




CORAL CONSULTING SERVICE

INVESTMENT PROJECT PROFILE

	
Project title	Cooperation in development, manufacturing and supply of parts for automotive industry
Sector	Automotive industry
Location	Tesanj municipality
Location description	The company headquarter and production facility is located in industrial zone Bukva, in Tesanj municipality, in northern Bosnia and Herzegovina. The M17 motorway is 12 km from the company. Tuzla Airport is 87 km away, while Sarajevo International Airport can be reached in 150 km.
Company description	<p>Pobjeda d.d. Tesanj is a company that manufactures oil and water pumps for automotive industry. It has more than 60 years of experience in supplying OEM as well as aftermarket.</p> <p>The list of Pobjeda's OEM customers includes Daimler AG, MAN Truck & Bus AG and NIDEC GPM in Germany, Turk Traktor (CNH), Tumosan and BMC in Turkey. Company also supplies aftermarket, including MS Motorservice Int. (BF Germany), OE Germany, O.M.P., Diesel Technik and others. Company offers wide range of engine lubrication and cooling pumps for trucks, buses, tractors, industrial and other engines.</p> <p>Pobjeda owns foundry located 120 km away in Turbe near Travnik, and its basic production program consists of grey cast and nodular cast products. Foundry also produces covers with frame, sewer and drain grids, garden program (benches, tables, poles), brake pedals for trains etc.</p>
Project status	In progress
Project description	<p>The project involves cooperation in development of new products together with foreign partner. Pobjeda is looking for a partner who would invest in tools and financially support the project. After the development of new products, company is interested in manufacturing them in serial production for the foreign partner. Additionally, Pobjeda is looking for new foreign partners who would allow the company to reach new geographic markets. The project proposal also includes expansion of range and capacity of the Foundry.</p> <p>Joint venture for Foundry for aluminum casting: at this stage, Foundry is only capable of making grey cast and nodular cast products. The idea is to</p>

	upgrade the Foundry, so it can make aluminum castings as well. The need for these castings is recognized, and the big potential is present for both Pobjeda and its partner, especially since there are not a lot of aluminum castings suppliers for automotive industry in the region. Pobjeda can start with development of new products and supplying new markets at any time, since these are ongoing activities. Upgrading capabilities and capacities of Foundry Turbe is something which is only a business idea at the moment.	
Estimated total investment cost	a) Development of new products from scratch: 200.000 – 300.000 EUR b) Exporting to new geographic markets: 20.000 EUR c) Upgrading the Foundry for aluminum casting: 2 mil - 3 mil EUR	
Investment by local partner	Value	Description
	Value will be estimated according to the level of involvement of these inputs in a specific project.	Infrastructure with all existing equipment and tools for production, qualified workforce, know how, development services, free capacity for serial production, and supply of high quality automotive parts.
Investment from foreign partner	Value	Description
	Value will be estimated according to the level of involvement of these inputs in a specific project.	Products and services, financial investment in tools for production, financial investment in equipment necessary for restructuring of the Foundry.
Form of cooperation with foreign partner	Financial	Technical
	Financial investment in tools, purchasing contract, joint venture.	<ul style="list-style-type: none"> - Technical expertise - Marketing expertise - Access to technology and equipment - Access to markets and distribution channels
For additional information about this project, please contact by e-mail: info@coral-consulting-service.com		