



# EXPLORE BUSINESS IN UNTOUCHED **NATURE**

Invest in Southwest region



**SCBE/TBC**  
Unwind the Growth

**Cross border cooperation and  
investment opportunities**

**SUPPORT CROSS BORDER ENTREPRENEURSHIP /  
TRANSNATIONAL BUSINESS CONSULTANT - (SCBE-TBC)**

"This project is co-funded by the European Union and by National funds of the participating countries under IPA Cross-Border Programme"



***Dear readers, potential investors  
and entrepreneurs,***

It is widely approved fact that the regions in Macedonia have strong and specific business potentials. Although the country is landlocked and small, due to its geographic position and decentralized economy, outstanding business possibilities are standing at the horizon and ready to be taken.

There is a long list of arguments in favor of the Southwest region of Macedonia as one of the best business locations in Europe. Mixed in cultures, religions and world history, the City of Ohrid (Unesco protected area) is a home of the oldest European lake, preserving a unique aquatic ecosystem of worldwide importance. Lake Ohrid is one of the world's oldest and one of Europe's deepest lakes. It is over 300 million years old with over 200 endemic species not found on any other place on the planet, including the famous

delicacy, the Ohrid trout. The town of Ohrid is the birthplace of the Cyrillic alphabet and Slavic literacy. The iconostasis found in the monasteries here are considered one of the most beautiful and most treasured wood-carved iconostasis in the whole Orthodox religion. Located at the centre of the old town in Ohrid, St. Sophia Church is one of the most impressive medieval buildings in Ohrid and a unique work of architecture of the Byzantine era. Don't miss the summer music festivals or concerts that are organized at the western part of St. Sophia church, the experience will last for a lifetime. Lake Ohrid, with its stunning Byzantine churches, small cobblestoned streets, art galleries, fine accommodations, picturesque pebbly beaches, and lively nightlife, is a breathtaking place to visit. Sceneries from the regions are found at front covers of National Geographic and other relevant world travel magazines.

Bordering with Albania and just less than hour away to Greece, this area is offering unlimited potential for doing environmental cross border projects.

Culture and history tourism is rising from year to year here, untouched nature in the surrounding regions is astonishing and yet conditions to operate from here is making the location 2nd Best in Doing Business Report of the World Bank.

Important trade and business centers are surrounding the region, Skopje the capital, then very close by Thessalonica has been one of the most important trading hubs from ancient times, along with the port of Durres proximity and Ohrids international airport is making this place very attractive to combine pleasure and business. Amazing nature, quality of life and lots of favorable business incentives, along with the available workforce that is considered extremely well-educated, ethical, productive and multilingual. The region has the best cherries in the country, almost half of all tourists coming to Macedonia, stunning history and amazing nature.

The Southwest region of Macedonia is a developed market, with skilled workers and warm heart inhabitants, but also a region with an astonishing variety of cultures, styles and nationalities. Unlike the most regions, it is large enough to be cosmopolitan and small enough to allow its inhabitants to enjoy all the advantages of a region on a human scale. Because of its geographical and economic advantages, the region has convinced numerous overseas investors, from SME's to international automotive manufacturers, to set up their companies here. Historically, the region is spiritual and environment protected hub offering wide varieties in the rising sector of alternative tourism.

This pocket guide will help you to have a smooth and quality reading offering, an overview of the economic potentials, natural advantages and environmental potentials. Inspire to create an innovative sustainable business in the Southwest.

Enjoy!

## Table of Contents

- Overview of the Southwest region
- List of municipalities
- Partners and institutions
- Reasons to start business
- Setting up operations
- How to open a company
- Taxes and incentives
- Sectors
- Agriculture and food
- Environment protection
- Education and Innovation
- Crafts
- B2B Opportunities
- Companies and chambers
- Specific possibilities

## 1. Overview of the Southwest region



**Southwest** region is consisted of eight (8) municipalities, creating a region of total 220.000 inhabitants, that is almost 15% of the population in Macedonia. The region delivers almost 10% of the country's' GDP. Characterized by the strong tourism potential and rich historical and cultural heritage, the region is the most visited area in Macedonia.

### - Municipality Ohrid:

Lake Ohrid is a natural tectonic lake in the south-western part of Macedonia. City of Ohrid has 365 churches and monasteries – one for each day of the year as the legend says. Ohrid's gallery houses icons from the 5th and 6th centuries that have been on display at the Metropolitan Museum of

Art in New York. Ohrid is protected area, cultural, spiritual and tourism center. One can find a wide range of locations for premium resorts, small hotel complexes and all types of alternative tourism. The presence of the some of the world largest automotive components manufactures is recently developing the city into production hub. Its proximity to Durres airport and the Ohrid International airport St. Apostol Pavle offers new dimension and even more opportunities to do business.

### Municipality Ohrid

**Dimitar Vlahov 57, 6000 Ohrid; 00389 46  
262492; gradonacalnik@ohrid.gov.mk**

**- Municipality Vevcani:**

Just under the mountain of Jablanica, positioned on the historical route of Via Ignatia, Vevcani is magnet for nature lovers, hikers, off-piste skiers... But also for gourmet lovers, due to the unique kitchen full of an amazing taste.

**Municipality Vevcani**  
**Vevchani 66, 6335 Vevcani 00389 46 784640**  
**gradonacalnik@vevcani.gov.mk**

---

**- Municipality Debar:**

Multicultural, historical and regional center, with strong connection to Italian and US diaspora and possibilities to invest in energy projects, as well as hydro energy. Natural springs, developed healthy spa regions around, this place is offering possibilities to invest in spa hotel complexes and offer horse riding tours, paragliding, bird watching and many more.

**Municipality Debar**  
**Debar 8-mi Septemvri 72, Debar, 00389 46**  
**831196 dibra@dibra.gov.mk**

---

**- Municipality Debarca:**

With only 12 inhabitants per square kilometer, this region is the one with most potential in clean energy, agricultural and food production, bio-agricultural product manufacturing. Its untouched nature also offers huge potential in ethnos tourism.

**Municipality Debarca**

**Debarca s.Belchishta 00389 46 286855**  
**trajkoskiigor@yahoo.com**

---

**- Municipality Kicevo:**

Newly build Industrial development zone, offering strong incentives for the manufacturing companies. High unemployment rate offers young and ready-to-go skilled labor.

**Municipality Kicevo**  
**Boris Kidric 1, Kicevo 6250; 00389 45 223001**  
**support@kicevo.gov.mk**

---

**- Municipality Makedonski Brod:**

Home of natural reserved area of Jasen and lake of Kozjak, the largest artificial lake in Europe (32km). Makedonski Brod, situated in the middle of a high mountains region, has strong offer on hunting tourism, paragliding, mountain bike touring, and all other types of alternative tourism.

**Municipality Makedonski Brod**  
**Makedonski Brod 7-mi Septemvri 4, 6530**  
**Makedonski brod, 00389 45 274810 mak\_**  
**brod@yahoo.com**

---

**- Municipality Plasnica:**

In this region you can start easily business on any nuts production, forest fruits and local vegetables. Subventions are available to start any kind of agricultural business.

### **Municipality Plasnica**

**Plasnica bb, 6539 Plasnica, 00389 45 287086;  
opstina\_plasnica@yahoo.co.uk**

---

### **- Municipality Struga:**

The Technological industrial development zone, full of multinational companies, is highly attractive to investors. On the shore of Ohrid lake, the region can be seen as attractive for cross-border and multinational tourism projects. Struga is a birth place of the Brothers Miladinovi, the layers of the Macedonian literacy and well known Struga Poetry evenings, an international poetry festival welcoming world-famous poets.

### **Municipality Struga**

**Mother Theresa Square bb, 6330 Struga,  
00389 46 781223 info@struga.gov.mk**

---

### **- Municipality Centar Zupa:**

Food processing industry and agriculture is developed, there is strong and proven record on diary business and intensive live stock farming. Huge landscapes, high mountains and lots of possibilities for diary makers, but also for free hikers, environment protectors and adventure lovers due to its wild and untouched nature.

### **Municipality Centar Zupa**

**Centar Zhupa 258 Golem Papradnik Centar  
Zupa, 00389 46 840239 gradonacalnik@  
merkezjupa.gov.mk**

In a nutshell, the region offers wide range of possibilities to enjoy life, environment and do business at the same time. City of Ohrid, being a cultural and spiritual center of the country, is a Unesco heritage protected area and the most visited touristic area in the Macedonia. Almost 45% of all tourists coming to Macedonia are visiting Southwest region. But not only for Ohrid, the region is also very famous for the Springs of Vevcani, National park of Galicica, protected park Jablanica, wide mountain untouched areas including some of the highest peaks in Macedonia, then city of Debar region with huge cultural and religious heritage, offering food lovers unique taste experiences. Makedonski brod, where the national reserved area of Jasen is based, offering million of opportunities in eco-tourism and environmental protection projects, as well as food manufacturing, water processing, alternative tourism and manufacturing. Almost 70% of all population lives in the three biggest cities in the region: Ohrid, Kicevo and Struga.

That is why brand name manufacturers such as KEMET, ODV Elektrik, KOSTAL and many foreign tour operators are already here.

The region has developed infrastructure and it is perfectly connected by air (Ohrid airport), water (Durrës port). Two Pan-European Corridors (8 and 10) are crossing the region, making it a perfect place to be connected and to turn your business ideas into reality at the same time.



## 2. Reasons to start business in the Southwest region of Macedonia

### FREE MARKET ACCESS

Duty-free access to a market of over 650 million customers through three multilateral (SAA, EFTA and CEFTA) and two bilateral (Turkey and Ukraine) Free Trade Agreements.

---

### LOW TAXES

Flat corporate and personal income tax rates at 10%; 0% tax on retained earnings

---

### LOW OPERATIONAL COSTS

One of the most cost-competitive locations in Europe

---

### EXCELLENT GEO-STRATEGIC POSITION

Goods delivered within a day to Central and Eastern Europe and Turkey, and maximum two days to Western Europe. Durres port 2 hours away.

---

### FAST COMPANY REGISTRATION

One-stop-shop system for company registration within 4 hours

---

### EXCELLENT INFRASTRUCTURE

Wireless national backbone infrastructure, digital telecommunications system, extensive highway

network, two international airports with regular connections to main European transportation centers

---

### RESPONSIVE EDUCATIONAL SYSTEM

Universities willing to collaborate with incoming investors in meeting the required skills

---

### EXCELLENT FOREIGN LANGUAGE SKILLS

English widely spoken, French and German embedded in the education system, regional languages in wide use. Strong knowledge of Italian and Swiss German due to large diaspora.

---

### AVAILABLE SKILLED WORKFORCE

A young (42% under the age of 30) and educated workforce with a strong work ethic and excellent industrial relations record

---

### HIGH QUALITY OF LIFE

Highly attractive living and working conditions

Sources:

2 <http://southwestregion.mk/home-en.aspx>

3 <http://makstat.stat.gov.mk/>

4 <http://www.investinmacedonia.com/>

5 <http://mtsp.gov.mk/socijalno-partnerstvo.nspix>

6 <http://fez.gov.mk/benefits.html>



### 3. Setting up operations

#### Business potential

Macedonia is economically stable parliament democracy with one of the easiest company foundation processes in the world. Macedonia's trade climate allows for great access to most of the European markets. Low cost tax rates make investment admirable. The macroeconomic is stable, never exceptional, but very safe and marked with steady growth dynamics. Any entrepreneur looking for a safe place to invest with potential for moderate growth shall consider Macedonia as one of the most desirable locations.

In every of the listed municipalities in the region, there is specific and very narrowed business potential divided in segments. Ohrid is the most valued real estate market in Macedonia. The real estate prices are going up in the last decades, small family hotels are being build, capacities are full and sold in advance. This is especially appealing over the high season (April-October), but low-cost airlines presence (Wizz Air) makes the season in the region to last 12 months. Perfect location, clean nature and skilled workers (due to a long-lasting diaspora movement to/from Germany, Italy, Switzerland) is what makes the region attractive. Ideal for SME, clean capacities, non-polluted area offer possibilities to invest in environmental businesses, food processing, tourism and manufacturing. Mediterranean

climate, young population, already developed market, historically proven tourism and business hub.

The region is small & cozy place to enjoy life and make profit at the same time.

#### How to open a company?

Macedonia ranks 22<sup>nd</sup> in the world in ease of opening a business, according to World Bank Doing Business report.

The system for electronic registration offers simple, fast and secure method of registration of all types of registrations in the Trade Registry and the Registry of other legal entities.

Company founders can prepare registration documents themselves. A onestop shop system was implemented on January 1, 2006. The Central Register of Republic of Macedonia is the single institution for registering LLCs and other forms of trade companies, foreign representative offices and other entities. This registration process includes registering the company with the Trade Register, providing the LLC statistic number, opening the LLC bank account, registering the company in the Public Revenue office, and publishing the LLC formation notice on the Central Register's Web site ([www.crm.com.mk](http://www.crm.com.mk)). According to the amendment of the Law on

trade companies, Published in the Official Gazette of the Republic of Macedonia nr. 38 from 24.02.2014, registration of LLCs must be conducted in electronic form with the assistance of authorized registration agents who are the only authorized entities to submit applications for registration. The electronic registration is free. With the amendments on the Law on One Stop Shop (Official Gazette 150/2007 from 12.12.2007) connection is now established between the Central Registry and the Employment Agency which allows registering of employment of directors through CRM and registering employees with the social fund. Registration agents have public authorization to prepare the application and the accompanying company deeds, and also to convert paper documents issued by other institutions needed for establishing the company into electronic form, to digitally sign and submit them through the existing system for e-registration of the Central Register, in the name and on behalf of different parties. The registration agents have public authorization to determine the identity of the participants, such that the need for notarization of documents is now completely eliminated. The entire company registration procedure is completed at the site of the registration agent. The founders shall transfer the amount of the principal capital on a temporary account in a commercial bank of their choosing. After the registration is completed the bank account of the newly founded company shall be opened.

For additional information, please contact e-registracija@crm.org.mk or tel. number. + 3892 3288-298, every working day from 8:30 to 16:30.

### **3. Taxation and Incentives**

Macedonia is placed 31. among 146 countries in the latest ranking "Best Countries for Business" of U.S. business magazine "Forbes", Macedonia ranks 1st IN TOTAL TAX RATE IN THE WORLD. Investors in Macedonia benefit from a very favorable tax environment with one of the lowest corporate income tax rates in Europe; Macedonia has a flat tax policy of 10%. in addition, Macedonia has several Investment Zones with up to 10 years tax holidays for corporate profits, employment income, VAT, customs duties and others;

10 YEAR TAX HOLIDAY - Investors in the free zones are entitled to profit tax exemption and 100% reduction of personal income tax for a period of up to 10 years, so that the effective rate of personal income tax will amount to 0%. Investors are exempt from payment of value added tax for goods, raw materials, and equipment. Additionally, investors are exempt from payment of customs duties for equipment, machines and spare parts.

Taxes overview:

<b>TAX</b>	<b>RATE IN THE ZONE</b>	<b>RATE OUTSIDE THE ZONE</b>
<b>Corporate Tax</b>	<b>0% up to 10 years</b>	<b>10%</b>
<b>Personal Income Tax</b>	<b>0% up to 10 years</b>	<b>10%</b>
<b>Value Added Tax</b>	<b>0%</b>	<b>18%</b>
<b>Excise Tax</b>	<b>0%</b>	<b>5% - 62%</b>

Source \*PwC and World Bank Group Study 2015 TIDZ Macedonia

## 4. Sectors



### Tourism

Southwestern part is by far the most visited place by tourists, but Skopje as a capital and political center, with its proximity to the region, provides basic infrastructure and serves as incoming port of visitors. In summer period, Ohrid International Airport Sv. Pavle is also very busy welcoming passengers from all continents.

Skopje International airport is becoming one of the busiest airports in the region, attracting more than 1.6 million passengers in 2017 only. Half of them head to Southwest part of Macedonia. The number is increasing due to presence of the world best airline companies.

Direct flights from/to both International Airports in Macedonia:

Amsterdam, Brussels, Eindhoven, Dortmund, Cologne, Bratislava, Copenhagen, Basel, Paris, Berlin, Hamburg, Frankfurt, Nuremberg, Munchen, Milano, Venice, Rome, Bergamo, Budapest, Oslo, Malmo, Stockholm, London, Barcelona, Malta, Vienna, Zagreb, Belgrade, Prague, Dubai, Qatar, Istanbul, Ljubljana, Zurich.

Airliners flying from/to Skopje:

Qatar Airways, Fly Dubai, Wizz Air, Turkish Airlines, Adria Airways, Croatia Airlines, Air Serbia, Austrian Airlines, Edelweiss.

The region is especially attractive for alternative tourism and for culture tourism, offering specific opportunities in this rising sector.

Part Balkan, part Mediterranean and rich in Macedonian, Greek, Roman and Ottoman history, Macedonia has a fascinating past and complex national psyche. Glittering Lake Ohrid and the historic waterside town of Ohrid itself have etched out a place for Macedonia on the tourist map, but this small region is far more than just one great lake. The rest of Macedonia is a stomping ground for adventurers. Tourist infrastructure is scant, but locals are unfailingly helpful. Mountains are omnipresent and walking trails blissfully quiet. There are over 45 peaks higher than 2.500m and total of over 50 (that is right, 50) mountains.



The national park Galičica, surrounded by neighboring Mavrovo and Pelister are also cultivating some excellent cultural and food tourism initiatives; these gorgeous regions are criminally unexplored. If you want to get off the beaten track in Europe, this is it.

The unpolluted air, soil and water create a unique milieu for eco-tourism, placing Macedonia on the top of offers by the world's most popular

eco-tourism operators. With over 1,000 churches and monasteries, as well as more than 4,200 archaeological sites, Macedonia's Southwest is among the leaders in cultural tourism in Europe.

### **Direct subventions**

Foreign incoming tour operators are enjoying financial subventions from the Government.

Please check details with Agency for Promotion and Support of Tourism:

**info@tourismmacedonia.gov.mk**

+389 2 32 23 101

### **Automotive**

**Key Safety Systems (KSS)** is an American company, and global supplier of advanced automotive safety - critical components and systems. KSS is a world leader in the design, development, and manufacture of inflators, airbags, steering wheels, and seat belts. The company is headquartered in Michigan, in the US, with an international network of 34 sales, design, and manufacturing facilities employing approximately 9,000 people worldwide.

KSS chose Macedonia for its production expansion in Europe. The company launched a brownfield operation in late 2014 in the city of Kicevo, followed by a greenfield operation in the Kicevo free zone.

Southwest region of Macedonia is also a home of other huge foreign automotive investors in Macedonia: The German company Kostal is a global leader in the supply of technologically advanced electronic, electromechanical, and mechatronic products for major industrial

organizations and it is based in Free Zone Struga/Ohrid. ODW Elektrik is also there delivering state of art mechatronic systems and cables for the European market.

To gain a competitive advantage in a highly uncompromising auto -motive market driven by cost-cuts, take advantage of our strategic location with its proximity to assembly plants in Central and Eastern Europe and Turkey, and duty-free access to the European market. Macedonia is sure to be the ideal location for corporations looking to set up or relocate their business, with its winning combination of a cost-competitive environment, educated and accessible workforce, and unbeatable incentives offered in the Technological Industrial Development Zones.

Other tenants in the zones are: Van Hool, Johnson Matthey, Gentherm, Visteon, Marquardt, Delphi, Lear Corporation and many more are already successfully delivering high-end value products from Macedonia to the world markets.



## **Agriculture and food**

With more than 300 sunny days annually, the agriculture production and agribusiness sector are the most important economic sectors of the region in the Southwest of Macedonia. Almost 435,500 people, out of a population of 2.1 million, make whole or part of their income from agriculture activities. Huge part of the agricultural landscape belongs to Southwest. The great natural preconditions and an existing tradition enriched with newly developed skills create a variety of opportunities in agriculture, from high mountain pastures of over 2000m high, to the rich water valleys with a Mediterranean climate. The agribusiness and food processing sector is traditionally one of the strongest sectors of Macedonia's economy. The sector's numerous competitive advantages include a unique combination of Continental and Sub-Mediterranean climates, environmentally friendly production practices, sound food processing technologies, highly qualified labor available throughout the rural areas, very good access to regional markets and a reputation for quality food products. The agribusiness industry in Macedonia is one of the fastest growing industries with an over 10% increase in the last three years.

Exports of agriculture and food products in 2016 constituted 12.25 percent of Macedonia's total exports. The top markets for agriculture and food products are the EU and Western Balkan Countries (Serbia, Kosovo, Albania, and Bosnia and Herzegovina), accounting for (approximately 82.3 percent of the total exports). The main

export products from Macedonia are fresh and processed vegetables and fruits (34.8 percent of total agricultural exports), tobacco (24 percent) and grains (13.5 percent).

### **Leading sub-sectors in the region are:**

- Organic food production, mostly: honey, wheat, potatoes, onions, tobacco and other vegetables.
- Cherries, 38.7% of all country cherry production belongs to the Southwest region
- Appels and pears 31.3% of all country production is in the Southwest.

Other dominant fruits and nuts that are offering production and distribution opportunities are: Peaches, Apricots, Hazelnuts, Grapes and Plums.



### **Environment protection**

The region is known by its amazing landscapes and clean environment idyllic locations. National parks, monuments of nature, rich flora and fauna, endemic species, waterfalls, caves and clear waters are spread all over the region. National park Galichica is dividing the Prespa and Ohrid Lake, Vevchani springs are Monument of nature that everybody must live the experience.

Jablanica, Galicica, Karaorman, Ilinska and Stogovo mountains, offers unique nature experience, beautiful mountain lakes and rear flora and fauna. Belchishko and Studenchishko wetlands are magnet for birdwatchers and region provides great speleological adventure sites such as Slatina cave, Jaorec, Petvarski Kozjak etc.

Unique nature provides unique possibilities for sustainable tourism. The region is already internationally recognized for adventure tourism such as paragliding, sailing, diving, cycling, hiking, water sports, horse riding and bird watching.

### **Education and Innovation**

Elementary and high school education, as well as English language learning, are mandatory in the Macedonian educational system and begin in the first grade of elementary school. In addition to standard high schools, many vocational high schools in each city enable students to learn various trades. There are five public and numerous private internationally recognized universities and colleges. Both, vocational schools and universities offer tailor-made training programs in an effort to meet the specific needs of companies investing in Macedonia. In the past several years, Macedonia on average spent 6% of its GDP on education, a percentage higher than the corresponding one in most of the OECD countries.

Every year approximately 80% of high school graduates are enrolled in universities, and there was a 35% increase in the total number of



undergraduate degrees in the past several years. With 45% of the population under 30 years of age, Macedonia offers a young, educated, and skilled workforce.

Fund for Innovations and technology development is a highly supportive institution, that offers funds for startups and new businesses. For more info on getting the funds for innovative businesses please follow: **[www.fitr.mk](http://www.fitr.mk)**



ICT and Startups in general as an industry is on the rise due to attractive and low cost maintenance operations and cost effective labor and quality of life. Macedonia has an excellent supply of well-educated IT experts at among the lowest labor costs in the region. Some 500 IT graduates are produced annually in the Universities. A software engineer with 1 to 2 years' experience costs from €500 to €600 net per month.



Overall Rank	Institution	Total Score	Score on Teaching & Learning	Score on Research	Score on Social Service
1	University Ss. Cyril and Methodius - Skopje	100	81.2	100	8.7
2	University "Goce Delcev" - Stip	97.3	66.2	68.3	100
3	University for Computer Science and Information Technology "Ss. Apostle Paul" - Ohrid	94.5	70.7	79.5	54
4	Southeast Europe University - Tetovo	93.3	78.1	88.6	9.9
5	University "American College" - Skopje	82.1	78.4	65.1	3.2
6	International Balkan University - Skopje	81.7	100	26.5	7.5
7	University "Ss. Kliment Ohridski" - Bitola	74.6	70.3	59.1	5.7
8	State University - Tetovo	71.7	64.2	53.6	21.4
9	First Private University - FON - Skopje	55.5	60.9	32.3	0.3
10	Private High Professional School for Business Studies "Euro College" - Kumanovo	54.8	62.7	27.9	0
11	Private High Professional School "Faculty of Business and Economy - NEOKOM" - Skopje	53.7	37.4	33.3	<b>60.6</b>
12	Private High Professional School "Business Academy - Smilevski" - Skopje	53.6	57.7	31.7	2.6
13	The first Private University, European University of the Republic of Macedonia Skopje	52.8	62.6	22.9	0.4
14	University for Tourism and Management - Skopje	52.5	55.3	34.3	0
15	Private High Professional School for Journalism and Public Relations	51.1	73.2	1.9	0
16	University for Audio Visual Arts - European Film Academy ESRA Paris - Skopje - New York	50.1	71.6	2.1	0
17	MIT University - Skopje	49.6	65.5	10.7	0.3
18	International University in Struga	47.8	57.1	14.3	10.8
19	International Slavonic Institute G. R. Derzavin in Sveti Nikole	46.2	61.7	7.8	1.8

## **Crafts: Origins from the Southwest**

Ohrid pearl is widely popular in Europe and the world. It is valued because it is handmade from natural origin. It's production is an art. Natural pearls last 150 years, but Ohrid pearl lasts forever. Even Queen Elizabeth wears Ohrid Pearls hand made by famous Ohrid family.

Pearls production in the southwest of Macedonia is one of the most important activities and along with the manufacturing of hand-made filigree, for sure, the most unique benchmarks of the region. Filigree is the art of twisting metal threads and beads into elaborate, finely-decorated objects. It's a time-honored craft with a long history in Macedonia, but it also has a promising future in terms of business.

There is a long list of crafts famous for the region. Traditional know-how is being passed from generation to generation. Craft chamber of Macedonia offers details on how you can take advantage of the strong know-how even at younger population.

Icon carving, silversmith, wood painting and many more traditional crafts are still done with passion and love.

Please find more details at:

**[www.zkomora.com.mk](http://www.zkomora.com.mk)**

## **Business possibilities**

Numerous B2B possibilities in the key-sectors are either developed or ready to be explored. Stable macroeconomics and strong infrastructure are creating solid direct business possibilities. Following mind mapping should be useful to create B2B basic linkages. Macedonian southwest region has fully developed and functional private sector, supported by the public institutions ready to identify, outline and deliver professional businesses support in early stages of business development phases.

## **B2B possibilities in the Southwest region of Macedonia**

The list of B2B possibilities in the key-sectors is long in the region of Southwest. The Following mind mapping should be useful to create B2B basics linkages and offers critical thinking ideas on how to start a business.

Southwest region of Macedonia has fully developed, operational and functional private sector, supported by the public institutions ready to identify, outline and deliver professional business support in early stages of business development phases in terms of infrastructure and legislation.

Food and agriculture	Urban areas (Cities)	Energy	Health and feel good	Tourism
Low cost locations	Air pollution prevention	Renewable energy	Spa and wellness tourism	Alternative tourism as core
Nuts and fruit production	Clean water management	Recycling	Health care education	Bike tours, horse riding, paragliding
Water production	Infrastructure development	Bio mass bio thermal	Dental tourism	Subventions
Technology in farms	Reducing waste	Energy efficient solutions	Low cost housing	Water sports management
Minerals and mining	Cultural tourism	Eco systems	Small premium hotels	Diving
Sustainable agriculture	Office and time sharing	Environment protection resources	Active tourism	Flora and fauna environment protection
Urban farming	Affordable housing	Solar panels	Thermal waters	Mapping cycling tours to connect cross border
IPA Pre-Accession Funds	Heating	Energy efficient projects	IPARD	Rural tours
Entrepreneur linkages in region	Road safety equipment	Regional SME cooperation	Cycling tour through the region	NGO's joint initiatives
Local dried foods	Social enterprises	Capacity building and boosting competitiveness	Water quality	Folklore exchange
Innovations and start up in foods	Foreign direct investment in manufacturing	Innovative solutions	Gourmet tours	Know how selling
B2B cooperation	Education, tailor made programs	Wind potential	Adventure tours	Preserved areas
SME & Nutrition start ups	Cross border cooperation	Solar Energy	Real Estate development	Free ride skiing
Food processing		Hydroelectricity	Hospitality	Fishing Bird watching

## **Companies and chambers**

Institutions that drive business in Southwest Macedonia are primarily framed in the largest urban areas, although latest development in the rising sectors are opening space for establishing business entities and institutions in rural areas too.

Getting in touch with representatives and direct communication with companies to discuss specific business possibility is best done through both informal and formal ways, as well as through personal business networks.

Chambers of commerce in Macedonia is usually the primary contact to start with.

Here all the important institutions in Southwest Macedonia as one of your first contact points to do business and explore the region with huge potential.

The list of most influential and largest chambers:

### **Economic chamber of commerce (National)**

[www.mchamber.mk](http://www.mchamber.mk)

Phone: +389 (02) 3244022

E-mail: [president@mchamber.mk](mailto:president@mchamber.mk)

### **Macedonian chambers of commerce (National)**

<http://www.chamber.mk/en/>

Tel: +389 2 3091440

e-mail: [info@mcc.mk](mailto:info@mcc.mk)

As part of these chambers, fully active and supportive in connecting entrepreneurs and businesses is the Economic chamber of Northwest Macedonia (<https://oemvp.org/en>). Entities in the Southwest are especially being served by regional chambers.

### **Regional chamber of commerce based in Kicevo covering Makedonski Brod, Plasnica;**

Main sectors: Agriculture, industrial manufacturing, trade, dairy, food processing, honey.

Contact: Dijana Lazaroska Jovanoska

Phone (045) 257067

Call (02) 15015

[dijana@mchamber.mk](mailto:dijana@mchamber.mk)

### **Regional chamber of commerce Debar and Centar Zupa:**

Main Sectors: Mining, Energy, Agriculture, Food production, Dairy.

Contact: Vanco Spasevski

Call center: 02/15015

[vanco@mchamber.mk](mailto:vanco@mchamber.mk)

### **Regional chamber of commerce Ohrid; covering Struga and Debarca**

Main sectors: Restarting of large industrial complexes, food production, all types of tourism, organic food processing, automotive components manufacturing, real estate.

Contact: (02) 15015

[boris@mchamber.mk](mailto:boris@mchamber.mk)

### **Hotel Association of Macedonia (HOTAM)**

is the Chamber for the tourism and hotel industry, being the key point of contact for the tourism industry, tourism workers and operators. Offering list of available plots, locations and list of most of the largest hoteliers in the region.

Address: Partizanska 1-2/60, 6000 Ohrid, Macedonia

Phone: 00 389 46 269 678

Website: <http://hotam.org>

Email: [hotam@hotam.org](mailto:hotam@hotam.org)

### **Tourism cluster of Southwest Macedonia**

If you need to discover more detailed B2B opportunities in the specific region, there is a non-profit organization that aims to develop a sustainable tourism projects and services.

### **EDEN - Tourism Cluster of South West Macedonia**

Address: St. Jane Sandanski No. 2 6000 Ohrid

Emails: [info@eden.mk](mailto:info@eden.mk) / [contact@eden.mk](mailto:contact@eden.mk)

<http://eden.mk/>

Phone: +389 70 212 950 / +389 77 722 774

### **Craft chamber**

Get direct contact to all the skilled craft registered companies in the Southwest region.

### **Chamber of skilled crafts (Zanaetsiska komora)**

Dejan Vojvoda 55

Ohrid

+389 46 260201

### **Suppliers list**

Here's a list of most of notable suppliers in different manufacturing industries in Macedonia, with detailed description and key contacts from all sectors, including: direct contacts with local manufacturers, processing companies, high end product suppliers and food companies:

<http://suppliers.investinmacedonia.com/>

E-mail address :[aftercare@investinmacedonia.com](mailto:aftercare@investinmacedonia.com)

Address: Nikola Vapcarov 7 1000 Skopje, Republic of Macedonia

t: + 389 2 3169 121/113/137

### **Specific potentials in every municipality**

46.6% of the total number of visitors who annually come to the country, are staying in the Southwest Region. Thus, per year about 1,300,000 overnight stays have been realized by domestic and foreign guests, which is 65% of the total realized nights at the country level. The whole region is strongly supportive in offering service to foreign investors. There is a list of hotel capacities, available plots, specific investment project on sustainable cross border cooperation and congress centers. Especially in Struga and Ohrid, due to the constant and regular all-season visit from congress visitors. If you just contact the local municipalities, you will get inspired for project and locations to do sustainable business. Local mayors are friendly and open to discuss and offer specific opportunities. Please do not hesitate to contact them directly.

### **Makedonski brod**

Historically area covered with weekend and get-away houses, creating a community of nature lovers, food producers and alternative tourism addicts. A large hunting area is surrounding the region and the untouched nature.

### **Debar**

Beautiful natural landscapes created from the Lake Debar, river Radika and surrounding mountains Stogovo, Desat, Karaorman and Krcin is making this region very popular for motorcycle tourers, bike travelers and free hikers from all Europe. There is an initial plan and location for building Auto camp. Strong tradition in dairy products manufacturing is attracting gourmet travelers and many more. There is also huge supply of minerals also. Please contact the Municipality Debar for detailed projects.

### **Vevcani**

Fruit processing due to strong supply on seasonal fruits is offering huge opportunities for distribution and sales centers. In addition, as the whole region, tourism is the key sector due to perfect position right under Jablanica mountain (National Park). All types of adrenalin tourism is welcomed here, hunting, mountain lodges, helio-skiing and many more related season sports will give visitors unique and very cost effective experience. Municipality of Vevcani is strongly supportive to welcome ideas and project proposals.

### **Ohrid**

Apart from the resort and hotel potentials and every form of tourism, specific possibilities are arising in production of organic food, cultural events, agriculture and farming and renewable energy. There is a list of available locations for hotels in the municipality of Ohrid and also private location are listed.

### **Struga**

Available Locations for building hotels and resorts is the key potential, along with functional and developed Free economic zone attracting world brand names from manufacturing industries, taking advantage of the tax incentives and proximity of the airport to move goods fast to the end-consumer. product suppliers and food companies:

### **Kicevo**

Municipality of Kicevo Free economic zone is absorbing lately large American and European automotive companies. There is also a huge potential in manufacturing of textile, tobacco and agricultural products. Production of honey is very famous for this region due to huge natural landscapes and mountains, offering local and international farmers chances to work also on other industries such as diary businesses.



---

### **SCBE-TBC project partners**

Greek Associations and New Technologies  
Companies  
Municipality of Ohrid  
Hellenic Management associations  
Technopolis International Institute of Education  
Center for Climate changes from Ohrid

### **SCBE-TBC project team**

Rozita Talevska, Gjoko Zoroski, Gjoko Apostolov,  
Tanja Gjorgjieva, Karakasis Emmanouil, Vanidis  
Charilaos, Yannis Kaliva, Anastasia Batsi, Eleonora  
Veljnaoska, Konstantin Zdravevski, Theodosis  
Chatziioannidis.

### **Prepared by:**

O3 INVEST dooels Skopje  
Metodija Sazdov, Dragan Sutevski, Aleksova  
Marija



This brochure has been produced with the assistance of the European Union.  
The content of this publication is the sole responsibility of Municipality of Ohrid  
and can in no way be taken to reflect the views of the European Union



"This project is co-funded by the European Union and by National funds of the participating countries under IPA Cross-Border Programme"



**SCBE/TBC**  
Unwind the Growth