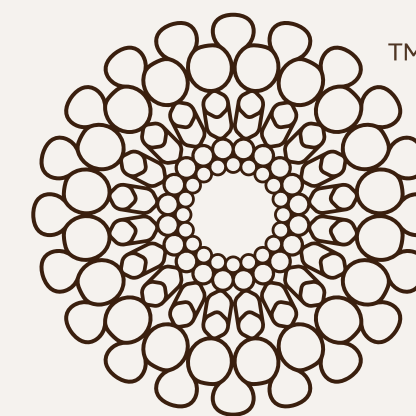
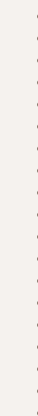




Concept of industry videos



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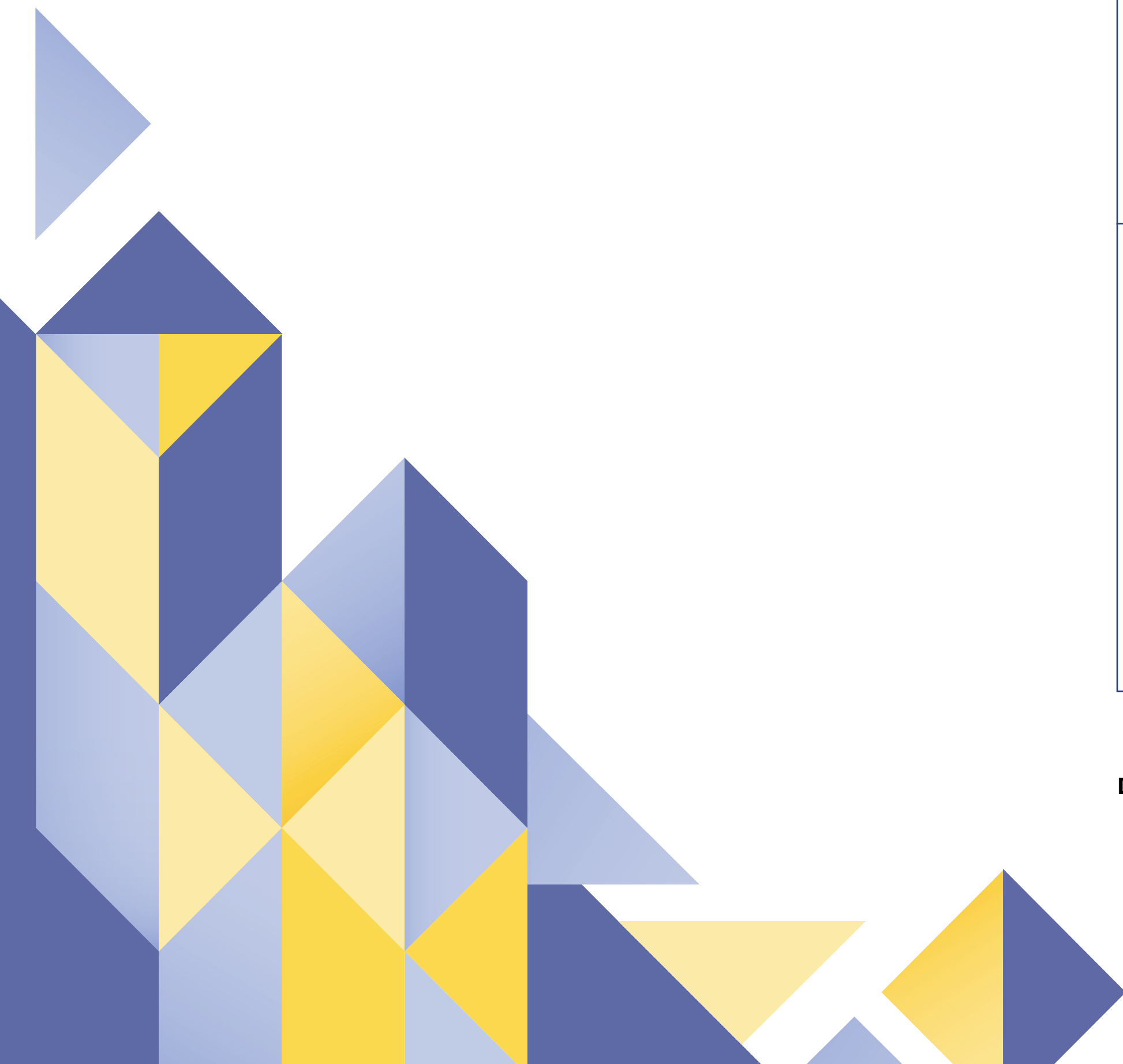
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AUTOMOTIVE PARTS AND MANUFACTURING / Video 1





 <p data-bbox="1679 596 1962 664">BOSNIA AND HERZEGOVINA</p>	 <p data-bbox="2612 596 2902 733">BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI</p>
	 <p data-bbox="2459 1164 2868 1249">AUTOMOTIVE PARTS AND MANUFACTURING</p>

DESCRIPTION: Animated 2d graphics introducing the specific topic.

VO:

The automotive industry of Bosnia and Herzegovina has a long tradition that lasts more than a century.

Currently the auto industry has experienced strong growth and high profitability with an average export rate of 90% in 30 countries all over the world.

For decades, major brands have relied on the skilled workforce of B&H to assemble cars for Western markets. Today, manufacturers of car parts are completely orientated towards exports and foreign demand.



DESCRIPTION: Footage of car part manufacturing process alongside final products and cars on the roads.

VO:

Car parts made of metals, plastics, textiles, and rubber are fully produced or assembled in factories in B&H, which has established itself as a reliable partner for many EU based companies.

Some of the main advantages of local automotive industry are: modern factories, highly educated and competitive workforce, short delivery time due to proximity to the EU and long lasting industrial tradition.







DESCRIPTION: Footage of car part manufacturing process alongside final products and cars on the roads.



METAL PROCESSING INDUSTRY / Video 2



 <p data-bbox="1679 596 1959 664">BOSNIA AND HERZEGOVINA</p>	 <p data-bbox="2612 596 2898 731">BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI</p>
	 <p data-bbox="2479 1163 2852 1249">METAL PROCESSING INDUSTRY</p>

DESCRIPTION: Animated 2d graphics introducing the specific topic.

VO:

B&H metal processing has traditionally been one of the strongest country's sectors by offering a strong human and resources base and a long tradition enabling sustainable development of various value-added businesses, export-oriented.

The land is rich in unique natural resources, such as iron ore, bauxite, lead, zinc, and copper, and it has low utility costs, which provides a distinct cost advantage to investors.



**RICH IN NATURAL RESOURCES:
IRON ORE, BAUXITE,
LEAD, ZINC, COPPER**

DESCRIPTION: Footage metal industry processes.

VO:

With the strategic utilization of the resources, Bosnia and Herzegovina continuously strengthen the metal processing and electrical industry, emerging as the most successful potential of this country.

The metal sector represents approximately 34% of the total B&H export. Also, it is currently leading an economic export sector with a 10% annual growth rate.

The country's resources offer manufacturing support from beginning to end - from raw materials, through design, engineering, and development phase, as well as maintenance support.

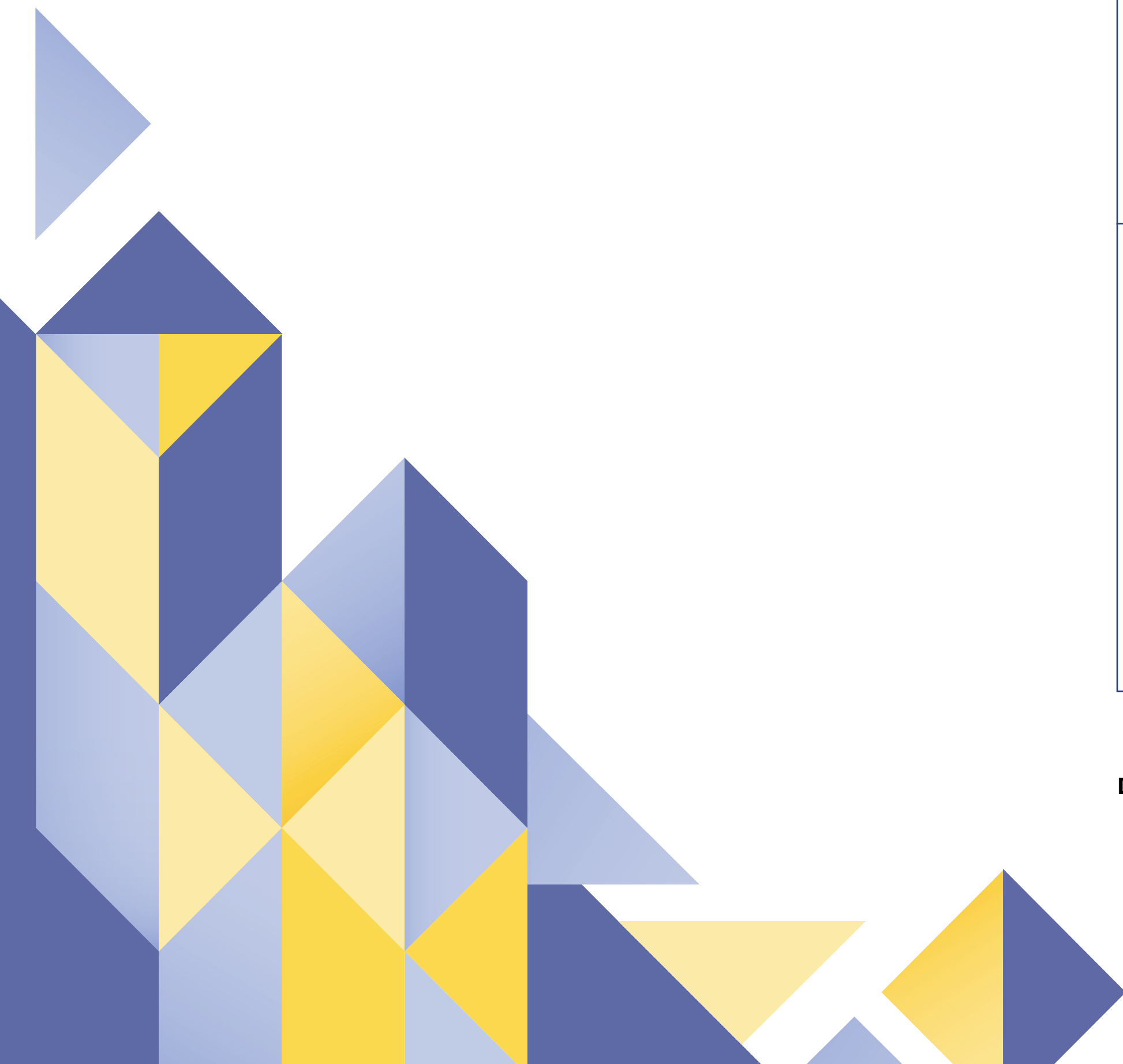


DESCRIPTION: Footage metal industry processes.



FORESTRY AND WOOD INDUSTRY / *Video 3*





DESCRIPTION: Animated 2d graphics introducing the specific topic.

VO:

Bosnia and Herzegovina is among the countries with a large forests area in Europe. More than 63% of the country is covered in forests, which provide a range of resources for various industries, from sustainable forestry and wood products to the furniture and construction industry.

Wood industry is one of the strongest industries in Bosnia and Herzegovina that has a large surplus in foreign trade. Over 60% of Bosnia and Herzegovina's wood sector production is exported, mostly to the markets of Western Europe, the USA and the Middle East.

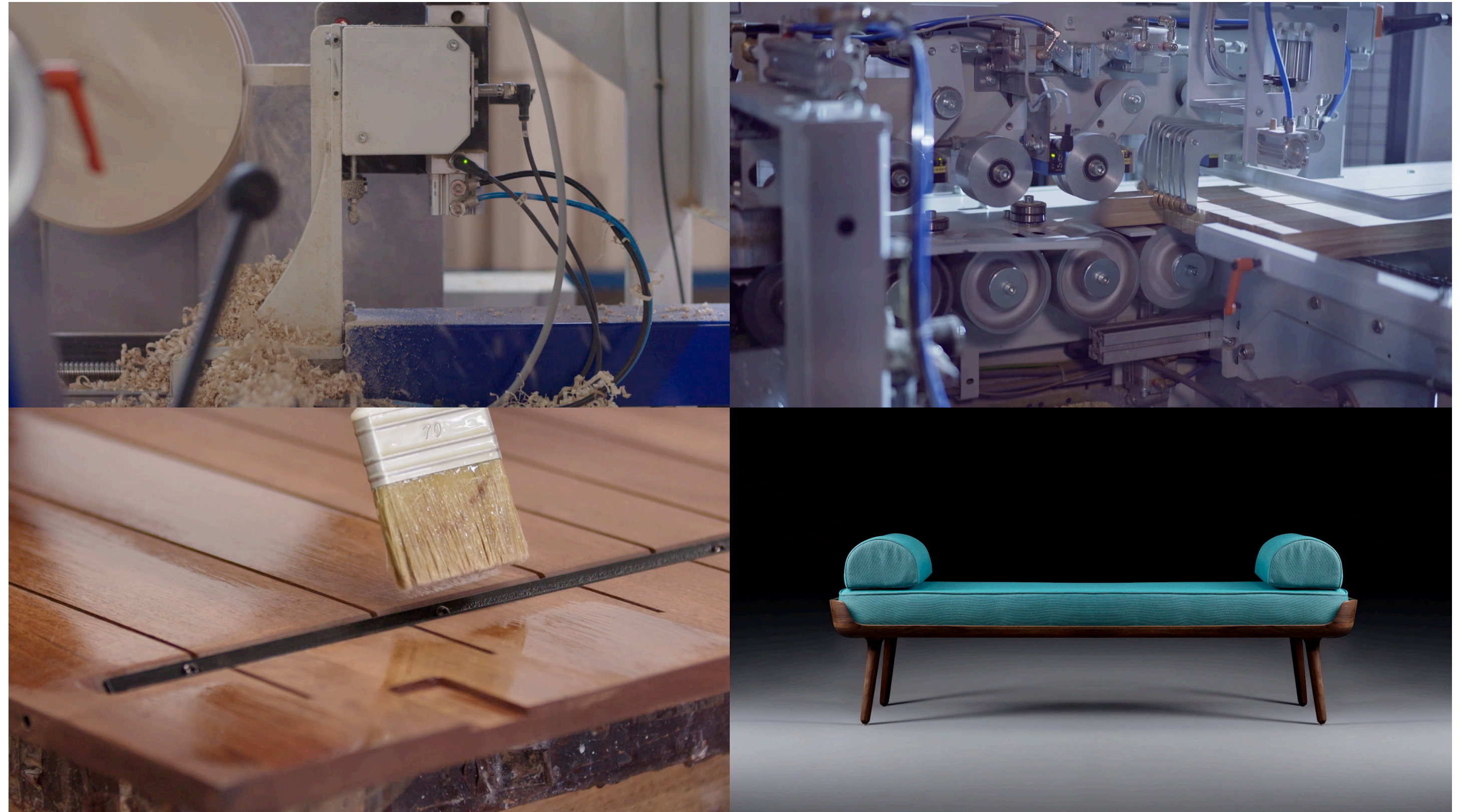


DESCRIPTION: Footage wood industry processes.

VO:

The strategic orientation of the sector is the higher finalization of production and export of higher processing phases, so the interest of the sector for cooperation with foreign partners is very significant.

B&H companies invest great efforts in development, often of their own design or creating products based on the designs of eminent international designers.







DESCRIPTION: Footage wood industry processes.



ICT INDUSTRY / Video 4



DESCRIPTION: Animated 2d graphics introducing the specific topic.

VO:

ICT sector in Bosnia and Herzegovina started to flourish during the past few years and represents one of fastest growing area in the economy of the country. Therefore, B&H ICT industry is a great investment opportunity for multinational corporations that want to develop the local economy and create a sustainable business model.

The constantly expanding IT companies in B&H bring in an income of approximately 200 million euros annually.



DESCRIPTION: Footage of ICT industry (software development, robotics, VR etc.)

VO:

They work for some of the world's most famous companies, develop some of the most famous products and software solutions for the world's ICT market, and employ around 4.500 people.

The value of software industry is reflected in the fact that 60-70% of its labour in B&H constitute young people up to the age of 35.

Through strategically placed investments, this sector can ensure the employment of additional 6.000 people has the potential to add 500 million Euros to B&H's GDP.

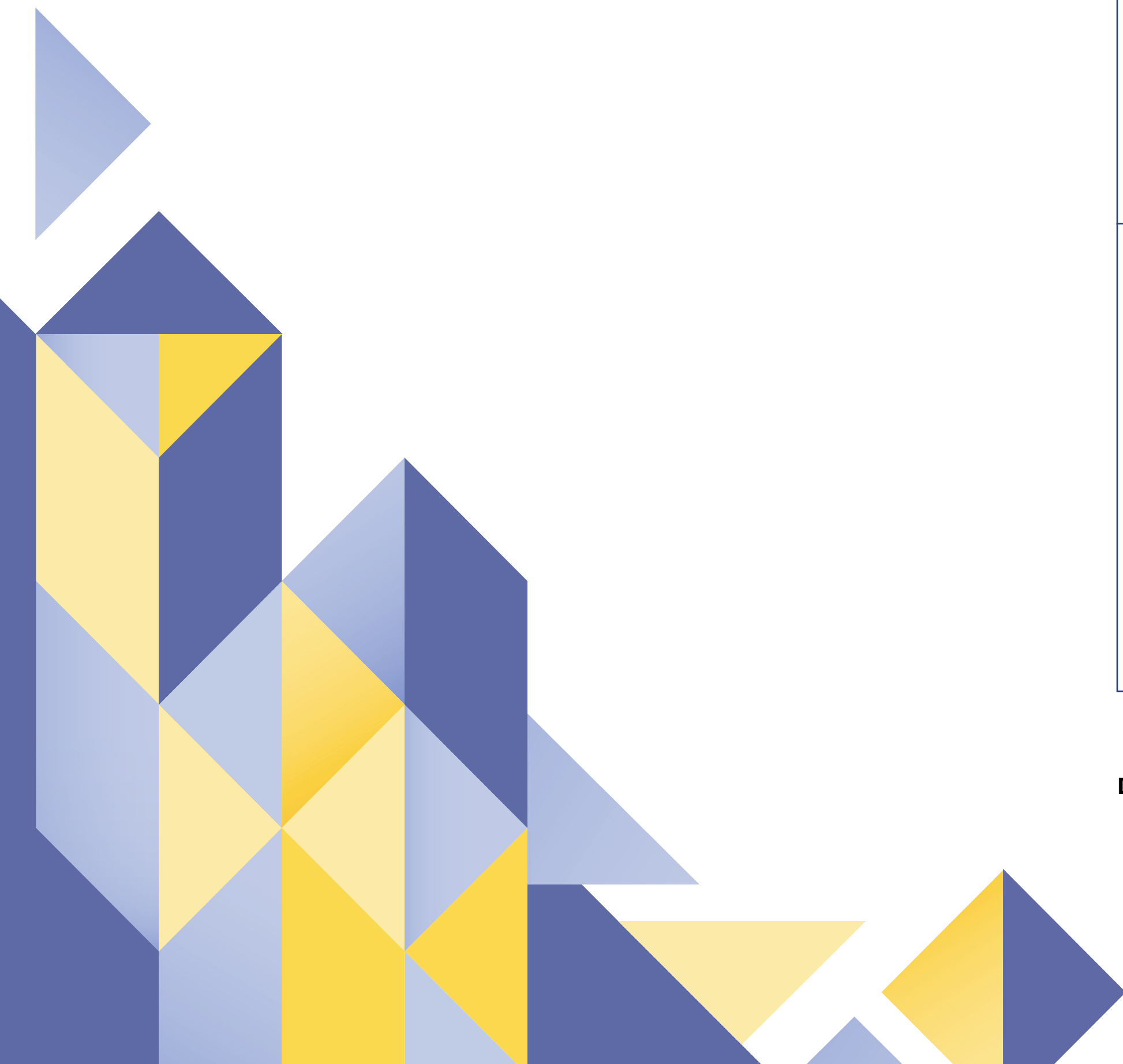


DESCRIPTION: Footage of ICT industry (software development, robotics, VR etc.)



AGRICULTURE AND FOOD PROCESSING INDUSTRY / Video 5





 <p data-bbox="1679 596 1962 664">BOSNIA AND HERZEGOVINA</p>	 <p data-bbox="2612 596 2902 733">BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI</p>
	 <p data-bbox="2435 1164 2892 1253">AGRICULTURE AND FOOD PROCESSING INDUSTRY</p>

DESCRIPTION: Animated 2d graphics introducing the specific topic.

VO:

Due to its excellent geographic position, natural resources, optimal climate conditions, and proximity to the Mediterranean Sea, Bosnia and Herzegovina is ideal for the agricultural production and food processing industry.

Over 50% of the country's land area is agricultural land and B&H is among the leading world producers of raspberries, plums, and strawberries, and produces significant quantities of high-quality vegetables: potatoes, peppers, cabbage, and cucumbers.



DESCRIPTION: Footage of agricultural capacities and food production companies.

VO:

Livestock production has a great significance for B&H agriculture, and there are over 30 meat processing companies.

56% of the total agricultural land is meadows and pastures, giving a solid base for dairy production. However, only 7% of the total fresh milk production is exported. This represents significant potential for investors, making milk and dairy today B&H's most direct competitive agribusiness segments.



DESCRIPTION: Footage of agricultural capacities and food production companies.



PHARMACEUTICAL INDUSTRY / Video 6



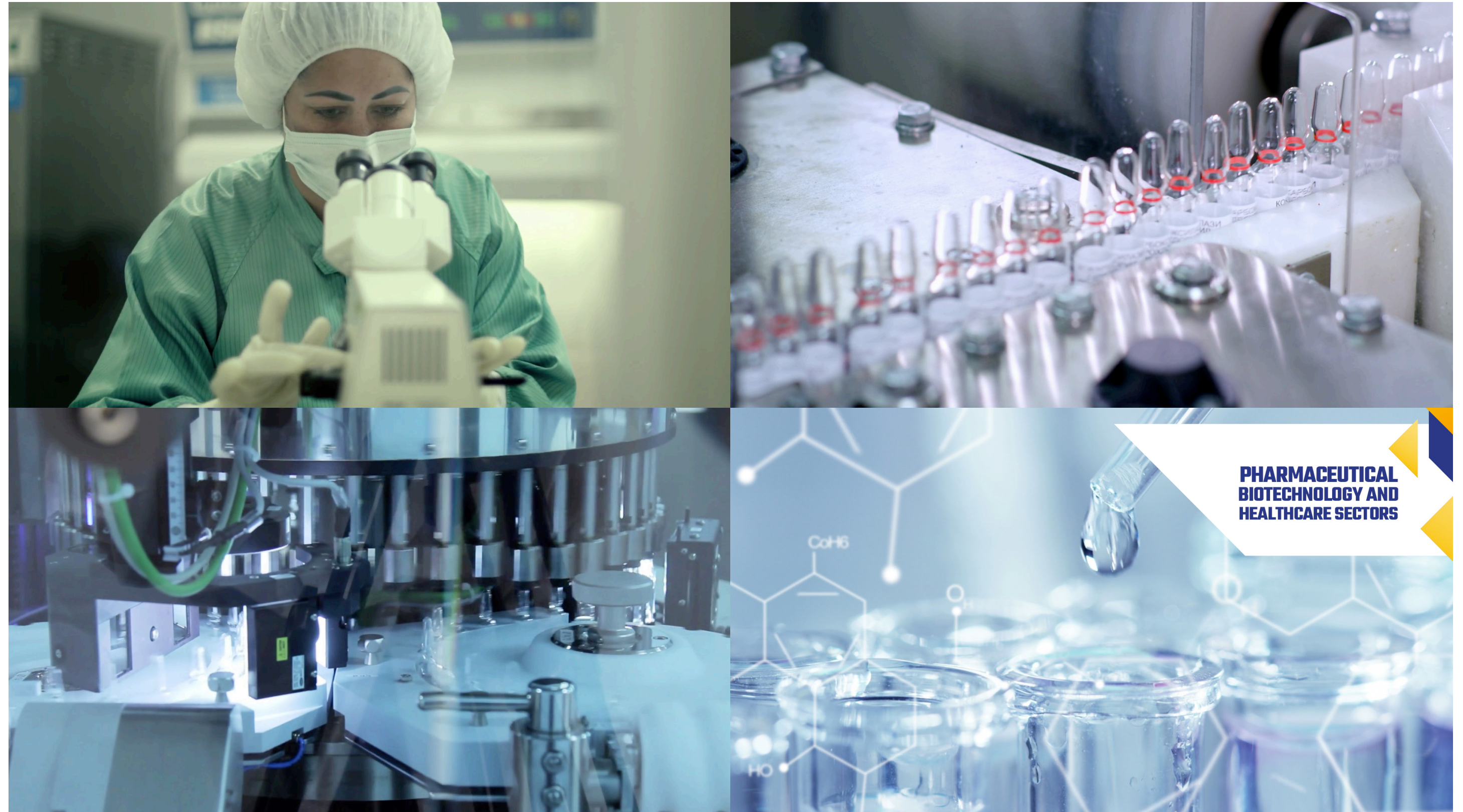
 <p data-bbox="1679 596 1962 664">BOSNIA AND HERZEGOVINA</p>	 <p data-bbox="2612 596 2902 733">BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI</p>
	 <p data-bbox="2492 1164 2842 1249">PHARMACEUTICAL INDUSTRY</p>

DESCRIPTION: Animated 2d graphics introducing the specific topic.

VO:

B&H's pharmaceutical industry, an export-oriented branch, possesses valuable know-how and utilizes modern technology in its production processes, presenting opportunities to potential investors.

In the present worldwide context created by the Covid-19, new emerging growth prospects exist for the pharmaceutical, biotechnology, and healthcare sectors.



**PHARMACEUTICAL
BIOTECHNOLOGY AND
HEALTHCARE SECTORS**

DESCRIPTION: Footage of pharmaceutical production companies.

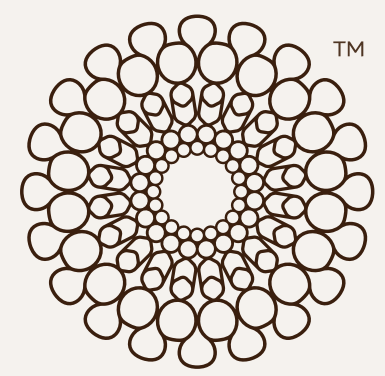
VO:

Bosnia and Herzegovina has suitable preconditions for investments in these sectors, including the appropriate regulatory framework, sophisticated laboratories with international accreditation and existing pharmaceutical production that operates successfully on three continents.

Significant opportunities for investments in B&H pharmaceutical industry are also in research and development of new products, thanks to the scientists and highly professional, specialized staff who are constantly improving and harmonizing business with national and international pharmaceutical regulations and standards.



DESCRIPTION: Footage of pharmaceutical production companies.



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