



Niš
Newsletter
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2 NIŠ - CENTRAL AIR HAVEN

3 LEDIB PROGRAMME CREDIT FACILITY LINE – SUPPORT TO SME SECTOR...

3 11th INTERNATIONAL TOURISM FAIR IN NIŠ

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In This Issue:

FIRST SUCCESSFUL CITY LAND AUCTION	1
NIŠ - CENTRAL AIR HAVEN	2
LEDIB PROGRAMME CREDIT FACILITY LINE – SUPPORT TO SME SECTOR OF NIŠAVA DISTRICT	3
11th INTERNATIONAL TOURISM FAIR IN NIŠ	3
REVIVING EUROREGION NIŠ - SOFIA - SKOPJE	4
60 MILLION EUROS TO SERBIA AND BULGARIA FOR GAS PIPELINE DUPNICA-NIŠ	4
CITY OF NIŠ WON THE AWARD FOR BEST PRESENTATION AT INVEST IN SERBIA FAIR	5
NIŠ CITY COUNCIL ADOPTED THE STRATEGIC DOCUMENT PROPOSALS	5
REGULATORY GUILLOTINE – NIŠ CITY CREATING FAVOURABLE CLIMATE FOR ECONOMY AND ITS CITIZENS	6
SWEDISH MINISTRY OF FOREIGN AFFAIRS FINANCES ENERGY BALANCE STUDY FOR NIŠ	6
USAID DONATION FOR NIŠ EMERGENCY MEDICAL RESPONSE DEPARTMENT	7
PRIMARY HEALTH CARE SERVICES AVAILABLE IN THREE NEW OUTPATIENT STATIONS	7
IMPROVEMENT OF THE HEALTH CARE SERVICES	8
RECONSTRUCTION OF NIS CLINICAL CENTER	8
CANADIAN AMBASSADOR FOR THE FIRST TIME IN NIŠ	9
FIRST ANNIVERSARY OF THE REPUBLIC OF HUNGARY HONORARY CONSULATE	9
NIŠ CITY DELEGATION VISITED EUROPEAN CAPITAL OF CULTURE	10
AN HOUR FOR PLANET EARTH	10
COOPERATION BETWEEN CITY OF NIŠ AND FRANCE	11
STUDENTS FROM PROVENCE EX MARSEILLES LAERNING ABOUT NIŠ CULTURAL HERITAGE	11
LOCAL MEDIA – GUARDIANS OF DEMOCRACY IN LOCAL COMMUNITY	11

FIRST SUCCESSFUL CITY LAND AUCTION

“The public auction for the lease-holding of the unconstructed land and publicly owned construction sites was held successfully for the first time in five years”, said Niš City Mayor Miloš Simonović and he added that the contracts for the lease-holding of 5 city locations over the period of 99 years were made.



Jakov Abraham (Imo Real d.o.o.), Goran Mraović (Colliers International) and Philip Bay (Colliers International)

The following locations were at the auction: land slot in Skopljanska street, three slots in the settlements of Duvanište and two construction land slots in the industrial zone Sever.

“We are very pleased with the auction results. We have managed to get the maximum market prices for all locations”, said the Mayor. The income that the city generated at the auction is over 140 million dinars.

“We expect all the investors

who participated at the auction to start the construction works soon which would generate additional income from the communal fees for the city and it would be beneficial for all citizens”, as Mayor Simonović pointed out. He also announced the auction for land slot at the location of Donje Medjurovo for April 6. “It is very important to have the land which is available to the city functional as soon as possible and this auction represents just the beginning”,



as Mayor Simonović concluded.

The manager of Real estate agency Colliers International office in Niš Goran Mraović said that 13 applications were submitted for this auction. The attractiveness of the locations themselves and the marketing approach used in advertising of the locations contributed to the number of interested investors. The City of Niš signed the contract with Colliers International on provision of marketing services for the auctioned locations.

The land slot in Skopljanska Street, total area of 3361 sqm, situated in the very city center, is intended for the construction of objects of general purpose such as: banks, post offices, hotels, cultural institutions, shops, restaurants and residential buildings. The company Agrohim d.o.o. won the auction for this land slot with the highest bid of 84.031.000,00 dinars.

The company IMO REAL Ltd won the auction with 34.313.500,00 dinars for the land slot with the total area of 4289 sqm in the settlement



First successful city land auction

of Duvanište intended for the construction of residential objects. The company INGRAD Ltd won the auction for other two land slots in the settlement of Duvanište at the double prize than initially offered. The land slot with the total area of 881 sqm was given under the lease-holding contract for 14.077.000,00 dinars and the land slot with the total area of 617 sqm was given under the lease holding contract

for 7.836.000,00 dinars. The commercial properties are envisaged to be constructed at those two locations.

The land slot, with the total area of 1222 sqm, located in the Industrial Zone Sever and intended for the construction of manufacturing and warehouse property, has been won by the company Bau System Ltd for the price of 4.889.000,00 dinars.

NIŠ - CENTRAL AIR HAVEN

Since February 25, European destinations can be reached from Niš Airport Constantine the Great via Podgorica.

Montenegro Airlines company president Zoran Djurišić announced the establishment of new company Master Airways in Niš. First Master Airways Planes are expected to fly from Niš in early spring. Niš City Councilor Boban Mihajlović pointed out the importance of opening the new company in Niš which confirmed additionally the continuation of strategic partnership with Montenegrin company. New company Master Airways will employ people from Niš region and after its opening the Niš Airport will become home port of the important carrier.

New flights from Niš Airport and strategic partnerships with new airline companies prove the intention of the city management to achieve the set objectives for the development of air traffic. The investments into Niš



Niš Airport Constantine the Great

Airport are the basic preconditions for the development of other economy sectors closely connected to the air transport.

Starting from March 29, the

passengers can fly to Forly - Italy twice a week every Monday and every Friday. All the information about flights and tickets can be obtained at the Niš Airport Constantine the Great.

LEDIB PROGRAMME CREDIT FACILITY LINE – SUPPORT TO SME SECTOR OF NIŠAVA DISTRICT

The beginning of implementation of the LEDIB Credit Facility Line was announced at the press conference held at Niš City Hall.



Miloš Simonović - Niš City Mayor, Carsten Lund - LEDIB Programme director, Radovan Jelašić - NBS ex-governor

The ex-Governor of the National Bank of Serbia - Radovan Jelašić, Ambassador of the Kingdom of Denmark- Kjuel Mette Nielsen, Niš City Mayor - Miloš Simonović, President of the Executive Board of the NLB Bank - Zoran Djurović, LEDIB Programme Director - Carsten Lund and the owner of Kanin Enterprise and the user of programme loan - Dragan Nenadović, presented the programme to the public.

The Financial Agreement between the Government of the Kingdom of Denmark, the Government of the Republic of Serbia and National Bank of Serbia was signed, where the Kingdom of Denmark provided the financial resources in the amount of about 2 million Euros for the implementation of the credit line. NLB bank allocated 2 million Euros of their own, so the total available funds for SMEs in the district of Nišava amount to 4 million Euros.

These loans are intended for financing investments and working capital. The precondition for approval of bank loan is the bank estimation that its implementation will have a positive impact on the general

development, which considers: creation or retention of the old jobs, increasing the national income generated by export, production of local products and services that can be competitive with export products and services, strengthening the organizational capacity and human resources, introducing the new technologies that are not harmful to the environment, etc. The short term loans in the amount of 3000 to 30 000 Euros and long term loans in the amount of 10 000 to 50 000 Euros are available to small and medium sized enterprises. "With the support of the Government of the Kingdom of Denmark and the active involvement of NLB Bank, SME's from Nisava district could use of these loans on favorable terms, and get the opportunity to work on the development and improvement of their business, and thus to directly influence the improvement of economic status and the position of this part of Serbia", said Mayor Simonović.

The Ambassador of the Kingdom of Denmark, Mrs. Kjuel Mette Nielsen said that Danish Government found excellent partner in the City of Niš.

11th INTERNATIONAL TOURISM FAIR IN NIŠ

International Tourism Fair, organised by Tourist Organisation of Niš, was held from March 26 - 28 at Niš Sports Hall Center Čair.

The whole variety of travelling was present in Niš: destinations, tour operators, booking systems, carriers, hotels and all other suppliers.

The City of Niš regained its position on the tourism map of Serbia and tourism map of Europe. This fair was a unique opportunity for the citizens to attend a comprehensive presentation of the tourist supply and for travel agencies and tour operators it was an opportunity to meet new business partners, maintain existing contacts, to explore market possibilities. The objectives of the fairs were to gather all tourist industry participants under a single roof, to present home and foreign tourist supply, to promote Niš tourism potentials, to organize business - to - business meetings of tour operators and tourist companies, to carry out last minute booking 2010 and negotiations for 2011.

Niš City Mayor Miloš Simonović said that the city facilitated the work of the travel agencies by introducing the flights to Italy and Monte Negro from Niš airport. "The agencies are given the opportunity to make their own programmes and to work independently from agencies in Belgrade and Novi Sad", added Mayor Simonović. As the tourism is one of the fastest-growing economic branches generating numerous entrepreneurial possibilities and contributing to employment of the workforce more than any other activity, international tourism fair which is traditionally held in Niš every year proves once again the intent of the City to facilitate in every possible way it can the economic growth of the whole region.

REVIVING EUROREGION NIŠ - SOFIA - SKOPJE

The Mayors of Niš, Sofia and Skopje met in Sofia to discuss the possibilities of expanding the cross – border cooperation and the future activities within the project EU - Region.



This meeting was the opportunity to define the priorities of the common regional development in the triangle Niš – Sofia – Skopje. These three local self-governments will do everything within their jurisdictions to intensify the cooperation between the business communities primarily. EU – Region Niš – Sofia – Skopje covers 66 municipalities and 2 million people in three countries. The City of Sofia will present this project to the EU member states and it would search for the funds to finance the activities within this project. The establishment



Jordanka Fondakova, Mayor of Sofia



Koce Trajanovski, Mayor of Skopje



Miloš Simonović, Mayor of Niš

of the national teams was agreed at this meeting. Their task would be to develop project activities.

60 MILLION EUROS TO SERBIA AND BULGARIA FOR GAS PIPELINE DUPNICA-NIŠ

Serbia and Bulgaria will finance construction of the future gas pipeline from Dupnica to Niš with European funds.

The European Commission set aside 60 million euros for that project. The EU Energy Commissioner, Günther Oettinger, said in Sofia that the Agreement on construction of gas pipeline, which would transport gas in both directions, would be signed on Friday (March 5, 2010) in Brussels.

Bulgarian Deputy Minister of Economy and Energy, Maja Hristova, said last night that the Agreement would be signed by the representatives of Bulgartransgas and Srbijagas.

The plan is to complete the construction of the gas pipeline prior to 2012, but Bulgarian side is of the opinion that it is more likely that the gas transport will start in 2013 or 2014.

The length of the gas pipeline is 106 km. Dupnica is situated in the southwest part of Bulgaria, on the route of the transit gas pipeline.

Niš City Mayor Miloš Simonović said that the construction of this gas pipeline was the result of the request sent by the City of Niš to Serbian government in relation to the process of intensifying the gasification and more stable provision of gas to the industry and households in the South and East of Serbia. Thus this part of Serbia will be ready for the construction of the gas pipeline South Stream and it will create necessary preconditions for connecting to the main pipeline. The construction of the pipeline from Dupnica to Niš is the beginning of the gasification of the South and East Serbia as it was stated by Mayor Simonović.

CITY OF NIŠ WON THE AWARD FOR BEST PRESENTATION AT INVEST IN SERBIA FAIR

USAID Municipal Economic Growth Program organised the grand finale of the Invest in Serbia municipal competition in investment promotion on March 31 and the City of Niš won the award for the best presentation at the final exhibition event.

The pre-screening and evaluation of municipalities for the final Invest in Serbia 2010 competition was an on-going process throughout March, and the municipalities were also judged by their presentations during the exhibition at the March 31 finale, when the jury also cast their final votes for the winners in all categories. Thirty cities and municipalities were competing in the following categories: most successful municipality/city in investment promotion 2010;

best economic data; best promotional material; best presentation at the fair and best success story. The panel of more than 60 judges included representatives of some of the largest companies in Serbia, such as Ball Packaging, Microsoft, Telekom, as well as the commercial attachés of foreign embassies, and representatives of international organizations, government institutions, and the media.

Niš City Mayor Miloš Simonović and the Head of Niš City Office for Local Economic Development Milan Randjelovic attended the final exhibition. The awards to the winning municipalities in various categories were presented by U.S. Ambassador Mary Warlick, Minister of Economy and Regional Development Mlađan Dinkić, Deputy Prime Minister in charge of European Integration Božidar Đelić, and Minister for Environment and Spatial

Planning Oliver Dulić. USAID, together with its partners in this initiative - NALED, SIEPA, Privredna Banka Beograd, Telenor, Vip Mobile, and the Serbian Chamber of Commerce – jointly provided prizes worth nearly \$200,000 dollars for the winners of the competition.



Invest in Serbia Fair

Two panel discussions were held parallel to the booth exhibitions of municipalities. The panel entitled - From the Business Perspective: Cooperation Between the Public and Private Sectors - was held in the Belgrade Conference Hall with the aim to facilitate an open dialogue among managers of leading businesses (Vip Mobile, Philip Morris/DIN, Holcim Paraćin, Telenor, US Steel) and the Serbian Chamber of Commerce. The second panel entitled - Ask the Ambassadors – Serbia in the Global Market – was organised with the objective to facilitate an open dialogue among the Ambassadors of the U.S., Spain, Germany, Austria, Italy, and Slovenia with the mayors of participating municipalities.

USAID Municipal Economic Growth program works with select Serbian municipalities and cities to help them to create business-friendly environments and to promote themselves to potential investors. Over the past five years, municipalities working with USAID program attracted over one billion Euros in investments and created 13 200 new jobs. The "Invest in Serbia" Competition is an

NIŠ CITY COUNCIL ADOPTED THE STRATEGIC DOCUMENT PROPOSALS

The members of Niš City Council adopted unanimously the decision to forward to the members of Niš City Assembly for their consideration and adoption the following strategic documents: the Revision of Niš City Development Strategy for the period 2009 - 2020 together with the Operative Plan for the period of 2009 - 2011, Development Strategy for Small and Medium Sized Enterprises and Entrepreneurship in Niš City for the period of 2009 - 2013 and Niš City Sustainable Development Action Plan for the period of 2010 - 2014.

The Revision of Niš City Development Strategy foresees four strategic development directions: the infrastructure development, the economy and business development, social development and management. With the adoption of General Master Urban Plan the modalities of the city development up to year of 2020 will be clear.

Development Strategy for Small and Medium Sized Enterprises and Entrepreneurship in Niš City is the unique document in Serbia. Serbian Standing Conference of Towns and Municipalities appraised this document highly and this model of document will be proposed to other towns and municipalities.

opportunity for local governments and the business community to network with each other and provides a forum through which future cooperation can be established and the economic development of Serbia improved. It also presents an opportunity for municipalities to exchange ideas on how to promote themselves better. The first "Invest in Serbia" competition was organized in 2006.

REGULATORY GUILOTTINE – NIŠ CITY CREATING FAVOURABLE CLIMATE FOR ECONOMY AND ITS CITIZENS

It is a challenge for any local self government to speed up and broaden “enabling environment” reforms to stimulate economic growth, create jobs, and raise living standards. Within the project Strengthening Competitiveness on Local level, i.e., Regulatory Guillotine, 11 meetings of the working groups on the city and city municipality levels were held in the period from December 2009 to February 2010.

The City Working Group considered and adopted the recommendations for improvement, simplification or elimination of 210 administrative procedures carried out by Niš City administration. The adopted recommendations come from the area of urban planning and construction, communal services, property management, economy issues, social care system, children protection care system, education, sports. They also cover the tasks performed by the Mayor’s office and the office of City Assembly president.

The working groups consisting of the members coming from five city municipalities adopted recommendations for the simplification of 108 administrative procedures within city municipality jurisdiction. The recommendations refer to the elimination of the unnecessary documents and information requested from the citizens, to decreasing of the fees and taxes, to the definition of the precise deadlines for the reviewing and replying to the request coming from the citizens, to the modification of the existing or the introduction of

new request forms, to joining of the several procedures into single one, to introduction of the e-banking methods while paying for the necessary fees.

It is important to point out that the recommendations were received from representatives of the business community and non-governmental sector during the consulting project phase in August 2009. Also the proposal has been prepared for the modification of the republic regulations which will be forwarded to the republic authorities.

SWEDISH MINISTRY OF FOREIGN AFFAIRS FINANCES ENERGY BALANCE STUDY FOR NIŠ

Swedish Ministry of Foreign Affairs has allocated funds to finance the Energy Balance Study for the City of Niš.

The overall objective of the study, to be performed by the Swedish Consultant Optensys Energianalys AB, is to prepare a comprehensive Energy Balance Analysis for the City focusing on district heating, describing the present heat production and use, outlining the future solutions for heat supply and demand.

The representative of the Swedish MFA, Mr. Karl Edberg and the representatives of the selected Swedish Consultant came to a fact-finding mission at the beginning of March and they met with the Niš City Mayor Miloš Simonović, the representatives of the

Niš City Department for Communal Services, Energy and Traffic and PUC Toplana.

This new study should outline scenarios for possible future district heating development in the short and the long term concerning: fuels, new plants for heat and electricity production, new heat customers and possible reduction of heat demand due to enhanced building standard and global warming.

The completion of the Energy Balance Study can be expected in June this year.

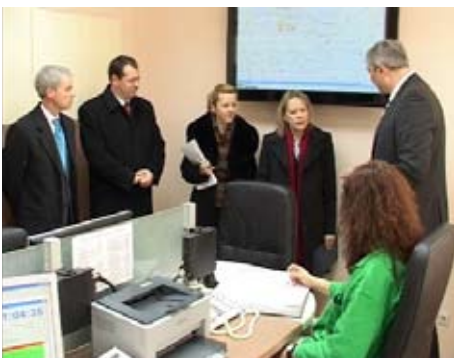


Mr. Karl Edberg, representative of the Swedish MFA

USAID DONATION FOR NIŠ EMERGENCY MEDICAL RESPONSE DEPARTMENT

The new generator has been installed at Niš Emergency Medical Response Department.

The generator will be used for the alternative generation of the electric power in crisis situation. It is three times more powerful than the currently used one and it will be primarily used for the functioning of the call center in crisis situation.



Visit to Emergency Medical Response Department in Niš

The generator is the donation from the USAID and it has been presented by USA Ambassador to Serbia, Mrs. Mary Warlick.



Mary Warlick,
U.S. Ambassador to Serbia

On the occasion of presenting the USAID donation, Niš City Mayor Miloš Simonović expressed his gratitude to USAID for all the support it has provided so far. He added that this donation was in accordance with local policy concept in the domain of

the primary health care system whose main objective was to improve the health care system and availability of emergency medical care services.



Turning on the generator

US Ambassador Mrs. Warlick expressed her pleasure with the cooperation with Niš City.

PRIMARY HEALTH CARE SERVICES AVAILABLE IN THREE NEW OUTPATIENT STATIONS

By opening three new health care outpatient stations in Niš City residential areas the City of Niš rounded up the network of health care outpatient stations in order to provide for the citizens in the city outskirts residential areas equal quality access to health care.

These new outpatient stations include the pharmacy and provide the services of the general practitioner and paediatrician as well as the services of the laboratory, infusion center and counselling. The City invested 35 million dinars in the construction works and furnishing of these three new stations.



Health Care Station Ledena Stena



Health Care Station Nikola Tesla



Health Care Station Delejski Vis

IMPROVEMENT OF THE HEALTH CARE SERVICES

Republic of Serbia has received a loan from the International Bank for Reconstruction and Development in the amount of EUR 32 million equivalent toward the cost of the Delivery of Improved Local Services Project, which will be implemented by the Ministry of Labor and Social Policy, Ministry of Education and Ministry of Health.



DILS project aims to assist the Government to increase the capacity of institutional actors in order to improve access to and the efficiency, equity and quality of local delivery of health, education and social protection services, in a decentralizing environment. The project will achieve this aim by helping to implement systems to compensate for inequalities across municipalities; improving outreach and access through innovation in social service delivery; providing support for new regulatory, oversight and quality assurance roles for state level ministries; and capacity building amongst local self governments (LSGs) and other local service providers.



Nadja Marković, Niš City Vice Mayor

Within the DILS project, RS Ministry of Health organised the training on the jurisdiction of the local self-governments in the domain of the primary health care system at Niš City Hall. The training was intended for the local self-government mayors and presidents from South and East Serbia municipalities, the general manager of the health care centers, and the heads of the municipality departments in charge of primary health care system. The objective of the training was to present the law regulations and level of jurisdictions in the domain of primary health care, the means of providing finances, the projects implemented by RS Ministry of Health and to which local health care centers could apply to, the possibilities of applying for IPA programmes for the local projects.

This is the first day of four-day trainings within DILS project on the above mentioned issues which will cover 42 cities and municipalities and local health care centers.

RECONSTRUCTION OF NIS CLINICAL CENTER

Niš Clinical Center has been chosen as one of four clinic centers in Serbia to be reconstructed.

RS Ministry of Health State Secretary Nevena Karanović said at the meeting with Niš City Mayor Miloš Simonović that the Ministry had received the funds to reconstruct the clinical centers in Novi Sad, Belgrade, Niš and Kragujevac. The funds have been secured from the EIB loan and 30 million Euros have been allocated for Niš Clinical Center.



Niš Clinical Center

The reconstruction works are expected to begin by the end of 2010 and to be finished by 2012. The construction of new facilities within the clinical center is also envisaged by the conceptual reconstruction design. ER, radiology departments, 15 Ors and 2 new trauma departments will be located at these new facilities. The new facilities will also be intended for the central pharmacy and laboratory, emergency medical response services.

Niš City Mayor Miloš Simonović said that the city supported this project by resolving the property ownership issues which was the necessary precondition for the beginning of the project implementation. The City is ready to help out financially as well since it is estimated that 30 million Euros will not be sufficient to cover all the project activities.

CANADIAN AMBASSADOR FOR THE FIRST TIME IN NIŠ

Niš City Mayor Miloš Simonović met with the Canadian Ambassador in Serbia H.E. Mr. John Morrison at Niš City Hall.



Miloš Simonović, Niš City Mayor and John Morrison, Canadian Ambassador in Serbia

This was the first official visit of the Canadian Ambassador whose mandate in Serbia started in July 2008.

Mayor Simonović and Ambassador Morrison discussed the potential cooperation in the domains of culture and science. Mayor Simonović presented the potentials of Niš City and whole region and emphasized the incentives provided by the city to potential investors. The possibility of opening the Department for the French language studies at the Faculty of Philosophy at the University of Niš and active involvement of the Canadian Embassy, in the preparations were discussed as well, since Canada was one of the Frakophonie countries.

H.E. Ambassador Morrison said that Serbia was interesting area for investments and he expected that the cooperation between the City of Niš and Embassy of Canada would be revived and expanded. He added that Canada's investments presently equaled 50 million Euros which might not seem sufficient. However, the Ambassador expected Canadian investments to increase during following two years up to 700 million Euros. The Canadian

companies are primarily interested in the energy sectors, hydro power plants and geothermal springs.

H.E. Ambassador Morrison delivered the lecture on the role of Canada in International Frankophonie Organisation at the University of Niš. He also met with University management and representatives of the Serbian Associations for Canadian Studies and opened officially the exhibition of graphics created by the Canadian artists.



Reception at Niš City Hall

FIRST ANNIVERSARY OF THE REPUBLIC OF HUNGARY HONORARY CONSULATE

On the occasion of celebrating the first anniversary of opening the Republic of Hungary honorary consulate in Niš, the exhibition prepared by the project workshop for students of architecture was opened in European House.

The exhibition was opened by H.E. Ambassador of Hungary in Serbia Mr. Imre Varga accompanied by the Niš City Vice-Mayor Nadja Marković and the honorary consul of Republic of Hungary in Serbia Miloje Branković.



H.E. Imre Varga, Ambassador of Hungary in Serbia, Nadja Marković, Niš City Vice Mayor, Miloje Branković, Honorary Consul of Hungary of Serbia

The exhibition represents the imaginative work of art in the form of illustrated collage, video and audio works, fashion and architectural details, created by students of architecture in Belgrade who were inspired by the renaissance Budapest. The students tried to connect in their work the old Renaissance and modern hectic Budapest. The kaleidoscope of the impressions represents the examination of the relations between the inner world of the individuals and the messages sent by the Budapest to their inner selves of the artists.

NIŠ CITY DELEGATION VISITED EUROPEAN CAPITAL OF CULTURE

Niš City delegation visited Hungarian city Pecs which has been designated as European Capital of Culture for 2010 together with the Essen (Germany) and Istanbul (Turkey).



Christian remains from the Roman years - UNESCO World Heritage Site

The visit was initiated by the Hungarian Ambassador in Serbia H.E. Mr. Imre Varga and honorary Hungarian consul on Serbia Mr. Miloje Branković.

Both the City of Niš and the City of Pecs have been members of the AVEC Association. On this occasion Niš City Mayor Miloš Simonović and Pecs City Mayor Zsolt Pava discussed the establishment of the cooperation in the domain of culture, art and economy.

Niš City Municipality president Dragoslav Ćirković and Tourism Organisation of Niš director Vladimir Jovanović had the chance to see in practice how EU funds could be used to promote the city culture. It has been agreed to include the City of Niš into the programme of the Pecs culture promotion. The manifestation entitled Days of Pecs will be held in Niš and the corresponding manifestation Days of Nis will be held in Pecs with the aim to bring closer different cultural heritage of these two cities.

Pécs is the seat and the largest city of the Trans - Danubian region in South-West Hungary and the European Capital of Culture title provides grounds to long term culture-based development not only for the city itself

but for the entire South Trans-Danubian region. A lot of capital investment projects have been initiated under the European Capital of Culture title.



Pecs 2010 European Capital of Culture Project – Revival of Public Spaces

The Mayor of Pecs Zsolt Pava announced the participation of the Pecs entrepreneurs at the following Niš Investment Forum.

**AN HOUR
FOR
PLANET
EARTH**



The City of Niš joined the campaign An Hour for Planet Earth. At 8.30pm on March 27 March, lights went out for one hour all over the world in the support of our planet Earth.

The City of Niš decided to turn off the lights in front of the City Hall, City Parliament building, Office of the City Administration for Communal Services, Energy and Traffic, Office of the City Administration for Construction and Planning and in front of the building of city municipalities of Palilula and Pantelej.

On Friday March 26, Niš City Council for Energy Efficiency and City Council for Environment Protection and Sustainable Development held the meetings where the common initiatives related to the energy saving and stimulation of the energy efficiency measures were agreed.

Niš City Council for Environment Protection and Sustainable Development president Sonja Popović announced the organisation of the first international ecology fair in Niš from May 31 to June 2 which would be dedicated to the environment protection, energy efficiency and renewable energy resources. The donor conference for all the projects in this filed prepared by the city and public utility companies and NGOs would be the part of this fair.

Bojan Kovačić, the director of the Republic Agency for Energy Efficiency announced several big projects which would be supported by the national agency such as the rehabilitation of Niš Clinic Center and the installation of the solar collectors in the hospital department in Gornja Toponica.

COOPERATION BETWEEN CITY OF NIŠ AND FRANCE

The Niš City Vice-Mayor Nadja Marković met with the honorary consul of Serbia in France Mr. Robert L. Liris and Serbian painter permanently residing in France Mr. Slobodan Jevtić Pulika and they discussed the possibilities of establishing the cooperation between the City of Niš and French cultural institutions.

Mr. Liris delivered the official letter from the respective authorities from the Museum of Natural Sciences in Paris which represented the invitation to Serbian anthropologists for cooperation in the area of the archeological research. Mr. Liris, who lives the French City of Vichy, well known spa and resort, has been promoting Serbian spa tourism for many years. Niš Vice-Mayor Nadja Marković announced the opening of the exhibition by Slobodan Jevtić Pulika. The exhibition will be humanitarian and the money collected by selling the tickets will be donated. Mr. Jevtić announced closer



Reception at Niš City Hall

cooperation between the artists of Serbia and France as well as the participation of the French artists in Niš Sićevo colony.

STUDENTS FROM PROVENCE EX MARSEILLES LAERNING ABOUT NIŠ CULTURAL HERITAGE

Niš City Council member Miodrag Radović met with the delegation of post – graduate students from Faculty of Architecture in Provence Ex Marseilles in France who came to Niš in order to learn more about local architectural tradition.

Their visit is the continuation of the cooperation between the City of Niš and the City of Arles on the projects of historic heritage valorization. After reviewing the sites in Niš Fortress, this study group will develop the detailed analyses of the objects inside Niš Fortress with the aim of utilizing their full potentials. Taking into consideration that Niš Fortress is the site categorized as the cultural monument of great importance, making the detailed lists of the archaeological sites characteristics, their current conditions and priorities related to the preservation and rehabilitation is crucial. On the occasion of the reception at Niš City Hall, Councilor



Reception at Niš City Hall

Radović delivered short presentation on the strategy and activities performed by the city institutions in the fields of research, preservation and valorization of Niš cultural heritage.

LOCAL MEDIA – GUARDIANS OF DEMOCRACY IN LOCAL COMMUNITY

Niš City Mayor Miloš Simonović was the guest speaker at the conference entitled **Sustainability of Local and Regional Media in Serbia**. **“There is no democracy in local community without objective local media”, pointed out Mayor Simonović.**

He added that the last year was very difficult for all media due to global economic crisis. The City of Niš tried to support the survival of local media in Niš by financing certain media projects.

“If local media want to be sustainable, they have to choose the issues on which to report very carefully in order to reach out to their viewers or readers. This poses great problem presently. The contents broadcasted at the national and local media are very similar. You cannot see any investigative journalism at the local and regional media. The program should be appealing to the viewers and it is the program which should increase the number of viewers. The third important thing for the survival of the local and regional media is functioning according to the market demands. Local media rely too much on local self governments. The fact is that global economic crisis has influenced the marketing budgets of all companies but, still, there are ways to secure additional financing without involving politics in it”, said Mayor Simonović.

The conference, which was attended by numerous representatives of the local and regional media in Southeast Serbia and representatives of RS Ministry of Culture, EU institutions, OSCE and RBA, was organised by Media Center in Niš with the support of USAID and IREX.