

DAR AL ARKAN

MOST IMPORTANT REASONS ON  
WHY TO INVEST IN  
**BOSNIA**



## 1

# STRATEGIC LOCATION



Bosnia is bordered by Serbia to the east, Montenegro to the southeast, and Croatia to the north and southwest. It is not entirely landlocked to the south it has a narrow coast on the Adriatic sea Bosnia, is also Southeast of Europe close to Italy, Switzerland and many more, which makes its location very strategic for tourists.

# 2

## EASE OF CONNECTIVITY



Bosnia is known for its ease of connectivity, with direct flights from and to Doha with Qatar Airways and multiple other airlines.

## 3

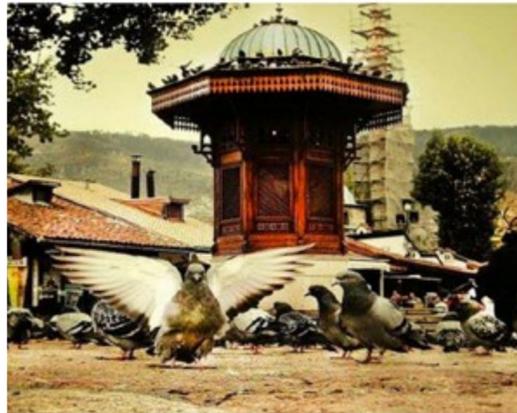
# CULTURAL DIVERSITY



In Sarajevo, Bosnians, Croats, and Serbs, as well as Muslims and Roman and Orthodox Catholics live in harmony. Because of its cultural and religious diversity, Sarajevo is sometimes called the “Jerusalem of Europe”. It is considered a “place where East meets West”. The city of Sarajevo is also a city of long and diverse history. It has played a significant role in some of the biggest events in Europe’s history.

# 4

## MAJOR DRAWCARDS



The country is most captivating for its East meets West surroundings, which has been blended with Ottoman and Austro-Hungarian pasts. With an abundance of medieval ruins, unique towns and cities, stunning mountains, waterfalls and rivers, Bosnia has plenty of major drawcards for all travelers.

## 5

# LOTS OF ATTRACTIONS



Bosnia has a lot of popular tourist attractions. Some of the key attractions in Sarajevo are the Old Town, which is designed by Sarajevo's Ottoman rulers, King Fahd Bin Abdul Aziz Alsaud Mosque, the City Center mall, the Old Town Hall, among others.

# 6

## HIDDEN GEMS



Jajce is one hidden gem in a small city in Bosnia. The home of medieval kings, Jajce is currently a candidate for being named as a UNESCO World Heritage Site. One of Jajce's most unique features is this waterfall which is situated right in the centre of the town.

# 7

## HIGH SAFETY AND SECURITY



Bosnia is known for its safety measures as it has one of the lowest crime rates in the world as well as its very hospitable welcoming people.

# 8

## GREAT EDUCATION



Bosnia is not only known for its beautiful nature and amazing weather but also for its well established English Education system. It enjoys both international schools and international universities.

# 9

## EASY ON THE POCKET



It's a particularly cheap destination and compared to Western Europe, you'll get more spending power with your money.

10

# POTENTIAL EU CANDIDATE



Bosnia has been recognized by the European Union as a “**POTENTIAL CANDIDATE COUNTRY**”. An opinion on Bosnia’s application was published by the European Commission in May 2019.

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