



City of Belgrade and PUC Belgrade City Markets

publicize

CALL FOR EXPRESSION OF INTEREST

for development of

“Belgrade Wholesale Market LLC”

The City of Belgrade and Public Utility Company (PUC) Belgrade City Markets invite experienced strategic and financial investors to supply letters of interest for participation in development of the „Belgrade Wholesale Market LLC“.

The aim of announcing pre-invitation for expression of interest is to determine the number of potential investors and secure success of the first round of recapitalization through the selection of the most prospective investors. The City of Belgrade participates in the investment by providing location site and infrastructure, as well as significant seed capital.

The City of Belgrade and PUC Belgrade Green Markets intend to secure adequate and comprehensive development infrastructure for trade and distribution of fresh fruit and vegetables, meat, fish and flowers in accordance with the Serbian Trade Law that defines the wholesale market as the only point of wholesale trade for both legal entities and physical persons.

TECHNICAL DETAILS

„Belgrade Wholesale Market LLC“ will be built on the area of 18.5 ha in a premium location in 53rd block in New Belgrade, instead of the existing truck market. Estimation of capital of the site was completed by the Faculty of economy in Belgrade. Urban planning conditions are defined by the detailed regulation plan and ownership structure is clean.

The site will include pavilions for fruit and vegetables, meat, fish and flowers. All infrastructure is to be developed following stringent food safety standards and conditioned to the optimum storage temperature for warehoused produce. Zones for logistics and distribution will be centrally air conditioned depending on the type of products for sale. The pavilion for fruit and vegetables will gradually introduce facilities for calibration and packaging.

Introduction of internal quality standards of the Belgrade wholesale market and definition of pricing structure will build the basis for commodity exchange. Merchants registered on site will be excused from tendering and privileged to supply public sector entities at prices valid on delivery.

Wholesale market will include a modern educational center for training and cooperation among merchants and producers. In order to strengthen cooperation between traders and their suppliers Wholesale market will introduce a clearing-house system in order to monitor the execution of contracts closed in the market, manage cash deposits and intervene should contracts be disobeyed.



ADVANTAGES AND BENEFITS FOR INVESTORS

Potential investors are offered numerous benefits in Belgrade wholesale market as the biggest logistics center for marketing, export and import of fruit, vegetables, flowers, meat and fish:

- An exceptional, highly accessible location on Corridor X, 5km to Belgrade airport;
- Access to Belgrade market that supplies over 4 million people;
- Most competitive lease rates in Southeast Europe;
- Legal benefits in tendering food supplies for public sector entities;
- Flexible lease of storage and retail space of 100 – 400 m²;
- On-site packaging and calibration;
- Investor protection and contract execution;
- Increased marketing and sales in country and abroad.



DEADLINE FOR SUBMISSION OF EXPRESSION OF INTEREST

Investors eligible to participate in the ownership and management structure of the Wholesale market are as follows:

- companies (national and international) engaged in production and distribution of fresh fruit and vegetables, meat, fish and flowers,
- local governments in the Republic of Serbia,
- agricultural cooperatives and associations, and
- registered agricultural households in the Republic of Serbia.

Interested investors are invited to respond to the invitation by supplying written expressions of interest in the form downloadable at www.bgpijace.rs. The EoI form is to be submitted no later than **October 14, 2011**, to: JKP Gradske Pijace, Zivka Karabiberovica 3, 11000 Belgrade, Serbia or by email to: wholesalemarket@bgpijace.rs

The site visit will be arranged and additional information will be provided to investors who express interest in writing.

Requests for further information and clarification are to be addressed to:

E: info@bgpijace.rs

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F: +381 11 2401 928