

## **BASIC INFORMATION ABOUT ZVORNIK**

- Surface area: 371,95 km<sup>2</sup>
- Population: 54.407
- GDP per capita: 9.832KM
- Currency: Convertible mark (KM)
- Exchange rate: 1€=1,95583 KM
- Average net wage: 898 KM
- Number of business entites: 1.149
- Number of employees: 9.628
- Number of unemployed: 3.865
- Wage contributions: 32,8%
- VAT: 17 %
- Profit tax: 10%
- Personal Income Tax: 10%

## **THE LARGEST BUSINESS ENTITIES IN THE FIELD OF TRADE**

„Zvorničanka“Ltd — the largest trading company with over 250 employees.

„Stil“ Ltd — a company with a large number of trade facilities in the area of the city of Zvornik.

„Global enterijeri“ Ltd — a company for production and sales of furniture.

## **ZVORNIK CITY ADMINISTRATION**

Svetog Save 124,  
75 400 Zvornik  
[www.gradzvornik.org](http://www.gradzvornik.org)

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## **TRADE SECTOR**

### *INVESTOR GUIDE*





## TRADE SECTOR

Trade is an activity that has great economic and social significance for the economic development of a community. Its primary goal is to ensure the exchange of goods between producers and consumers on terms that are acceptable for both parties. According to the form, it is divided into wholesale and retail trade.

The area of trade in the Republic of Srpska is regulated by the Law on Trade.

In the Codebook of activities of the Republic of Srpska, trade is marked with the letter G.

In the area of the City of Zvornik, trade is one of the most important activities because after industry it employs the largest number of workers and encourages the development of other activities: industry, traffic, postal services.

## CHARACTERISTICS OF TRADE IN THE AREA OF ZVORNIK

The number of business entities in the field of trade in the area of Zvornik is constantly increasing.

There are currently 321 business entities operating in the trade sector, of which 80 are companies and 241 are entrepreneurs.

251 business entities are engaged in wholesale trade, 51 in retail trade, and at the same time 19 business entities in wholesale and retail trade.

Along with the growth of the company, the number of employees in the field of trade in the area of Zvornik, also grew, so, in 2019 it amounted to 1.622 employees, of which 787 were women.

Most trade companies are engaged in the trade of textile and food products. This is followed by shoe stores, sports equipment and mobile phones, florists, goldsmiths.

Although conventional trade is more prevalent, the growth of e-commerce has recently been recorded as one of the modern trends and ways for retailers to ensure the loyalty of existing customers and attract new ones.

## WHY INVEST IN ZVORNIK

- Favorable geostrategic position
- Equal distance from larger and urban centers in BiH and the region
- Close to the border with Serbia
- Four border crossings (road and rail traffic)
- The Karakaj border crossing has the function of a customs terminal
- Developed road communication
- Cultural and economic center of the Birač region
- Developed local government unit
- Rising living standards
- Skilled workforce
- Low utility prices
- Incentives for employment and starting a business
- Reduced utility fees
- Simplified procedures for starting a business (one-day registration)
- Files and actions of legal entities exempt



*Customs terminal Karakaj*