consisting of the richness and beauty of pure nature
- ▶ Peculiarities of the wine-growing area, traditions, cultural and historical sights
- ▶ It stretches throughout Herzegovina; from Ljubuški in west to Trebinje in east
- ▶ Joint rural economies, producers of the Wine roads of Herzegovina offer their indigenous wines from this area - Žilavka and Blatina, brandy from their own production and other traditional specialities
- ▶ It includes sightseeing of nature, households and their rural economy



Thematic tourist routes

- ▶ „History of Bosnia and Herzegovina”
 - Sarajevo - Kraljeva Sutjeska - Sarajevo - Travnik - Foča - Mostar - Blagaj - Počitelj - Radimlja
- „Authentic Bosnia and Herzegovina”
 - Sarajevo - Kraljeva Sutjeska - Banja Luka - Jajce - Travnik - Mostar - Hercegovina
- „Natural riches”
 - Mostar - Trebižat (canoe safari) - River of Neretva (rafting) - Podveležje (hiking)

Thematic tourist routes

- ▶ „Treasures of Bosnia and Herzegovina”
 - Visoko (piramids) - Travnik, Jajce, Sarajevo - Hercegovina (Mostar, Počitelj, Mogorjelo, Trebižat, Kravice, Međugorje, Blagaj, Radimlja, Stolac)
- „ Wine roads of Herzegovina”
- „Balkan Tour”
- „From Mediteranean to Orient” (BIH, HR)
- „Travel through cultural heritages”
- „Adria Tour”
- „Culture, art and architecture” (BIH, HR)

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**CHAMBER OF ECONOMY OF THE FEDERATION OF
BOSNIA AND HERZEGOVINA**

**Address: Branislava Djurdjeva 10
71000 Sarajevo**

**Tel/Fax: +387 33 217 782 / +387 33 217 783
www.kfbih.com**

**THANK YOU FOR YOUR
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