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No. 28 - April 2011.

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# YURA ELTEC IN NIŠ

Niš City Mayor Miloš Simonović and the director of the Korean company Yura Eltec - Shinwon Sengkuil Park signed the Contract on Disposing City Land Property in the industrial zone of Donje Medjurovo.



director of the Korean company Yura Eltec - Shinwon Sengkuil Park and Niš City Mayor Miloš Simonović

This is a new investment project worth 8 million Euros by Yura Corporation Affiliate Company which manufactures harness wires. The new factory will provide job for 300 workers.

Mayor Simonović said that signing of this contract represented a step before the actual beginning of new factory construction which can be expected the following month and the beginning of the production can be expected this September.

"It is good to know that a company like Yura has the trust in the Niš City Administration. The best proof for that the opening of the second Yura factory in Niš", said Mayor

Simonović. "This new factory rounds up the production chain from buying the copper from Bor to, producing harness wire at Shinwon, distributing it to Yura Corporation for the cable production and distributing the final products to clients at European market.

Mr. Park said that opening of the factory in Niš, from the aspect of Yura Corporation business strategy, was very important as the company was very satisfied with the conditons for business operations in Serbia and with the support provided by RS Government, SIEPA, National Employment Service and Local Self-government.

## NIŠ CITY OFFICE OPENED IN BRUSSELS

**Niš City Office was opened in Brussels last week. The Office is located in the premises of ALDA Association of Local Agencies for Democracy, which is the official partner in this project.**

The process of accessing EU and future Serbian membership are the strategic objectives not only of the Republic of Serbia but also of all its local self governments and Serbian citizens. In order to get closer to the EU institutions, Niš City opened an office which will represent the local and regional interests aimed at making the City of Niš and the whole region of Southeast Serbia recognizable as potential partners in the realisation of joint European projects. The office will be also in charge of establishing connections and cooperation with the representative offices of other European cities and region in Brussels and for securing necessary and timely information flow from the central EU administration to local self governments in Serbia.

Opening of the Niš City Office in Brussels is very important because it will improve the city administration capacity

for the EU funds absorption, increase the recognition and visibility for the City of Nis and whole region of Southeast Serbia with EU institutions in Brussels and other international institutions and organizations and thus influence the improvement of the business climate and regional economic development. As well, it will secure higher participation in EU funds and bring more investments in Niš and region of South-East Serbia. Opening of the Office is a step that Niš City Government makes on its way towards European integration in order to be ready for Serbian Candidacy for EU and to make the most from that membership and available funds.

The Office is led by Niš Citizen PhD Aleksandra Milošević Lugović, who has been living and working in Brussels for the last 10 years. Aleksandra has a PhD degree in Economics and rich

experience gained in the work for one of the most prestigious European media - EUobserver.

After only ten days of work, Niš City is, for the first time, participating in the most important event for European regions and cities - so called "Open Days" which will be held in Brussels in October 2011. Niš will present itself to Europe for the first time, within conglomerate Adriatic-Ionian Macroregion.

Official opening and reception are scheduled for the middle of June 2011 in Brussels. The host, Miloš Simonović will on that occasion welcome numerous guests from the European institutions, embassies and regional representative offices and present them details of this project. Niš City office is preparing several surprises for this event, including special guests.

## 12th INTERNATIONAL TOURISM FAIR IN NIŠ

**12th Tourism Fair was held in Niš. This year, more than 70 exhibitors from Serbia, Bulgaria, Macedonia and Montenegro presented their offers.**

The Fair was ceremonially opened by a City Councilor, Boban Mihajlović, who pointed out that such manifestations were an ideal opportunity for travel agencies and tour operators to exchange information and make deals. As well, Tourism Fair gave opportunity to Niš citizens to see actual tourist offer.

The number of exhibitors participating at 2011 fair is the highest ever and this fact confirms that Niš is an extremely attractive tourist destination. This, as well, shows that Niš City Government has put in a lot of effort to make Niš adequately positioned on the tourist map of Serbia, added Mihajlović. He also said that City authorities were aware of tourist potentials that Niš had

and that, in the future, tourism would be a strategic development stream of regional development.

Vladimir Jovanović, Director of Tourist Organization of Niš, which organized this fair, said that all 70 exhibitors accommodated the prices of their services to the standard of potential tourists.

Strong and creative campaign that TON is leading has given its results. The number of foreign hotel guests increased but we are still not satisfied. Thus, we will continue with the promotion of Niš as an attractive tourist destination, said Jovanović.



12th International Tourism Fair in Niš



12th International Tourism Fair in Niš

# NIŠ – THE CITY OF ADVANCED TECHNOLOGIES

**Newly formed Cluster of Advanced Technologies NiCat representatives met with Nis City management representatives to discuss the progress on cluster development.**

The establishment of this cluster was initiated by the City of Niš through its Office for Local Economic Development within the implementation of the project Support to Enterprise Competitiveness and Export Promotion - SECEP financed by EU with the support RS Ministry of Economy and Regional Development. The main idea of forming this kind of cluster is to gather small and medium size companies in the field of electronics, mechanical engineering and communication and information technologies with the aim of promoting the cooperation with respective University of Niš faculties and thus improve the condition for the development of these companies, for local economic development of Niš City and its promotion as the favourable environment for the functioning of this particular branch of companies. By



NiCat representatives

organizing themselves into cluster, local companies which produce electronic devices and equipment and ICT companies will be supported in their business and technical development, research, marketing and common approach in entering the foreign markets.

## SUSTAINABLE ENERGY EUROPE CAMPAIGN

**The Sustainable Energy Europe Campaign is one of the many efforts that Europe's leaders have undertaken to meet the EU's "20/20/20" energy objectives.**

New greener technologies will stimulate economic growth and help the EU meet its climate goals. The Sustainable Energy Europe Campaign showcases activities dedicated to energy efficiency and renewable energy solutions. We think it's time to form a bigger picture out of our isolated efforts to inspire change. Concretely the focus is on spreading best practice in sustainable energy technology, build alliances and inspire new energy ideas and actions.

Sustainable Energy Europe Campaign has been created by the European Commission's Directorate-General for Energy back in 2005. Today

it is managed by the EU's Executive Agency for Competitiveness and Innovation (EACI) on behalf of DG Energy. Between 11 and 15 April 2011 hundreds of events organised in all parts of Europe will show, promote, discuss and celebrate energy efficiency and renewable energy.

This year, upon the initiative from Niš City Energy Efficiency Council, the City of Niš is actively involved into promotion of renewable energy resources and energy efficiency. During the Energy Efficiency Week in the period from April 11 till April 15, 2011 public utility companies and

## AGREEMENT ON SOCIO-ECONOMIC COOPERATION BETWEEN CITY OF NIŠ AND NIS

**Niš City Mayor Miloš Simonović and Serbian Oil Company NIS General Manager Kyrill Kravchenko signed the Agreement on Socio-economic cooperation between the City of Niš and NIS for year 2011.**



Opening of new gas station "Nais"

This is the second year in a row that this kind of agreement is signed. 10 million dinars will be allocated this year for supporting programmes and manifestations in Niš. Women Handball team Naisa will receive 5 million dinars, Men Handball Team Naisus will receive 2 million dinars support while 3 million dinars will be allocated for organisation of Nishville Jazz Festival this year.

private companies socially responsible will provide discounts for the purchase of energy efficient equipment and equipment for using the renewable energy resources. Also, NGO sector will organise several activities with the objective to raise public consciousness about the importance of energy efficient development.

# NIŠ STADIUM AND ARENA ČAIR MEET FIFA AND EHF STANDARDS

**Current reconstruction of Sports Center Čair - Čair Stadium is following the envisaged dynamics of works. East stand is pulled down and, according to the project, works on south and north stand are close to an end.**

Niš Stadium Reconstruction was started with preparatory works on the East stand which has been out of function in the last 15 years. The main reconstruction conceptual design envisages all-seater stadium with 6966 seats on the East side stands, 9037 seats on South and North side stands and 2154 seats on West side stands

925 million dinars are allocated for reconstruction. Both the City of Niš and RS Government will allocate 10% of the needed funds from their budgets for the year 2011 while the rest of the finances will be provided from the RS Development Fund credit line.

After the reconstruction, Stadium Čair will be the third biggest in Serbia and the first one to meet FIFA standards.

Reconstructed stadium will have the capacity of 18 151, with additional 120 seats for VIPs and 50 seats for media.

Niš Stadium Čair was built in 1963. No investment has been made for the last 30 years. After the reconstruction Niš Stadium will have a completely new look and will be completely in line with FIFA standards.

Current works on the reconstruction of the Arena Čair are underway, as well. According to the project of reconstruction, Sports Arena will get a completely new interior, increased capacity, new air conditioning system, stairways, reconstructed dressing rooms, medical block and telescopic stands. After the completion of works, the Arena will be ready for the biggest sports competitions. It will be a representative sport facility that will meet high standards for sport competitions and that will enable better communication between organizers, spectators, sportsmen and media.



**After the reconstruction, Stadium Čair will be the third biggest in Serbia and the first one to meet FIFA standards.**

European Handball Federation delegation led by the president of the Competition Commission Jan Tuik. During the inspection of the facility, the EHF delegation was very satisfied with the dynamics of the works executed so far.

EHF Technical commission, during the visit to the Arena Čair, expressed great satisfaction that the idea of hall reconstruction had been realizing in line with the agreed plan and project.



**Arena Čair Niš**

## ČAIR ARENA BOOKED FOR EUROPEAN HANDBALL CHAMPIONSHIP

Serbian Handball Federation addressed the Mayor of Niš City, Miloš Simonovic, with a written request to book Čair Arena for the period from January 12th to January 23rd 2012, for the European Handball Championship - Serbia 2012.

In this way they informed the Mayor that the preliminary phase matches of European Handball Championship would be played in Niš. As well, they added that the Championship might start 2 days before it had been planned - on January 15th instead of January 17th.

SHF thanked the Mayor, once again, for the hospitality Niš City had showed during the EHF visit to Niš.



# Niš



## COOPERATION WITH FRENCH CITY OF TOURS

**Mayor of Niš Miloš Simonović had a meeting with Mr. Jovan Zec, director of Faculty of Arts in Tours and Mrs. Jolanda Brive, Professor at this Faculty and a member of Tours City Council in charge of international cooperation in the area of culture.**

During the meeting with the Mayor, attended by Honorary Consul of France Saša Miljković and Miomir Radovanović, Head of the Office for International Cooperation in the Area of Science, Education and Culture, the participants defined modalities of possible cooperation between the City of Niš, especially institutions of culture, and related institutions from this French city.

Mayor Simonović said that the meeting represented the beginning of a long-term cooperation and emphasized that the City had been closely cooperating with the Embassy of France. He added that the City of Niš had become a member of Association of European Cities of Culture, which had initially been a French Association.

He also said that the City of Niš had been making efforts in order to promote cultural and historical values of the City and the region and that it was opened for cooperation in that area, but as well, in many other that would contribute to its development

Guests from France estimated that there were numerous possibilities for cooperation in areas of education, culture and science, but as well in the area of agriculture and vinery, bearing in mind that Tours Region was one of the leading French regions in wine production.

After the meeting with the Mayor of Niš, representatives of the Faculty of Arts in Tours visited institutions of culture in Niš, held a lecture to Niš students and discussed plans for future cooperation with the management of this institution.



Mr. Jovan Zec, director of Faculty of Arts in Tours

## TWO COUNTRIES IN ONE CITY

**Two Countries in One City exhibition is realized within the project Youth Activism towards EU implemented by the Youth Center "Together We Create..." and supported by the Olof Palme International Center.**

As part of the project dedicated to the countries of Denmark and France, the young people, high-school and university students from Niš, participated in the research group that worked on discovering the traits of French and Danish culture and country. They had the opportunity to get acquainted with the country and general information about its history, geography, demography, religion, politics, tourism and travel, the role of the country within the EU and the life

of young people in terms of education, mobility, activism, cooperation and youth policies.

Before official opening of the exhibition at EU corner, H. E. Ms Mette Kjuel Nielsen, the Ambassador of Denmark in Serbia and Ms. Catherine Veber, the Second Counselor of the Embassy of France talked to the young project participants about experiences of Denmark and France with their integration into EU.

## MY NIŠ – MY VIEW

On the occasion of 25 years long successful work on the promotion of urban agenda in Europe, network of cities EUROCIITIES will publish a book of photos "Your City-Your View" intended to show how young people from network cities see their city nowadays.



My Niš - My View

Mayor's Office - Office for European Affairs, Photo club FON from Niš and EUROCIITIES opened a competition for the best photo entitled "My Niš - My View"

All the young people from Niš, aged 15 to 25, had right to take part in this competition, and the photos should have expressed their view of the City, different from ordinary marketing and promo photos.

Three best photos at the Competition were selected by: Dragana Ješić, Head of the Office for European Affairs, Goran Švabić, photographer (AFIAP, FA 1 FSS) and Ivan Tošić, President of Photo Club FON (FA 1 FSS).

Nataša Stanković won the first place, Marko Vojinović second and Ana Veselinović third place. As well, these three authors were awarded.

The winning photo will be sent to Eurocities network, published in the Eurocities Yearbook and exhibited at the Conference EUROCIITIES 2011 that will take place from 2 – 4 November 2011. in Genoa, Italy.

EUROCIITIES is a network of large European cities, gathering more than 140 cities from 30 European countries. City of Niš has been a member of this network from 2001.