



Niš
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No. 30 - June 2011.

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YURA OFFICIALLY OPENED IN NIŠ

South Korean Company "Yura Corporation" was officially opened in Niš. It is Yura's second factory in Serbia.



Official Opening of South Korean Company "Yura Corporation" in Niš

The ceremony was attended by the President of Serbia Boris Tadić, Ministry of Economy and Regional Development Nebojša Čirić and Mayor of Niš Miloš Simonović.

The factory was finished within planned deadline and all the works were carried out by the construction companies and contractors from Niš. Total value of this investment is 12.000.000 EUR. At the moment Yura Corporation employs 460 Niš citizens while it is planned to recruit 1500 workers in total by the end of the year.

"Yura Corporation" produces electronic components for car industry, cable installations and their components, spark plugs, car spools and car cables. At the moment Yura Corporation covers more than 60% of "Hyundai" and "KIA Motors" cable installation needs.

Serbian President Boris Tadić said that only new investments opened good quality jobs, at the same time opening political and business perspective for our country and citizens. Tadić emphasized that business ambient had to be constantly



enhanced and that business climate must be improved in order to attract new investors.

“Such an approach of Serbian Government should provide new perspective for the citizens and improve living standard”, said Tadić. “By managing to keep your jobs, you are opening the possibilities for new jobs in Serbia. Yura management will spread the good word about good skills of Serbian workers and about the state that takes care of its investors.” added Tadić.

Investment of South Korean Company is very important for the City of Niš, both for its position and its strategic importance for regional development of Serbia.

“New phase of city development has started. The main

success for all of us in public offices is that, after 20 years, new factories are being built. This is, for sure, a good signal for new investors who choose Niš as a location to build new factories and develop their business. These are not only plans and promises anymore. 2011 will be the first year in two decades when unemployment rate will start to decrease. Niš is the city with most direct investments in 2011. “This should be the objective of all public authorities”, said Niš City Mayor Miloš Simonović.

Works on the construction of Shinwon factory, affiliate of Yura Eltec, started few months ago. The works are expected to be finished by the end of the summer while the production is expected to start in the fall. This new factory will employ 300 people and the investment is worth 8.000.000 Euros.



Friendship tree in front of Yura Corporation Factory

NIŠ GETS 46 NEW ENTREPRENEURS

Representatives of NGO ENECA signed contracts with 46 entrepreneurs - beneficiaries of the Project “Reduction of Poverty through the Support of Start-up Business”.

Entrepreneurs, who received financial support for the provision of necessary equipment that would help them develop their business, were presented at the Ceremony held in the City Hall.

At this occasion, Niš City Mayor Miloš Simonović and Paul Riley, General Manager of Philip Morris Operations, a company that has been financially supporting this project since 2009, addressed the audience.

The Mayor wished luck to new entrepreneurs emphasizing that Niš City would always support such good business ideas. He reminded that Niš had started the realization of similar projects with NGO Help and expressed his satisfaction with the fact that numerous families from Niš had managed to start up a successful business with the initial means provided in this way.

„We are very proud, once again, that, together with our partners from NGO ENECA, we have managed to help citizens with good and sustainable ideas to start up and expand the business both in Niš and in the region. This project is of a great importance for us because we can already see the previous generation of beneficiaries successfully developing operation and contributing, in the long run, to the employment in the region where we operate, said Paul Riley, General Manager of Phillip Morris Operations.

Supported beneficiaries will have a chance to attend supporting training and business counseling. They are obliged to register their business, carry out 15 hours of community beneficial work and participate with 20% of donation.



Signing contracts with “Reduction of Poverty through the Support of Start-up Business” Project beneficiaries

NALED CERTIFICATE FOR BUSINESS FRIENDLY CITY

National Alliance for Local Economic Development (NALED) awarded to Niš City the Certificate for Business Friendly Environment at the ceremony held at National Parliament in Belgrade.



Certificate for Business Friendly Environment

The ceremony was attended and the audience was addressed by Vladimir Cupic, NALED Steering Committee president, Nebojsa Ciric, RS Minister of Economy and Regional Development, Bojan Pajtic, Autonomous Province of Vojvodina Executive Council president, Velimir Radosavljevic, Nikola Tesla Airport general manager, Mary Warlick, US Ambassador in Serbia, Toshio Tsunozaki, Ambassador of Japan in Serbia, Erwin Hofer, Swiss Ambassador in Belgrade, Alberto Cammarata, Head of EU Delegation in Serbia Section for European Integration, Cedric Boehm, Nestle Adriatic Foods director, Mirko Meža Gorenje Company general manager and Ivan Knežević, Siemens Company financial manager.

Certification program is a process that promotes standards and enables evaluation of quality of services and information that local governments provide to businesses. Program certification is an instrument that allows assessment of the quality of local communities related to their investment opportunities, initiatives to attract investments and programs subsequent care of business offering. Niš City ranked highest in a select group of local communities in Serbia which are dedicated to long - term economic

development and that due to consistent reforms of the municipal administration, managed to create conditions favorable for business development and influx of investors. Niš City has managed to collect 96.5 points during the certification process and that is the best score that any municipality in Serbia has made so far. Business Friendly Environment Certificate testifies that City of Niš is doing the good job.

"We can say proudly that City of Niš is the city with the most foreign direct investments. We have done a lot to facilitate functioning of the companies located on our territory. Niš City is also the first city in Serbia to enable legalization at lower prices of built houses with no construction permits. We have been cooperating closely with all national institutions and SIEPA has been a very good partner", said Mayor Simonovic.

City of Niš is opened for new business ideas and plans and it intensified its activities on adopting the principles of modern local administration which implies efficient, available and reliable local self - government. Niš City Office for Local Economic Development did all the preparatory work and all the coordination during the comprehensive certification process.

RECONSTRUCTION WORKS IN "BENETTON" FACTORY STARTED

Mayor Simonović and Director of "Benetton Serbia" Flavio Simonetti visited reconstruction works in the Factory complex.



Mayor Simonović and Director of "Benetton Serbia" Flavio Simonetti

The reconstruction works are planned to be finished by the beginning of August which will create conditions for the beginning of production and recruitment of workers in "Benetton" company. As well, it is planned to start with the reconstruction of the remaining "Benetton" facilities in Niš during the summer.

Niš City, Serbian Government and Benetton Company signed the Agreement on Regulation of Mutual Rights and Obligations in Niš, on January 31st 2011. The Auction for Nitex Factory Niš was held on May 13th 2011, when Benetton Serbia bought the property of Nitex Factory. On May 31st 2011, Purchase Sale Contract for Nitex Factory was signed between Benetton Group from Italy and RS Ministry of Economy and Regional Development in Niš. The Ceremony was attended by the President of Serbia Boris Tadić and President of Benetton Company -Luciano Benetton.

Right after that, Benetton Company started with the development of project documentation for reconstruction of the facilities in "Nitex" factory complex. In the middle of June, Niš City issued first permit for reconstruction of the facility.

The total value of this investment project is 43.2 million EUR and in the following four years the Company will employ 2.700 Niš citizens.

PROMOTION OF NIS CITY IN BRUSSELS

Nis City Representative Office in Brussels was promoted officially at the reception hosted by Nis City Mayor Milos Simonovic and attended by numerous representatives from European institutions, embassies, associations of regions, cities and municipalities with the representative office in Brussels.



Promotion of Niš City in Brussels

The guests of honor at the reception were RS Minister of Foreign affairs Vuk Jeremic and Eduard Kukan, the Head of EU Parliament delegation for South Eastern Europe.

“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. Establishing mechanisms of direct involvement in process of European integration, learning thoroughly about the essential elements of European integration institutions, policies and processes important for local and regional development is our way of getting ready to follow new reforms, to adapt ourselves in order to be successful in achieving our own interests in the European integration processes. The main task of this office in Brussels is to represent the local and regional interests with the aim of making the City of Niš and the whole region of Southeast Serbia recognizable as potential partners in the realisation of joint European projects. Nis City Representative Office will improve the city administration capacity for the EU funds absorption, increase the recognisability and visibility for the City of Nis and whole region of Southeast Serbia with EU institutions in Brussels and other international institutions and

organisations and thus influence the improvement of the business climate and regional economic development”, said Mayor Simonović.

Nis City partners in this project are Association of Local Democracy Agencies and Regional Development Association and the office itself is located at ALDA premises in Brussels. The head of the office is Aleksandra Lugovic, a Nis citizen who has been living and working in Brussels for past ten years. Ms. Lugovic has PhD in Business economy and she gained her professional experience working for one of the most prestigious media - EU Observer.

Brussels office has been very active from its very establishing in April this year and it has been preparing for 9th European Week of Regions and Cities - Open Days which would be held in Brussels from October 10 till October 13, 2009. Since 2003, the OPEN DAYS has become an annual key event at which cities and regions showcase their capacity for creating growth and jobs, implementing European Union cohesion policy, and prove the importance of the local level for good European governance. Conceived and developed by the EU Committee of the Regions and the European Commission, Directorate-General for Regional Policy, this communication and



Miloš Simonović - Niš City Mayor and Eduard Kukan - Head of EU Parliament Delegation for South-Eastern Serbia

networking platform regularly enlists loyal support from thousands of local, regional, national and European decision-makers and experts, whose achievements have been manifold in the areas of economic success and social integration, co-operation between regions, fruitful public-private partnerships at local level, and with research centres and universities. The City of Niš will participate as the part of Adriatic-Ionian Macro-region.

Niš City Representative Office in Brussels participated at the EU Parliament discussion about Serbia and its contribution to regional cooperation in Western Balkans in April. On that occasion Mrs. Lugovic, presented the contribution of Niš City as a local self government to EU integration processes.



Vuk Jeremic
RS Minister of Foreign affairs

CITY CALL CENTER AND CONSTRUCTION PERMIT ONE STOP SHOP

The project focused on the improvement of Niš City administration services functioning and management capacities is being implemented together with NGO Balkan Development Team and the City of Aarhus from Denmark within Exchange 3 Programme supported financially by EU which is being implemented.



Improvement of Niš City Administration Services Functioning and Management Capacities

The project activities are progressing and the final model for functioning of the city call center and construction permit one stop shop has been prepared and presented to city and public utility companies' management.

Based on the City of Aarhus experiences and experiences of public utilities such as Naissus and Gorica, the project working group created the system which should assist in better informing of the citizens and better provision of the services to them and consequently improvement of resolving the communal problems on Niš City territory. The database has been prepared and it will serve as the base for the functioning of the call center which will serve as the info point for all communal utilities in the city.

The organisational model for construction permit one stop shop will facilitate obtaining necessary documents in a faster and more efficient way. 8 city and national public companies, primarily those who deal the most with

the investors, will be involved in the functioning of this center.

The future personnel of this center had the chance to undergo the series of lectures held by their colleagues from Danish partner city Aarhus who spoke about their experiences and about the importance of call center in the organisation of the communication flow between the administration and citizens. Next steps refer to training of the operators who will be working in the center. The opening of both call center and construction permit one stop shop is expected by October this year.

NIŠ CITY IS IMPLEMENTING KYOTO PROTOCOL

Niš City Mayor Miloš Simonović and Italian Company Amest President Felice Scoccimarro signed Framework Agreement on energy efficient usage of Niš City landfill biogas. The signing ceremony was held at RS Government.

This is a Clean Development Mechanism - CDM Project under the terms of the Kyoto Protocol for Urban Waste Biogas Treatment and Management. Amest is the company based in Venice Province and managed by leading Italian companies which operate and have substantial experience in the field of waste exploitation, management and treatment in Europe.

"Niš City is the first city in Serbia which starts the implementation of Kyoto Protocol by starting to exploit the biogas from the city landfill thus decreasing the pollution in the city", said Mayor.

Besides collecting methane from the landfill which contributes to preserving the air and environment quality, biogas exploitation may also generate carbon credits due to the reduction of methane emissions into the atmosphere which may be sold on the carbon dioxide market within the framework of Kyoto Protocol through the Emission Trading Scheme.

Mayor Simonovic said that methane usage for generation of electricity would be a good signal to all potential investors that renewable energy resources and waste management were the new sectors of interest for both the investors and national and local authorities for the development of cities and municipalities in Serbia.

FREE ECONOMIC ZONE IN NIŠ

RS Ministry of Finance Administration for Free Economic Zone announced the opening of two new free economic zones in Serbia, in Smederevo and Niš.

Serbian Government adopted the Strategy for Developing Free Economic Zones until 2016. This document envisages incentives for the export oriented clients operating in those zones. The companies which are carrying out their business activities in free economic zones do not pay the customs and VAT. Serbian government should also introduce additional incentives for the functioning of these companies.

By signing the MoU with the companies such as Yura Corporation, Dytech, ShinWon and Benetton, Serbian Government and the City of Niš committed themselves to establishing of free economic zones at the locations where these companies will carry out their business activities. The company Leoni from Prokuplje also expressed their interest for free economic zone in Niš.

In December 2010 the meeting was held in Niš attended by the representatives of RS Ministry of Economy and Regional Development, RS Ministry of Finance, SIEPA, RSMF Administration for Free Economic Zones, Municipality of Prokuplje and the City of Niš. It was agreed to form free economic zone in Niš, at the location of Donje Medjurovo Industrial Zone, Nitex Factory Complex and at the location of Leoni factory in Prokuplje.

In December 2010, Niš City Assembly adopted the Decision on Establishing Free Economic Zone South and the company for managing free economic zone. Taking into consideration



Free Economic Zone

that in the meantime the re-parcelation of Donje Medjurovo Industrial Zone has been done and that Benetton has become the official owner of the Nitex factory as well as that companies Yura Corporation, Dytech and Shinwon are completing the construction of their companies, some modification and addendums should be made to the City Decision on Establishing Free Economic Zone. The Steering and Supervisory Board will be established for the company which will run the free economic zone.

"This summer we will register the Free Economic Zone South Company and we will apply for receiving the status of free economic zone from the RSMF Administration for Free Economic Zones. We expect the free zone in Niš to be fully operational this autumn. Once the official status is obtained, it is possible to expand free economic zones to other industrial zones in Niš", said Milan Randjelovic, Head of Niš City Office for Local Economic Development.

THIRD KINDERGARTEN IN THE VILLAGE AREA

Kindergarten construction becomes a practice in Niš area. Only few weeks after the beginning of construction works on the kindergarten in Gornji Matejevac, a village near Niš, and one year after the first village kindergarten was opened in Toponica, Niš City Mayor, Miloš Simonović, met Mrs. Elaine Laycock, English citizen and Serbian benefactor.

The main topic of their meeting was the construction of one more kindergarten in the village area.

They agreed to sign the Protocol on Cooperation for the construction of the kindergarten. The Protocol will be signed at the opening of new kindergarten in Gornji Matejevac, at the beginning of new school year. The location of new kindergarten will be determined during the summer, after considering real needs of suburban areas.

After the opening of the kindergarten in Toponica village, the construction of new one in Gornji Matejevac started. Thanks to good coordination with the City, the kindergarten was constructed for three months only.

Mayor Simonović says that opening a kindergarten in the village area represents a significant improvement in equalization of social conditions of living in the city and in the village area. Network of educational facilities for daily stay of children thus becomes available to inhabitants of village area, as well.

Simonović says that in this way Niš will have 8 finished and occupied kindergartens for the first time in the last two decades.

EUROPEAN AWARD OF EXCELLENCE CITY FOR CHILDREN 2011

Every year, European cities are honored for the successful implementation of outstanding projects aimed at children and young people in different policy areas, ranging from education to health and safety issues, the design of outdoor play areas, the integration of young and old and to achieving a balance between work and family life.



Niš city Delegation - Stela Jovanović and Dušica Davidović - Niš City Counsellor

On June 6, 2011, the European Award of Excellence "City for Children" 2011 was presented to outstanding projects in the field of "Media Education" in the Mercedes-Benz Museum in Stuttgart to the Cities of Munich, Gothenburg and Nis. On the behalf of Nis City Mrs. Dusica Davidovc, Nis City Council Member received the award.

The European Network Cities for Children was initiated by the City of Stuttgart with the support of the Robert Bosch Stiftung in 2007. The Network offers European cities the possibility to exchange and to develop progressive concepts across national borders on how to promote the well-being of children, young persons and parents in the urban environment. It has been created in the view of the demographic situation in Europe which constitutes an enormous challenge for the long-term viability of our cities. The Congress of Local and Regional Authorities of the Council of Europe, the Council of European Municipalities and Regions and The Committee of the Regions support the Network as patrons. Over 68 cities from

32 European countries actively take part in the Network activities.

City of Nis was the only city from Serbia to apply for this prestigious award presenting its activities in the field of children education which had been realised in partnership with non-governmental organisations. The use of media increasingly affects the time and space in the lives of children and adolescents. The influence of media on their social and learning behavior grows. Therefore, the current challenge of our times lies in the conscious and constructive use of different media. It is the task of European cities to accept this challenge.

The project which won the award for Nis City comprised three implemented projects:

- SMALL SCHOOL OF FILM
- CHILDREN FILM FESTIVAL
- INTERNATIONAL COLONY OF ANIMATED FILM FOR CHILDREN.

All these projects were done by children and for the children, under the supervising of media professionals.

AMBASSADOR OF NETHERLANDS IN NIŠ

On the occasion of completing the project Serbia in the Rhythm of Europe in Niš, Ambassador of Netherlands H. E. Laurent L. Stokvis visited Niš and met with Niš City Mayor Miloš Simonović.



Serbia in the Rhythm of Europe

Two officials discussed the possibilities of establishing cooperation between companies in Serbia and Netherlands. Later on the Ambassador Stokvis attended the grand finale concert held at Summer Stage at Niš Fortress where the talented pupils from primary and secondary schools presented their artistry in singing and dancing. The project itself was conceptualized in accordance with European Charter on Youth Participation, White EU Paper on Youth and Serbian National Strategy for Youth. The objective is to encourage recognizing, developing and nourishing Serbian young talented people, to promote inter-cultural networking and lifelong learning. Each city or municipality that participated in the project was given a host - a European country represented by its embassy in Belgrade. The Embassy of Netherlands was the host for the City of Niš.

CITY SUPPORTS INOVATIVE PROJECTS

City of Niš recognized the importance of the project implemented by IT professor Sasa Popovic who helped thousands of children to prepare via internet for primary school final mathematics exam. Professor Popovic appealed to the City of Niš for further support in the implementation of this unique project.

330 primary school final grade mathematical problems with the methods for solving them were uploaded on YouTube website. The mathematical problems are presented in the form of video clips and contain graphical demonstrations followed by detailed explanations. The number of every day views of these clips indicates that internet can be used as educational tool.

The City of Niš together with corporate responsible companies such as El Informatika supported this unique project with provision of new computer equipment in order to facilitate the

access to educational material to greater number of children so that they could prepare their final math exam. On the occasion of donating the computer equipment to Professor Popovic, El Informatika director Djordje Aleksic pointed out that education in the field of information technology was the priority for this company.

Professor Popovic thanked the City and El Informatika Company for their support and emphasized that the new equipment would help him out to expand his project from solutions of mathematical problems to more detailed mathematical courses.



Đorđe Aleksić - El Informatika, Boban Mihajlović- Niš City Counsellor and Saša Popović- Professor

NEW ACROPOLIS MUSEUM EXHIBITION

Mayor's Office - European Affairs Office organized a photo exhibition "New Acropolis Museum" in the European Corner from June 13th-June 17th.

The exhibition was organized in cooperation with Hellenic Fund for Culture from Belgrade and represented a unique possibility for our citizens to get introduced with this magnificent Museum opened in June 2009.

During the exhibition the visitors could see around 40 high-quality photos.

The photos show the Hill of the Acropolis with New Acropolis Museum constructed based on the architectural design of Bernard Tschumi and Michael Photiadis, external design and surroundings with archeological site discovered during the construction works.

Special stress is put on the interior of the museum and several main halls- Hall of Acropolis Slopes, Hall of Archaic Artistic Objects (from 7th century BC. till 480/479th century BC) and Parthenon Hill.

New museum building is located on the south slope of the

Acropolis Hill, 280m from Parthenon. Architectural solution of the building creates impression of "transparent" space, without walls and with a wide view, giving a chance to this archeological site to unite with the new building.

During preparatory works for the construction of the facility, parts of early-Christian settlement were discovered. These excavations have been preserved and could be seen through the transparent floor of the first level of museum building.

Today, the new Acropolis Museum has a total area of 25,000 square meters, with exhibition space of over 14,000 square meters, ten times more than that of the old museum on the Hill of the Acropolis and it hosts more than 4.000 findings from the hill and the foothills of the Acropolis.

These objects date from different periods - From Mycenaean to Roman and Early Christian, dominated



New Acropolis Museum

by the Frieze of the Parthenon, Caryatids of the Erechtheum and famous sculptures from the archaic epoch and golden age of Pericles.

During the exhibition the visitors could see the movie about New Acropolis Museum.

The main aim of the exhibition was to present one of the most important archeological museums in the World.

AUTHENTIC SERBIAN BUILDING HERITAGE

Within the project Enhancement of the Niš City Capacities for Ambiental and Ecotourism implemented within SEENET Programme the exhibition of 20 most successful replicas of typical village houses from Sićevo George was displayed at European Corner.

The project is being implemented with the City of Trento from Italy since SEENET Programme represents a network of local authorities from Italy and South Eastern Europe that collaborate in a three-year Programme of decentralized cooperation in order to strengthen the governance skills of involved territories and promote sustainable local development.

Environmental and ambient tourism includes all types of tourism whose main motivation is the observation and appreciation of nature, landscapes and traditional cultures. In the Balkans added value represents cross-cultural diversity (religious and cultural), which is difficult to find in other parts of Europe, to the extent that this dimension of cohabitation becomes one of the characteristics of this type of tourism. Authentic Serbian village from the past centuries, frozen in today, preserved for the future, will recall the spirit of the ancient times.

In the course of project implementation the conceptual designs were jointly done by the experts from Niš City Institute for the Monument Protection and ten students of the final



Authentic Serbian Building Heritage

year of architecture or the post-graduate students - five from Niš and five from Trento, selected by the Architecture Faculty Expert Councils. The conceptual designs present the architecture, interior design of houses, the economy and the organization of a family life in old Serbian village in authentic way.

The students worked for one month on the site in Sićevo village during the summer. They had the opportunity to learn about basic characteristics of the Pomoravlje type buildings in the field. Each of the replicas presented at the exhibition will be used in the second phase of the project - the construction of ethno village in Sićevo.

CONTEMPORARY DANISH MOVIES IN EUROPEAN CORNER

During the months of June and July, the Local Democracy Agency for Central and Southern Serbia and the City of Aarhus Office in Niš are screening series of Danish movies in the European Corner.

The selection of Danish documentaries, dramas and comedies by authors such as Max Kestner, Thoma Jensen, Niels Arden Oplev and Hella Jof, can give the audience a better sense of Danish society, culture and mentality

in general. The movies are especially interesting for young people since they are portraying the living conditions of young people in Denmark and the problems experienced by Danish youth.

DRAW HAS BEEN MADE FOR EHF EURO 2012

Following the completion of the qualification on Sunday, 12 June 2011, the groups have been drawn on June 15 in Belgrade and the fixtures are now known for EHF EURO 2012.

According to the regulations of the EHF EURO, Serbia as a host could select 4 teams and allocate them to the four EHF EURO 2012 Preliminary Round venues. So it was already known that Macedonian National team would play at Niš Arena. Now it is known that Germany, Sweden, Czech Republic will be joining FYROM within GROUP B for the matches at Niš Arena Čair. Serbian Handball Federation sent an official request to Nis City Mayor Miloš Simonović for booking the Arena Čair for the period of January 12 to January 23, 2012 for the organisation of European Men Handball Championship 2012.

Niš City Mayor Miloš Simonović attended the official tournament draw at the invitation of Serbian Handball Federation. On this occasion Mayor Simonović said that he was glad that Niš will be the host to two former World and European Champions. He invited the German, Swedish and Czech National Team supporters to come to Niš emphasizing that Niš would prove that it deserved to be the center of important sports events.

Arena Čair reconstruction works planned dynamics have been respected and suggestions made by EHF for the improvements of the facility itself have been incorporated into new Arena design. Niš City management forwarded the report on the Arena Čair reconstruction progress to EHF which assessed positively the completed works.