

24 Hours of Technology

“Business opportunities in Croatia”

Zagreb, July 13, 2011

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CBBS- Management Consulting & Business Building Company

CBBS - Management
Consulting Co.

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How to make business with Croatia?

Business opportunities in the future EU member (entering EU, July 1, 2013).

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About CBBS

CBBS – Management Consulting & Business Building Co. is a boutique consulting, lobbying and business building company, www.cbbs.hr.

Core activities:

1. New business development, deal making & matchmaking, market research
2. Lobbying, strategic partnerships, M & A
3. EU projects & EU funding, co operation with European associations and institutions

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Memberships:

- **UFI** (The Global Association of the Exhibition Industry)
- **SEAP** (Society of European Affairs Professionals) – accredited lobbyist in Bruxelles
- **CEFA** (Central European Fair Alliance)
- **HDL** (Croatian Society of Lobbyists)
- **HUCNO** (Croatian Corporate Governance Association)

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The Republic of Croatia

Facts and figures (1)

- 20 years being an independent country (1991 – 2011)
- Land area **56 594 km²**
- Population **4.4 million**
- Political System **Parliamentary democracy**
- President **dr Ivo Josipović**, Prime Minister **Ms Jadranka Kosor**
- Territorial Organization **20 counties and the City of Zagreb**
- Capital **Zagreb**
- Official Language **Croatian**

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The Republic of Croatia

Facts and figures (2)

- Currency **Kuna (HRK)**
- Average Exchange Rate (July, 2011) **1 EUR = 7.39 HRK, 1 USD = 5.23 HRK**
- International Telephone Code **00 385**
- Internet Country Code **.hr**
- Time Zone Central European Time (**CET**)
- Climate **Continental and Mediterranean**

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Croatian Economy in 2010/2011

Basic Economic Facts (Source: Croatian National Bank)

GDP: €47.4 billion

GDP per head: €10,700

Average Monthly salary (net): €730, April 2011

Average Monthly salary (gross): €1049, April 2011

Annual Growth: 1.8% (2011, projected)

Inflation: 2%

Major industries: Tourism, shipbuilding, agriculture and food processing, cement, chemicals, fertilisers, pharmaceuticals

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New Technologies & Social Networks (in 2011)

- **2,3 million Internet users in Croatia** - according to the latest results of Internet World Stats.
- **1,2 million broadband users** (the plans of Croatian Government are that broadband Internet will be available for almost 90 % of Croatian population in 2013. They are planning to invest cca 90 million EUR in this infrastructure).
- **4 million mobile phones in Croatia**, i.e. 2,5 mobile phones per household (1,6 million households in Croatia).
- **Number of Facebook users in Croatia is cca 1 400 000**, representing 30% of total population and some 60 % of online population.

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Why to invest in Croatia? (1)

- Next EU member state, from July 1, 2013
- Access to the market of over 650 million consumers
- Existing domestic market
- Excellent geographical location - accessibility
- Advanced ICT infrastructure and modern transport infrastructure
- Telecommunications – 100% digitalized network
- Legislation harmonized with the one of EU, well connected with the Western economies
- Pro business environment - cost competitiveness

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Why to invest in Croatia? (2)

- Innovative, efficient and multilingual workforce
- Long time industrial traditions
- Skilled, well educated workforce
- Available pool of working force
- Interesting location for innovative industries
- Quality of life and safe country, specific lifestyle which values both work and social aspects

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Trade Exchange

With regard to foreign trade exchange, more than half of it occurs with EU countries.

Croatia's most important foreign trade partners are European countries and traditional partners from: Italy, Germany, Slovenia, Austria and Bosnia and Herzegovina.

Croatian export in 2010 was **€8,9 billion** and import to Croatia was **€15,1 billion**.

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Foreign Direct Investment (FDI)

Croatia has been continuously working on investor's friendly environment with the goal and to ensure complete services for the investors.

The investors who recognized Croatia's attractiveness are satisfied and they continue to invest in Croatia. From 1993 to 2010, foreign direct investments into Croatia totalled €25,2 billion.

The leading investors were coming from Austria, The Netherlands, Germany, Hungary, Italy, France and Luxemburg.

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Joining the European Union, July 1, 2013

EU Member States decided June 30, 2011 in Brussels to close accession negotiations with Croatia, which should allow for the signature of the Accession Treaty by the end of the year.

Following the ratification procedure in all Member States and Croatia, accession is foreseen for 1 July 2013, when Croatia will become 28th EU Member State.

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“Others talk about it, we live it”

Quality of life in Croatia, measured by economy, safety, freedom, environment, climate, health, living expenses, culture, free time, infrastructure and risk can be ranked very high.

Croatia today :

- Business friendly, long industrial traditions
- One of the most beautiful parts of Europe, famous tourist destination
- Knowledge based society
- Tradition of high quality education
- Eco-friendly and safe environment for its citizens and guests

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Useful links in Croatia

Croatian Government www.vlada.hr

Ministry of Foreign Affairs and European Integration www.mvpei.hr

Ministry of Economy, Labour and Entrepreneurship www.minorp.hr

Croatian Chamber of Economy www.hgk.hr

Croatian Entrepreneur Association www.hup.hr

EU Delegation in Croatia www.delhrv.ec.europa.eu

USA Embassy in Croatia <http://zagreb.usembassy.gov>

BICRO - Business Innovation Center of Croatia www.bicro.hr

Croatian News Agency www.hina.hr

Croatian Tourist Board, www.croatia.com

City of Zagreb www.zagreb.hr

Croatian Olympic Committee www.hoo.hr

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Thank You for attention and looking forward to your questions and comments.

Best regards from Zagreb,

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