

NEW AUTOMOTIVE GIANT IS COMING TO NIS

May 7th

Nis City Mayor Darko Bulatovic signed the Memorandum of Understanding with the President of XINGYU Company Mrs. Xiaoping Zu, the President of the Company, related to the construction of the company's factory in Nis. Mr. Goran Knezevic, the Minister of Economy, signed the MoU on behalf of the RS Government. XINGYU is one of the leading manufacturers of LED lighting in the automotive industry with production facilities worldwide, including Germany, Japan and China, with clients such as AUDI, BMW, LANDROVER, PSA , RENAULT, OPEL; Japanese car manufacturers: TOJOTA, NISSAN, HONDA, MAZDA; American car manufacturers: GENERAL MOTORS and FORD and Chinese car manufacturers: CHERY, GAC, FAW-CAR, GLEE. Basic production of the company is located in China. Company plans to relocate part of production to Europe due to the proximity of its customers. The greater part of production for European customers would be realized in Serbia. The company chose to invest in Serbia and selected the Nis, after almost a year of negotiations and decision-making process, taking into consideration the experience of local Nis team in the implementation of the investment projects, the scope and method of implementing them, the location itself. During this period of negotiations, four visits of various representatives of the company were organized, from October 2018 to May 2019, and a series of activities were undertaken to collect and deliver relevant information to representatives of investors, by the Office for Local Economic Development and Projects in cooperation with Development Agency of Serbia. The company recognized the industrial tradition of Nis, development resources, and human resources, which primarily relies on the capacities of the University of Nis, the logistics position of the city and the connection to the European destinations and the professionalism and commitment of the local team and management to the implementation of a joint project.