



Croatian Chamber of Economy



A modern, professional public-law institution with a tradition of over 164 years representing, promoting and protecting the interests of its members at home and abroad

A reliable source of information for all Croatian companies and their foreign partners

**More than 114.000
members**

20 county chambers

Representative offices
(Bruxelles, Moskva)



Activities of Croatian Chamber of Economy

- participation on more than 170 EU projects
- organized more than 640 education activities for 25.000 entrepreneurs
- organized and financed 136 fairs for 1.890 participants
- membership in 33 international and EU associations
- organized B2B meetings with over 147 business delegations from all over the world
- national coordinator for European Entrepreneurship Network
- national contact point for Erasmus for beginners
- over 2.255 policies recommendations addressed to government bodies

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AT WORK.**



CENTRE FOR INDUSTRIAL DEVELOPMENT

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Center for Industrial Development

Newly established sector in Croatian Chamber of Economy

- Support to MEEC in implementation of S3
- Support to MEEC in establishment and operational management of national innovation system
- Strengthening triple helix collaboration with emphasis on private and scientific-research sector

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Center for Industrial Development

Implementation of national strategies is performed through 2 strategic EU projects:

- Strategic project for support of the establishment of Innovation network for industry and thematic innovation platforms
- Strategic project for support of cluster competitiveness initiatives

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S3 CROATIA

VISION

- Croatia will be recognized as knowledge-based economy
- embracing creativity and innovation at all levels of
- society for improved quality of life of all its citizens

STRATEGIC OBJECTIVE

- Focusing knowledge and innovation capacities into areas of greatest
- potential for Croatia to drive competitiveness and socio economic
- development and transform Croatian through effective RDI activities

SPECIFIC OBJECTIVE

- Increasing capacities of RDI sector in order to perform activities that are market driven
- Overcoming the fragmentation of innovation value chain and the gap between research and private sector
- Modernization and diversification of Croatian economy by increasing private sector investments in the R&D activities
- Upgrading the position of Croatian products and services in the global value chain and promotion of the internationalization of Croatian economy
- Creating collaborative projects in order to address social challenges
- Creating smart skills - upgrading the qualifications of the labor market

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Smart Specialization Strategy (S3) – thematic areas

Health and quality of life	Energy and sustainable environment	Transport and mobility	Security	Food and bioeconomy
<ol style="list-style-type: none">1. Pharmaceuticals, biopharmaceuticals, medical equipment and devices;2. Health services and new methods of preventive medicine and diagnostics3. Nutrition	<ol style="list-style-type: none">1. Energy technologies, systems, and equipment2. Environment-friendly technologies, equipment and advanced materials	<ol style="list-style-type: none">1. Added value manufacturing of road and rail vehicles parts and systems2. Environment-friendly transport solutions3. Intelligent transport systems and logistics	<ol style="list-style-type: none">1. Cyber security2. Defence dual-use3. Mine action program	<ol style="list-style-type: none">1. Sustainable food production and processing2. Sustainable wood production and processing

Horizontal sectors and technologies: KET & ICT

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CIRAZ – strategic goal in the field of competitiveness

Competitiveness determinants:

- RDI investment
- Manufacture of products of high added value
- Improving the position of products and services on the GVC
- Export growth

CIRAZ strategic goal in the field of competitiveness is to enhance the competitiveness of products and companies on the global market in a way that we determine current position of companies in the GVC, activities for improving position of companies and products in the GVC and enable connection with complementary companies.

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CIRAZ – capacities in the field of competitiveness

Under the mentorship of the World Bank, CIRAZ employees were educated to offer the following services in the field of competitiveness:

- Strategic analysis and assesment of GVC position for companies
- Action plan for strenghtening the position of Croatia in the GVC (Strategic segmentation and measures for competitiveness enhancement)
- Identification of specific niches and markets for FDI attraction
- Development of Export strategy and Action plan for export initiatives
- Marketing Action plan for attracting investments
- Action plan for teritorial and product branding
- Education – Industrial development academy and Summer school of competitiveness

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Center for Industrial Development – activities on RDI

- Centre for industrial development through strategic projects will build its capacities in direction of stimulating and facilitating private sector investments in research, development and innovation
- Ensure the link between the scientific-research community and the private sector for development of quality projects in the IRI area
- Through collaboration with private sector on IRI projects it will recommend to the public sector what are the barriers in the strategic and legal framework
- Assist the private sector in the administrative preparation of projects and withdrawal of funds for projects

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Steinbeis 2i and CIRAZ

- Steinbeis together with CIRAZ started the process to become a DTC Zagreb as 2 national point in Croatia
 - Steinbeis as lead partner along with INNOVA BIC (Italy) and CIRAZ (Croatia) as partners got funded from HORIZON program for project InnTense – 50.000 €
 - Croatian Chamber of Economy in cooperation with Steinbeis 2i applied for INTERREG CENTRAL EUROPE with project FRINNOVATE regarding frugal innovation in CE
- Partners are from 9 countries of CE
Total budget is 1.8 mil €



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