

International Conference:
The challenges and perspectives in Regional and Local Development
Skopje, November 2015

Panel on Regional policy and Competitiveness; Investment; Support to SME

Economic Development & Territorial Competitiveness
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Regional Development Pyramid



Economic Development and Territorial Competitiveness are driven primarily by the presence of successful and internationally competitive companies in local / regional / national economies

PSA Investment in Trnava (SK)



PSA Investment in Trnava (SK)

- In 2002 City of Trnava decided to develop a “strategic industrial zone” of national importance and promote it actively in cooperation with SARIO (national investment promotion agency).
- In January 2003 PSA (Peugeot-Citroën) decided to locate €700 million investment in Trnava to establish new car assembly facility (300.000 cars a year; 3.500 jobs).
- City provided land and full support to pre-investment and investment phase of the project; National government provided grant of approximately €25 million for terrain leveling and construction of infrastructure on the site.
- In June 2003 construction works started; full operations launched in June 2006.
- Additional PSA investments of €100 and €120 million related to production of new models.

PSA Investment in Trnava (SK)



PRVÝ PEUGEOT 207 VYROBENÝ V TRNAVE

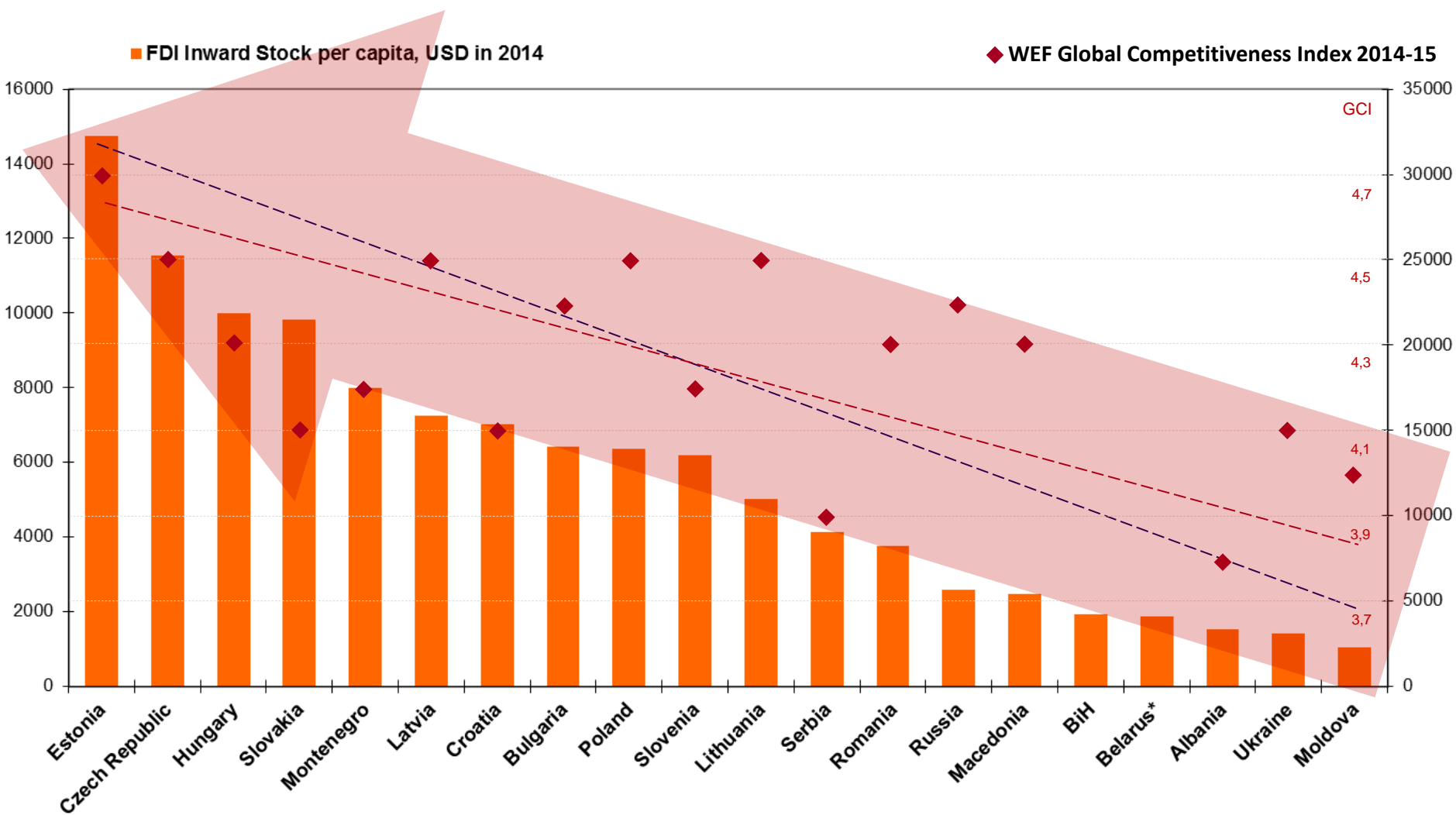
PSA Investment in Trnava (SK)

Production of 256 200 cars in 2014
Total sales reached €2,085 billion



More than 95% exported
Share of local / regional suppliers 35-41%

Impact of (Foreign Direct) Investment



Source: UNCTAD; World Bank; WEF Global Competitiveness Index

Thank you for your attention!



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