

Krapina-Zagorje County

Krapina-Zagorje County is located in the northwestern part of the Republic of Croatia and belongs to the Central Croatia region. It borders the Republic of Slovenia and Varaždin County to the north, the Republic of Slovenia to the west, Zagreb County and Varaždin County to the east, and the City of Zagreb and Zagreb County to the south. According to data published by the Croatian Bureau of Statistics for the year 2023, Krapina-Zagorje County has a population of 120,942 inhabitants. Although it is one of the smaller counties in terms of area, Krapina-Zagorje County stands out with a high population density. Administratively, it is divided into seven cities and twenty-five municipalities, with its county seat located in the City of Krapina.

Transport Connectivity and Strategic Position

Krapina-Zagorje County enjoys an exceptionally favorable geostrategic position, and its transport connections represent one of its key advantages. The A2 Zagreb-Macelj motorway, which is part of the European traffic corridor E59, runs through the entire county, connecting Croatia with Central Europe. Due to its proximity to Zagreb and Varaždin, a significant portion of the population commutes daily to these cities for work and education. Good international road connectivity facilitates business operations, trade, and investment, contributing to economic development. The close proximity to the capital city, Zagreb—just 30 minutes away—provides additional benefits for business activities. Well-developed industrial zones allow local companies to integrate into global markets. Moreover, a new virtual platform for exploring business zones enables investors to research investment opportunities remotely, without the need for a physical visit, <https://investinzagorje.hr/>.

Economy and Entrepreneurship

The economy of Krapina-Zagorje County is largely export-oriented, with one-third of total revenue generated in foreign markets. The manufacturing industry is the key sector and the backbone of the county's economy, particularly the metal processing industry and the production of non-metallic mineral products. In 2023, there were 2,839 businesses operating in the county, employing a total of 23,854 workers. The total revenue of entrepreneurs amounted to 2.737 billion euros, while total expenditures reached 2.489 billion euros. Compared to the previous year, revenues increased by 12.79%, while expenditures grew by 11.47%. The gross profit amounted to 248 million euros, marking a 28.10% increase compared to 2022. The unemployment rate in May 2024 stood at 3.9%, while the average net salary reached 1,357 euros.

Exports and Foreign Trade

The most important trade partners of Krapina-Zagorje County are Slovenia, Germany, and Italy. The largest export market is Slovenia, which accounts for 18.67% of total exports, followed by Germany with 15.73% and Italy with 13.21%. At the same time, imports reached a value of 550.6 million euros, representing an increase of 5.61%. The trade surplus of 272.8 million euros is evidence of a positive balance in trade. With a stable business environment and attractive economic conditions, Krapina-Zagorje County has been awarded the title of European Entrepreneurial Region (EER) 2025 by the European Committee of the Regions. This prestigious award confirms the county's strategic vision, focused on entrepreneurship, innovation, and digitalization, while promoting sustainable investments. Additionally, in 2024, the Financial Times ranked Krapina-Zagorje County 6th among the top 10 small European regions for attracting investments. Just a year later, in 2025, the county was ranked among the top 4 small European regions for investment attractiveness. The largest companies in the county by total revenue in 2023 were: Vetropack Straža d.d. (glass factory, Hum na Sutli), Omco Croatia d.o.o. (Hum na Sutli), MDK Građevinar d.o.o. (Veliko Trgovišće), Jedinstvo Krapina d.o.o. (Krapina) and Trgocentar d.o.o. (Zabok).

Workforce and Labor Market

The number of employees in Krapina-Zagorje County's businesses grew to 23,854 in 2023, an increase of 2.54% compared to the previous year. Despite challenges related to the availability of skilled labor, the unemployment rate decreased to 3.4%, ensuring labor market stability.

Business Infrastructure and Economic Support

Krapina-Zagorje County continuously invests in the development of business infrastructure and economic support programs. The Entrepreneurial Center of Krapina-Zagorje County, the only certified member of the EBN (European Business and Innovation Network) in Croatia, implements measures to support entrepreneurship and provides expert and educational assistance to entrepreneurs. There are 34 business zones in the county, with the largest one being the Zabok Business Zone, covering 183 hectares and employing 1,809 workers. Additionally, Energy Center Bračak, the first of its kind in Croatia, supports energy projects and helps in securing financial mechanisms for sustainable investments.

Strategic Investment and Development Sectors

The region has positioned itself as a strong investment destination in three high-growth sectors. Industry 5.0 and Advanced Manufacturing – focusing on automation, robotics, and artificial intelligence in manufacturing processes. Healthcare and Digital Health including the Health IT Academy, which trains professionals for digital health technologies. Sustainable Tourism and Wellness leveraging thermal springs and eco-tourism destinations for long-term growth.

Sustainability and Green Investments

Sustainability is a key component of Krapina-Zagorje County's investment strategy. The region actively promotes clean energy through projects involving near-zero energy consumption, solar and geothermal initiatives, and energy-efficient production processes. The County Energy Agency plays a crucial role in guiding investors toward green investments, ensuring a balance between profitability and ecological responsibility. Foreign direct investors increasingly recognize the value of investing in sustainable projects.

Tourism and Agriculture

Tourism is an essential sector in Krapina-Zagorje County's development, based on its thermal springs, cultural heritage, and natural beauty. Key tourism sectors include: Health and wellness tourism, family and cultural tourism, business tourism. The most developed tourist destinations are Tuhelj, Stubičke Toplice, Krapinske Toplice, and Donja Stubica. Agriculture remains a traditional economic activity, with a focus on local food production. Protected designation of origin (PDO) products include Zagorje turkey, Zagorje mlinci (flatbread), Zagorje štrukli (cheese pastry), and acacia honey, which enhance the competitiveness of the agricultural sector.

Future Development and Competitiveness

Krapina-Zagorje County continues to record positive economic trends, with business growth, increasing exports and investments, and rising average wages. The region offers an ideal combination of affordable operational costs, skilled labor, and strategic investment incentives. Unlike larger urban centers facing congestion and high business costs, Krapina-Zagorje County provides favorable business conditions while maintaining direct access to European supply chains.

Vision for the Future

The vision for Krapina-Zagorje County is to become a green and smart region with an inclusive society, sustainable development, and a circular economy, leveraging innovation to achieve its full potential. Moving forward, the county aims to increase its competitiveness by integrating new technological solutions, fostering innovation and creativity, and implementing smart solutions to enhance both economic competitiveness and quality of life for its residents.

[Source: Entrepreneurial Centre of Krapina - Zagorje County, March 2025]

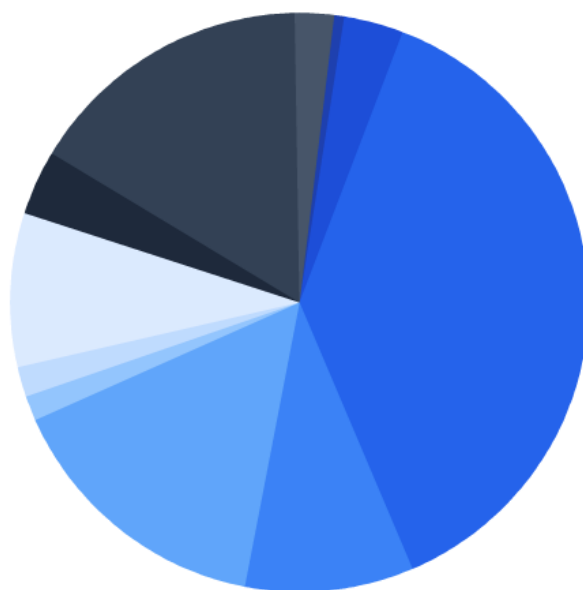
Main Indicators

GDP EUR	1.621.374.160
Population	119.204
Men	58.565
Women	60.639
Age 0-14	16.077
Age 15+	103.127
GDP Per Capita EUR	13.629,80
Area Size km ²	1.229

Source: Central Bureau of Statistics: GDP (2023), Population (2024, Estimate), Area size (2021)

Gross Value Added by Activities

EUR



■ Agriculture, forestry and fishing: 31157021.38
■ Mining and quarrying and other industries: 43275049.29
■ Manufacturing: 508718586.68
■ Construction: 127564258.6
■ Wholesale and retail trade, transportation, storage, accommodation and food service activities: 204727305.57
■ Information and communication: 16562639.83
■ Financial and insurance activities: 21252484.94
■ Real estate activities: 113486086.61
■ Professional, scientific, technical, administrative and support service activities: 45232465.12
■ Public administration and defence, education, human health and social work activities: 216342436.69
■ Other service activities: 28199866.5

Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km	38
Broadband Connections number and density	18.363 / 47%
Number of issued building permits	407

Source: Central Bureau of Statistics: Motorways (2024), Building permits (2024), Croatian Regulatory Agency for Network Industries: Broadband Connections (Q2 2024)

Investments

	Amount
Foreign Direct Investments million EUR	434

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Manufacture of other non-metallic mineral products	186,24
Manufacture of fabricated metal products, except machinery and equipment	44,04
Wholesale trade, except of motor vehicles and motorcycles	36,09
Manufacture of paper and paper products	28,63
Accommodation	21,51
Other	117,37

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Switzerland	182,27
Austria	77,92
Belgium	46,82
Slovenia	32,99

Country	Amount
Hungary	22,95
Other	70,90

Source: Croatian National Bank, 1993 - 2025

Gross Investment in new Fixed Assets, by Location of Investment Constructions and Types of Assets

Asset type	Amount (EUR, 000)
Buildings, spaces and structures	158.101
Machinery and equipment with fittings	102.285
Transport equipment	15.405
Cultivated biological resources	691
Intellectual property products	3.246
Total	286.028

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
Vetropack Straža d.d.	MANUFACTURING	http://www.vetropack.hr
TERME TUHELJ d.o.o.	ACTIVITIES OF PROVIDING ACCOMMODATION AND FOOD PREPARATION AND SERVICE	http://www.terme-tuhelj.hr
AUSTROTHERM d.o.o.	MANUFACTURING	http://www.austrotherm.hr
ZAGORSKI VODOVOD d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.zagorski-vodovod.hr
OMCO CROATIA d.o.o.	MANUFACTURING	http://www.omcomould.com
BMT Alutech Solutions Croatia d.o.o.	MANUFACTURING	http://-
MDK GRAĐEVINAR d.o.o.	CONSTRUCTION	http://www.mdk.hr

Company	Activity	Website
M.I. HRŠAK d.o.o.	MANUFACTURING	http://www.mi-hrsak.hr
SATO d.o.o.	MANUFACTURING	http://www.sato.hr
GOTRA LOGISTIKA d.o.o.	TRANSPORT AND STORAGE	http://www.gotra-logistika.com

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

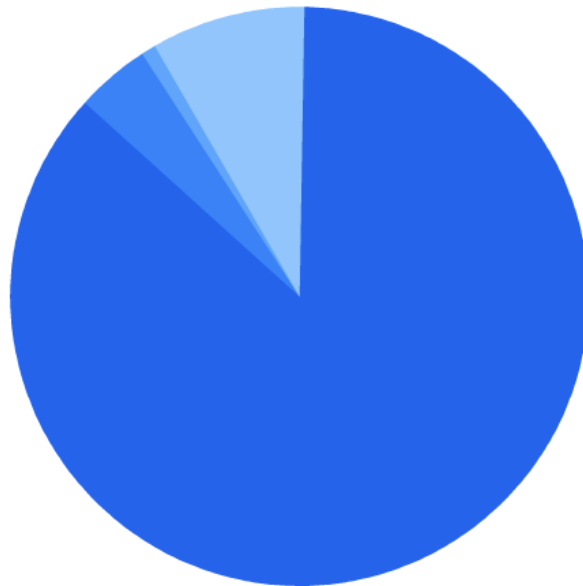
Large enterprises	Medium enterprises	Small and micro-enterprises
50%	60%	70%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

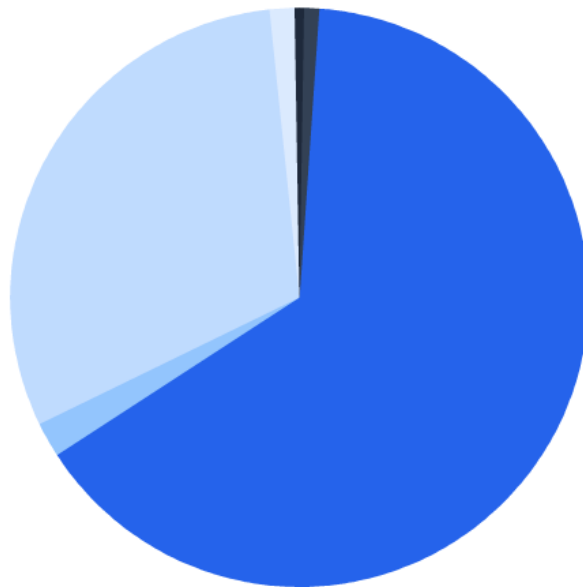


- Agriculture, forestry and fishing: 1470
- Mining and quarrying: 1457
- Manufacturing: 673516
- Water supply, sewerage, waste management and remediation activities: 30463
- Construction: 4367
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 66071
- Transportation and storage: 1062
- Accommodation and food service activities: 26
- Information and communication: 78
- Real estate activities: 106
- Professional, scientific and technical activities: 11
- Administrative and support service activities: 28
- Public administration and defence, compulsory social security: 2
- Arts, entertainment and recreation: 22
- Other service activities: 20

Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

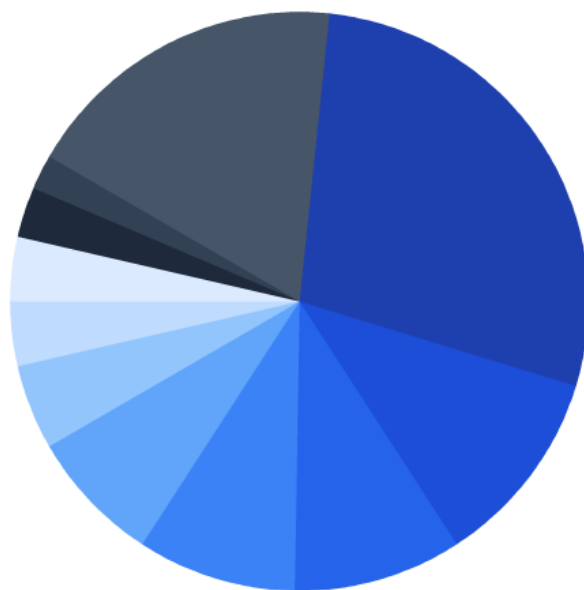


- Agriculture, forestry and fishing: 4019
- Mining and quarrying: 2961
- Manufacturing: 488704
- Electricity, gas, steam and air conditioning supply: 1
- Water supply, sewerage, waste management and remediation activities: 1535
- Construction: 12860
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 229878
- Transportation and storage: 9318
- Accommodation and food service activities: 2235
- Information and communication: 5087
- Real estate activities: 38
- Professional, scientific and technical activities: 142
- Administrative and support service activities: 430
- Education: 1
- Arts, entertainment and recreation: 328
- Other service activities: 212

Source: Central Bureau of Statistics, data for 2024

Export by Country

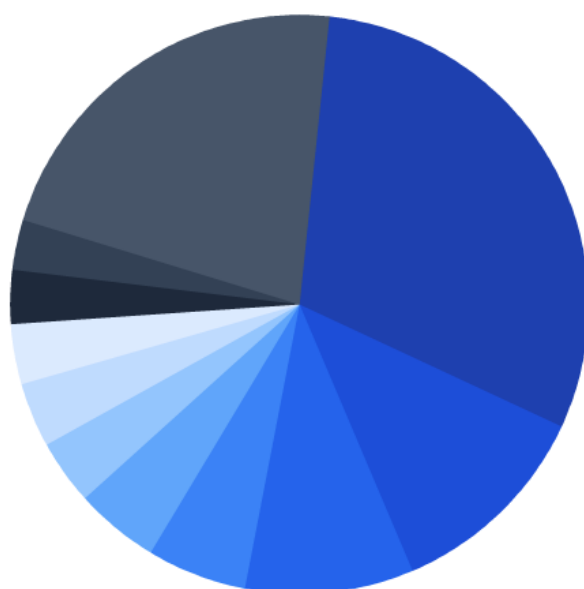
000 EUR



Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



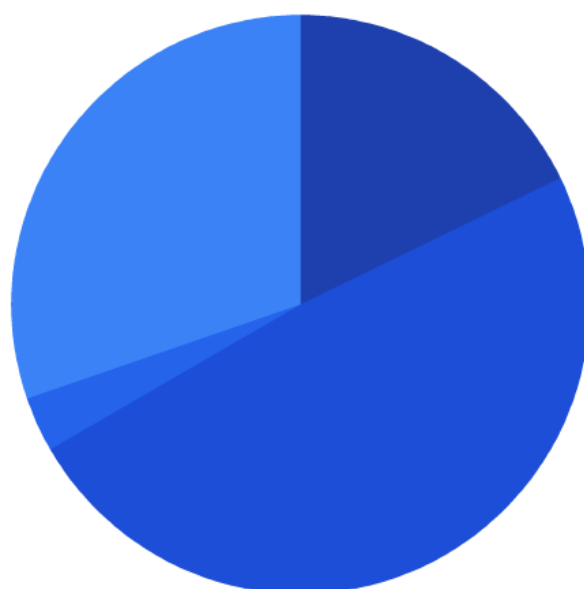
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	4.378
Basic Schools, Beginning of School Year	8.753
Upper Secondary Schools, Beginning of School Year	4.559
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	2.636

Source: Central Bureau of Statistics, data for 2024/2025

Number of High School Students Who Have Completed Their Education



- Grammar schools: 196
- Technical and related schools: 538
- Secondary art schools: 33
- Industrial and crafts schools: 333
- Special secondary schools: 3

Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Mechanical engineering, shipbuilding and metallurgy	4	572
Health and social work	2	555
Economics, trade and business administration	4	543
Electrical engineering and computing	3	513
Tourism and catering	4	434
Construction and geodesy	1	261
Graphic technology and audio-visual design	1	253
Transport and logistics	2	132
Personal, security and other services	3	120
Agriculture, food and veterinary	2	70
Forestry and wood processing	1	29

Educational Sector	Number of Institutions	Number of Students
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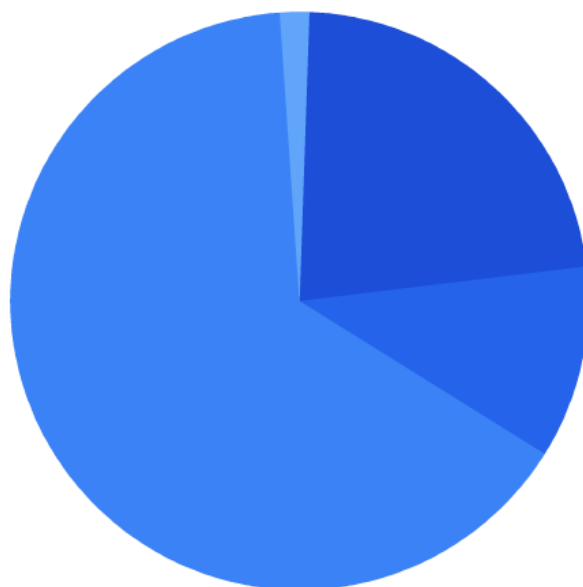
Textiles and leather

1

2

Source: Ministry of Science and Education, data for 2024/2025

Students Who Graduated From University Study or Completed Professional Studys



- Schools of professional higher education: 0
- Polytechnics: 208
- Faculties - Professional Study: 96
- Faculties - University study: 590
- Art academies: 15

Source: Central Bureau of Statistics, data for 2024

Institutions of Higher Education and Graduated Students

Name	Students who graduated from or completed university or professional study
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Polytechnic Hrvatsko Zagorje in Krapina

20

Source: Central Bureau of Statistics, data for 2021

Business Indicators of Enterprises

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
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Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Agriculture, forestry and fishing	64	158	1.466
Mining and quarrying	8	153	1.831
Manufacturing	577	10.074	1.665
Electricity, gas, steam and air conditioning supply	22	327	2.148
Water supply, sewerage, waste management and remediation activities	22	791	1.593
Construction	714	2.823	1.430
Wholesale and retail trade, repair of motor vehicles and motorcycles	540	3.891	1.481
Transportation and storage	177	1.316	1.582
Accommodation and food service activities	192	765	1.342
Information and communication	142	319	2.332
Financial and insurance activities	18	323	2.147
Real estate activities	71	82	1.828
Professional, scientific and technical activities	322	750	1.851
Administrative and support service activities	88	337	1.327
Public administration and defence, compulsory social security	65	1.459	2.281
Education	105	3.339	1.931
Human health and social work activities	132	3.575	2.064
Arts, entertainment and recreation	516	283	1.665
Other service activities	1.183	282	1.363

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	4,70%

Source: Central Bureau of Statistics, data for 2024

Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	28
Mining and quarrying	3
Manufacturing	476
Electricity, gas, steam and air conditioning supply	2
Water supply, sewerage, waste management and remediation activities	19
Construction	195
Wholesale and retail trade, repair of motor vehicles and motorcycles	157
Transportation and storage	36
Accommodation and food service activities	109
Information and communication	18
Financial and insurance activities	23
Real estate activities	10
Professional, scientific and technical activities	42
Administrative and support service activities	50
Public administration and defence, compulsory social security	73
Education	82
Human health and social work activities	122
Arts, entertainment and recreation	11
Other service activities	65
Not classified	254

Activity**Number****Total****1.775**

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation

- Legislators, officials and directors: 1
- Legislators, officials and directors: 185
- Technicians and professional associates: 228
- Administrative officers: 176
- Service and trade occupations: 130
- Farmers, foresters, fishermen, hunters: 16
- Occupations in crafts and individual production: 197
- Plant and machinery operators, industrial manufacturers and product assemblers: 81
- Simple occupations: 758

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
Entrepreneurial Centre of Krapina - Zagorje County	info@poduzetnickicentar-kzz.hr	https://poduzetnickicentar-kzz.hr/
North-West Croatia Regional Energy and Climate Agency	info@regea.org	https://regea.org/en/
Zagorje Development Agency - ZARA	secretary@zara.hr	https://www.zara.hr/
INVEST IN ZAGORJE	info@poduzetnickicentar-kzz.hr	https://investinzagorje.hr/

Name	Contact	Website
Geographical Information System (GIS) Krapina-Zagorje County		https://gis.investinzagorje.hr/thematic-map/pz?b=mapproxy_dof2021_2022&so=
Krapina-Zagorje County	ured.zupana@kzz.hr	https://kzz.hr/
Business Technology Incubator of Krapina-Zagorje County	info@poduzetnickicentar-kzz.hr	https://inkubator-kzz.hr/
Croatian Chamber of Economy - Krapina County Chamber	hgkk@hgk.hr	https://www.hgk.hr/zupanijska-komora-krapina/zupanijska-komora-krapina-opcenito
Croatian Chamber of Trades and Crafts	hok@hok.hr	https://www.hok.hr/en