

# Krapina - Zagorje County

Krapina-Zagorje County is located in the northwestern part of the Republic of Croatia and belongs to the area of central Croatia. The County borders the Republic of Slovenia and Varaždin County to the north, and again the Republic of Slovenia to the west, Zagreb County and Varaždin County to the east and with the City of Zagreb and the Zagreb County to the south. According to the first results of the 2021 census, Krapina-Zagorje County has 120,942 inhabitants.

Although the size of the Krapina-Zagorje County area is one of the smallest in Croatia, demographically it stands out as one of the most densely populated counties. The county is divided into 7 cities and 25 municipalities with the county headquarters set in the City of Krapina.

Krapina-Zagorje County has an excellent road connectivity and an extremely favorable geographic position within the Republic of Croatia. Since it is located near the capital of Croatia - Zagreb and near the central region of Varaždin. Enabling a large part of the population to migrate daily and perform there day to day activities such as work and education in the mentioned two cities. The international route of the A2 Zagreb-Macelj highway, which runs along the entire county and is part of the European road E59 that connects Croatia with the countries of central Europe, provides the county with great traffic connection, which enables businessmen to work and connect more easily and contribute to the growth of the entire county economy. The economy of the Krapina-Zagorje County is predominantly export oriented and achieves a positive foreign trade balance, with a continuous increase in export. As much as a third of the revenues are generated in foreign markets. The foundation of the economy is the processing industry. Most products of the processing industry are intended for export. Within the processing industry, the most important are the metal processing industry and the production of non-metallic mineral products.

In 2021 there were 2,585 entrepreneurs operating in Krapina-Zagorje County, they employed a total of 23,464 employees. In the period from 2017. to 2021., the number of entrepreneurs is continuously increasing, and compared to 2022., the number increased by 5.2 %, as did the number of employees, which increased by 2.6 %. The total income of entrepreneurs in Krapina-Zagorje County amounts to 2,1 billion EUR which is an increase of 19.6 % compared to 2020. The total expenditures also grew by 19 % compared to 2020., and amounted to 1,9 billion EUR. Labor productivity increased by 16.7 % compared to 2020. Furthermore, revenue from sales abroad reached 677 million EUR, which indicates a growth of 38.8 % compared to 2020. At the same time, imports increased by 14.7 % and amounted to 385 million EUR. The importance and success of exports is also emphasized by the fact that companies from the Krapina-Zagorje County generate 32.1 % of their total revenue on foreign markets. A positive foreign trade balance was achieved in the amount of 292 million EUR and recorded an increase of 60.7 %. According to data provided by FINA, the most significant export markets for goods exchange in 2021 were Slovenia (18.67 %), Germany (15.73 %) and Italy (13.21 %).

According to data provided by the National Bureau of Statistics on the amount of the average net wages per employee in legal entities for the first quarter of 2022. at the county level, Krapina-Zagorje County takes the fifth place with an average net wage of 952 EUR.

The support infrastructure intended for entrepreneurs has been strengthened in the last period, support for the entrepreneurs is also provided by the Entrepreneurship Center of Krapina-Zagorje County, whose activities are related to the operational implementation of measures for the development and encouragement of entrepreneurship, and which represents the center of professional and educational assistance to entrepreneurs. In March 2017., the Bračak Energy Center was officially opened, the first such center in the Republic of Croatia. The Regional Energy Agency

of Northwest Croatia (REGEA) operates as part of the Bračak Energy Center. Which is a key stakeholder at the regional level that provides support in the use of financial mechanisms for the implementation of energy projects, and directly contributes to the sustainable economic development. According to the data of the Unified Register of Entrepreneurial infrastructure, there are a total of 17 entrepreneurial zones in the County. The largest economic zone is located in the City of Zabok with an area 170 ha, with a total of 107 users, of which 90 are actively operating in the zone and have 1,809 employees.

Tourism is of great importance to the Krapina-Zagorje County economy, the development of which is based on the valorization of the most important natural resource – thermal springs, tangible and intangible cultural heritage, and attractive natural grounds. The slogan “Zagorje – a fairy tale in the palm of your hand”, which makes it a destination for a relaxing holiday tailored to the visitors. It has significantly contributed to increasing the recognition of the destination and the positive perception of the public. Thermal springs are primarily valorized in the form of health tourism, spa and wellness tourism and for sports and recreation, i.e., bathing tourism. The Krapina-Zagorje County tourism development master plan also recognizes family vacation, business tourism and (MICE) events, sports and adventure tourism as key products, as well as three secondary products – cultural tourism, religious tourism and agrotourism. According to the tourism development index, the most developed LGUs in the County are the Tuhelj Municipality (28.59), Stubičke Toplice Municipality (23.54), Krapinske Toplice Municipality (22.63) and City of Donja Stubica (20.90). Agriculture is a traditional activity in the Krapina-Zagorje County that is deeply rooted in the identity of the area.

The Krapina-Zagorje County, through a number of different incentive measures, strives to support Zagorje farmers, raise the quality level of agricultural food and forest products, and ensure competitiveness on the market. At the end of 2021, according to the data of the Agency for Payments in Agriculture, Fisheries and Rural Development, a total of 9,039 agricultural holdings were registered in the County, of which the most numerous were OPGs (family agricultural business) and SOPGs (self-sufficient family agricultural business). The perspective of the further development of agriculture is recognized in the traditional sectors of fruit growing and viticulture, and also in the sectors of poultry and beekeeping in which the Krapina-Zagorje County can achieve significant market potential with products that carry a protected label of origin. So far we can see the results of encouraging the production and promotion of autochthonous agricultural and food products which are protected at the European level, such as “Zagorski puran” (Zagorje turkey), “Zagorski mlinci” (Zagorje flatbread), “Zagorski štrukli/štruklji” (Zagorje pastry) and local acacia honey. Krapina-Zagorje County has significant potential in the form of favorable natural conditions with a relatively mild climate, the potential of livestock cultivation and the opportunities offered by ecological farming. A very important segment of the County’s future development will be the digital transformation, which refers to the process of introducing digital technologies in all areas of managing the socio-economic development of the Krapina-Zagorje County.

[Izvor: Zagorje development agency, July 2022]

## Main Indicators

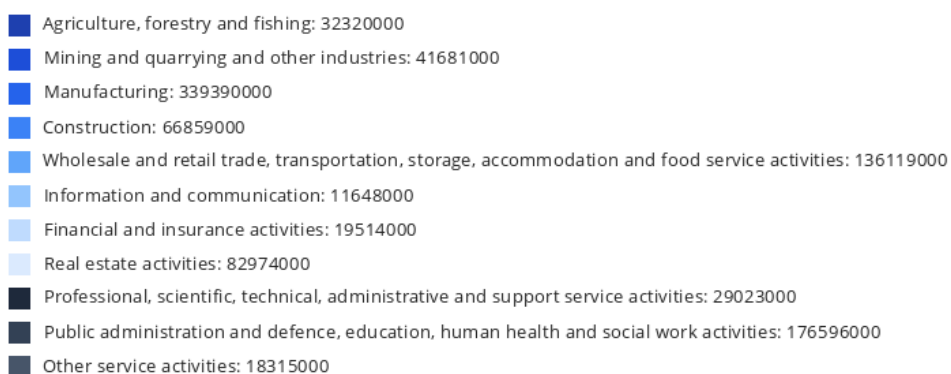
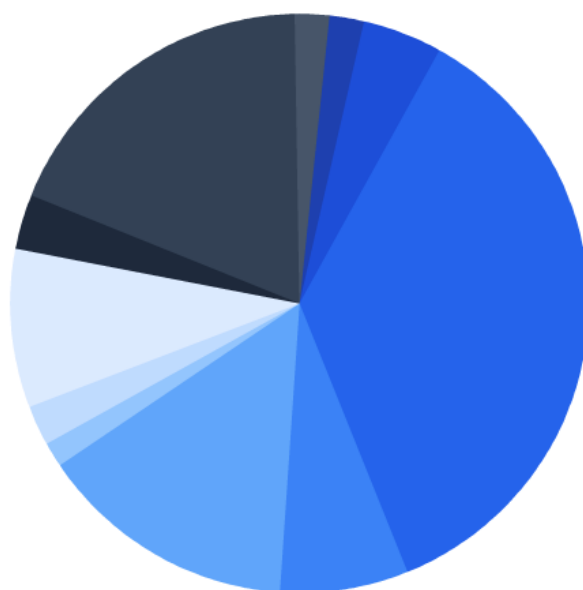
<b>GDP EUR</b>	1.155.805.000
<b>Population</b>	120.702
Men	58.777

Women	61.925
Age 0-14	16.595
Age 15+	104.107
<b>GDP Per Capita</b> EUR	9.469,00
<b>Area Size</b> km <sup>2</sup>	1.229

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

## Gross Value Added by Activities

EUR



Source: Central Bureau of Statistics, data for 2021

## Infrastructure

<b>Motorways</b> km	38
<b>Broadband Connections</b> number and density	19.877 / 51%
<b>Number of issued building permits</b>	372

Source: Central Bureau of Statistics: Motorways (2022), Building permits (2023), Croatian Regulatory Agency for Network Industries: Broadband Connections (2022)

## Investments

	Amount
<b>Foreign Direct Investments</b> million EUR	367

Source: Croatian National Bank, 1993 - 2023

### Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
<b>Manufacture of other non - metallic mineral products</b>	123,20
<b>Manufacture of finished metal products, except machinery and equipment</b>	39,90
<b>Manufacture of paper and paper products</b>	32,00
<b>Wholesale trade, except trade in motor vehicles and motorcycles</b>	28,20
<b>Accommodation</b>	19,20
<b>Other</b>	124,40

Source: Croatian National Bank, 1993 - 2023

### Foreign Direct Investment by Country

mil. EUR

Country	Amount
<b>Switzerland</b>	156,50
<b>Austria</b>	84,20
<b>Belgium</b>	34,80
<b>Hungary</b>	19,60
<b>Italy</b>	19,40
<b>Other</b>	52,60

Source: Croatian National Bank, 1993 - 2023

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

Asset type	Amount (EUR, 000)
Buildings, spaces and structures	86.188
Machinery and equipment with fittings	58.980
Transport equipment	10.414
Cultivated biological resources	591
Intellectual property products	2.546
<b>Total</b>	<b>163.526</b>

Source: Central Bureau of Statistics, data for 2022

## Biggest Investors

Company	Activity	Website
<b>Vetropack Straža d.d.</b>	MANUFACTURING	<a href="http://www.vetropack.hr">http://www.vetropack.hr</a>
<b>OMCO CROATIA d.o.o.</b>	MANUFACTURING	<a href="http://www.omcomould.com">http://www.omcomould.com</a>
<b>ZAGORSKI VODOVOD d.o.o.</b>	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	<a href="http://www.zagorski-vodovod.hr">http://www.zagorski-vodovod.hr</a>
<b>M.I. HRŠAK d.o.o.</b>	MANUFACTURING	<a href="http://www.mi-hrsak.hr">http://www.mi-hrsak.hr</a>
<b>TERME TUHELJ d.o.o.</b>	ACTIVITIES OF PROVIDING ACCOMMODATION AND FOOD PREPARATION AND SERVICE	<a href="http://www.terme-tuhelj.hr">http://www.terme-tuhelj.hr</a>
<b>MDK GRAĐEVINAR d.o.o.</b>	CONSTRUCTION	<a href="http://www.mdk.hr">http://www.mdk.hr</a>
<b>GOTRA LOGISTIKA d.o.o.</b>	TRANSPORT AND STORAGE	<a href="http://www.gotra-logistika.com">http://www.gotra-logistika.com</a>
<b>SATO d.o.o.</b>	MANUFACTURING	<a href="http://www.sato.hr">http://www.sato.hr</a>
<b>GOLUBOVEČKI KAMENOLOMI d.o.o.</b>	MINING AND EXTRACTION	
<b>PROSTORIA d.o.o.</b>	MANUFACTURING	<a href="http://www.prostoria.eu">http://www.prostoria.eu</a>

Source: Financial Agency, data for 2023

## Maximum Investment Incentives' Intensity according to the Investment

## Promotion Act

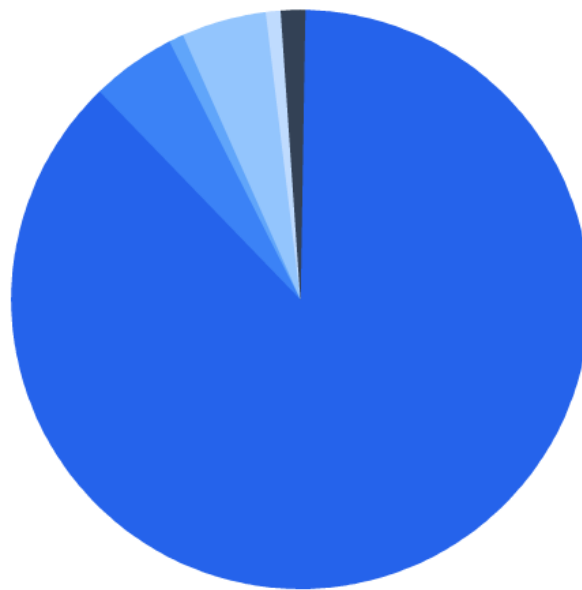
Large enterprises	Medium enterprises	Small and micro-enterprises
50%	60%	70%

Source: 2022-2027 Regional Aid Map for Croatia

## International Trade

### Export by Activity

000 EUR

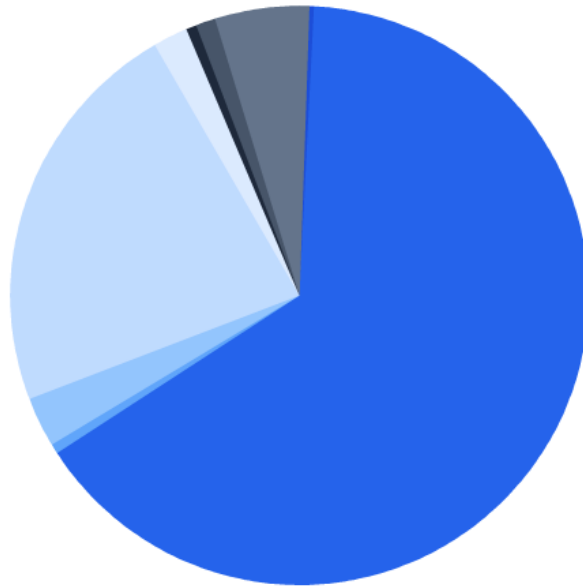


- Agriculture, forestry and fishing: 2037
- Mining and quarrying: 1093
- Manufacturing: 656353
- Water supply, sewerage, waste management and remediation activities: 34644
- Construction: 5079
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 33988
- Transportation and storage: 5508
- Accommodation and food service activities: 1
- Information and communication: 1
- Real estate activities: 9157
- Professional, scientific and technical activities: 1846
- Administrative and support service activities: 16
- Arts, entertainment and recreation: 28
- Other service activities: 7
- Not classified: 8

Source: Central Bureau of Statistics, data for 2023

### Import by Activity

000 EUR

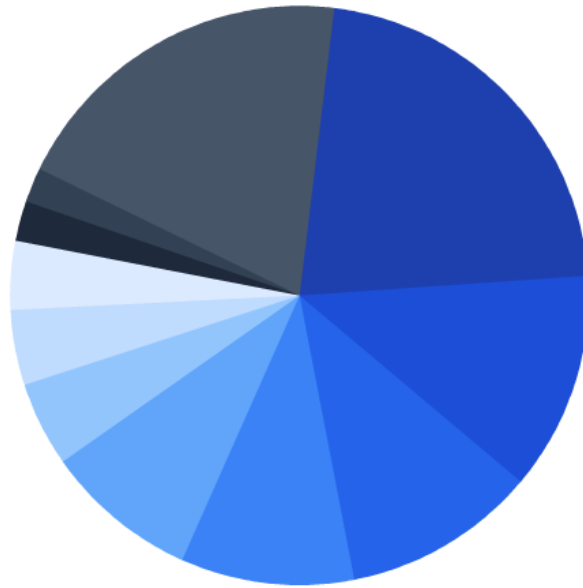


- Agriculture, forestry and fishing: 1498
- Mining and quarrying: 52225
- Manufacturing: 407102
- Electricity, gas, steam and air conditioning supply: 728
- Water supply, sewerage, waste management and remediation activities: 2026
- Construction: 16414
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 141007
- Transportation and storage: 10566
- Accommodation and food service activities: 2698
- Information and communication: 380
- Real estate activities: 6467
- Professional, scientific and technical activities: 32397
- Administrative and support service activities: 24
- Arts, entertainment and recreation: 181
- Other service activities: 826

Source: Central Bureau of Statistics, data for 2023

## Export by Country

000 EUR

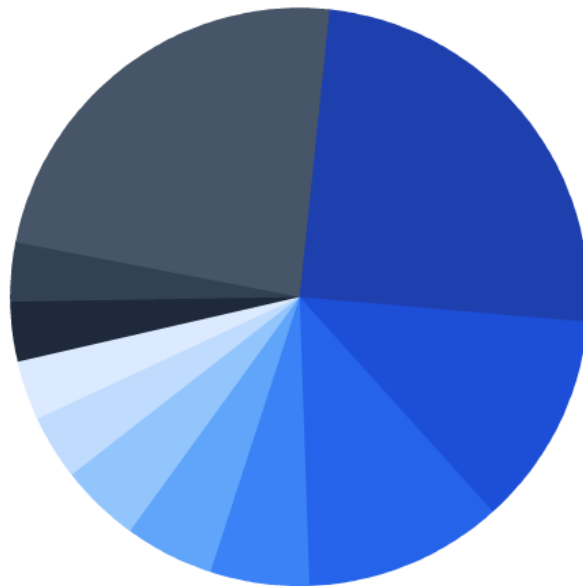


- Slovenia: 177382
- Germany: 91050
- Italy: 79254
- Austria: 71171
- Serbia: 63324
- Bosnia & Herzegovina: 34220
- Slovakia: 29470
- United States: 27595
- Switzerland: 15617
- Poland: 13886
- Other: 146795

Source: Central Bureau of Statistics, data for 2023

## Import by Country

000 EUR





- Slovenia: 164886
- Germany: 73554
- Italy: 69541
- Austria: 33873
- Netherlands: 29663
- Poland: 26663
- Bosnia & Herzegovina: 21750
- Hungary: 20547
- Spain: 19754
- China: 19599
- Other: 147704

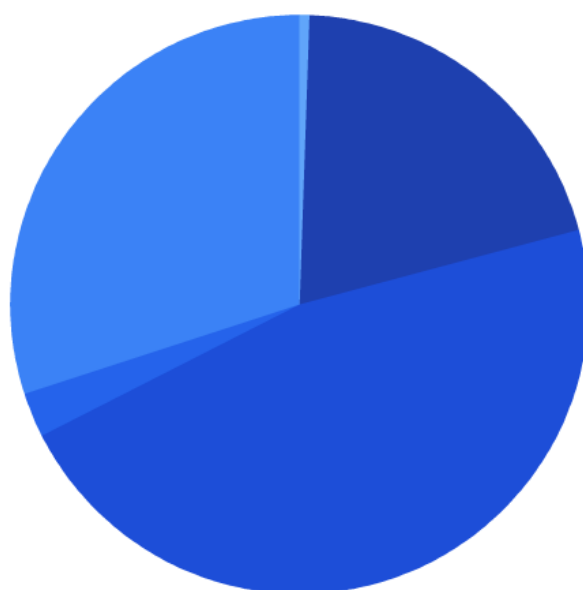
Source: Central Bureau of Statistics, data for 2023

## Education

Education level	Number of pupils
<b>Kindergartens and Other Legal Entities Implementing Preschool Education Programmes</b>	3.912
<b>Basic Schools, Beginning of School Year</b>	9.132
<b>Upper Secondary Schools, Beginning of School Year</b>	4.285
<b>Students Enrolled on Professional and University Study, According to Place of Permanent Residence</b>	2.923

Source: Central Bureau of Statistics, data for 2022/2023

## Number of High School Students Who Have Completed Their Education



- Grammar schools: 242
- Technical and related schools: 542
- Secondary art schools: 26
- Industrial and crafts schools: 348
- Special secondary schools: 6

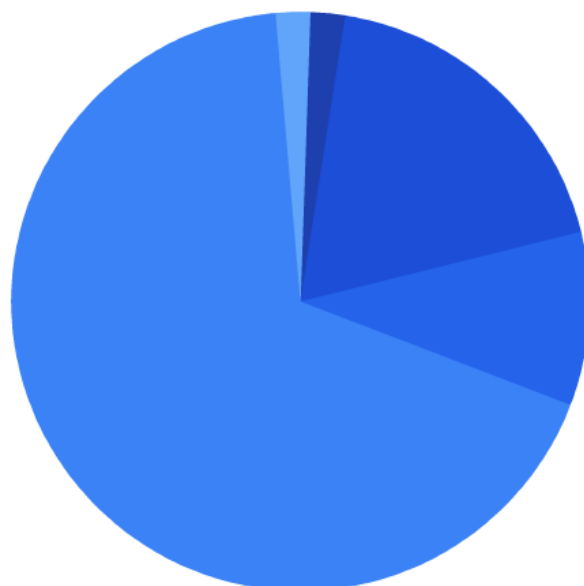
Source: Central Bureau of Statistics, data for 2020/2021

## Number of Students and Institutions by Educational Sectors

<b>Educational Sector</b>	<b>Number of Institutions</b>	<b>Number of Students</b>
<b>Economics, trade and business administration</b>	4	547
<b>Mechanical engineering, shipbuilding and metallurgy</b>	4	538
<b>Health and social work</b>	2	538
<b>Electrical engineering and computing</b>	3	508
<b>Tourism and catering</b>	4	407
<b>Graphic technology and audio-visual design</b>	1	262
<b>Construction and geodesy</b>	1	223
<b>Personal, security and other services</b>	3	138
<b>Transport and logistics</b>	2	130
<b>Agriculture, food and veterinary</b>	2	80
<b>Forestry and wood processing</b>	1	30
<b>Textiles and leather</b>	1	1

Source: Ministry of Science and Education, data for 2023/2024

## Students Who Graduated From University Study or Completed Professional Studys



- Schools of professional higher education: 24
- Polytechnics: 180
- Faculties - Professional Study: 92
- Faculties - University study: 658
- Art academies: 17

Source: Central Bureau of Statistics, data for 2021

## Institutions of Higher Education and Graduated Students

Name	Students who graduated from or completed university or professional study
<b>Polytechnic Hrvatsko Zagorje in Krapina</b>	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)
<b>Agriculture, forestry and fishing</b>	88	129	1.260
<b>Mining and quarrying</b>	9	169	1.480
<b>Manufacturing</b>	647	10.609	1.465
<b>Electricity, gas, steam and air conditioning supply</b>	28	350	1.779

<b>Activity</b>	<b>Number of Business Entities</b>	<b>Number of Persons Employed</b>	<b>Average Monthly Gross Earnings per Person in Paid Employment (EUR)</b>
<b>Water supply, sewerage, waste management and remediation activities</b>	27	766	1.376
<b>Construction</b>	790	2.267	1.274
<b>Wholesale and retail trade, repair of motor vehicles and motorcycles</b>	746	3.591	1.294
<b>Transportation and storage</b>	194	1.264	1.414
<b>Accommodation and food service activities</b>	236	866	1.159
<b>Information and communication</b>	154	195	2.205
<b>Financial and insurance activities</b>	18	340	1.940
<b>Real estate activities</b>	75	52	1.868
<b>Professional, scientific and technical activities</b>	358	632	1.639
<b>Administrative and support service activities</b>	102	310	1.191
<b>Public administration and defence, compulsory social security</b>	74	1.519	1.812
<b>Education</b>	111	3.248	1.561
<b>Human health and social work activities</b>	130	3.541	1.636
<b>Arts, entertainment and recreation</b>	512	237	1.365
<b>Other service activities</b>	1.176	189	1.251

Source: Central Bureau of Statistics, data for 2023

## Unemployed

	<b>Rate</b>
<b>Unemployment Rate</b>	4,70%

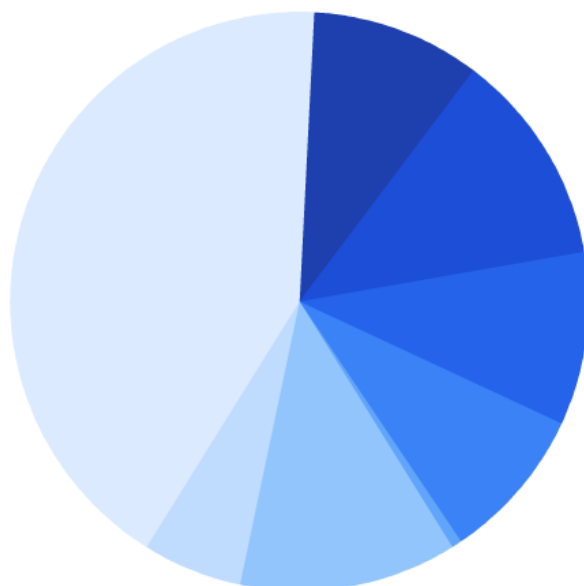
Source: Central Bureau of Statistics, data for 2023

## Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	23
Mining and quarrying	3
Manufacturing	543
Electricity, gas, steam and air conditioning supply	2
Water supply, sewerage, waste management and remediation activities	24
Construction	188
Wholesale and retail trade, repair of motor vehicles and motorcycles	189
Transportation and storage	43
Accommodation and food service activities	126
Information and communication	20
Financial and insurance activities	33
Real estate activities	12
Professional, scientific and technical activities	42
Administrative and support service activities	54
Public administration and defence, compulsory social security	89
Education	81
Human health and social work activities	142
Arts, entertainment and recreation	13
Other service activities	75
Not classified	276
<b>Total</b>	<b>1.978</b>

Source: Croatian Employment Service, data for 2023

## Registered unemployed by occupation



- Legislators, officials and directors: 203
- Technicians and professional associates: 236
- Administrative officers: 189
- Service and trade occupations: 167
- Farmers, foresters, fishermen, hunters: 10
- Occupations in crafts and individual production: 239
- Plant and machinery operators, industrial manufacturers and product assemblers: 108
- Simple occupations: 827

Source: Croatian Employment Service, data for 2023

## Support Institutions Contacts

Name	Contact	Website
<b>Zagorje Development Agency</b>	<a href="mailto:secretary@zara.hr">secretary@zara.hr</a>	<a href="https://www.zara.hr/">https://www.zara.hr/</a>
<b>Krapina Zagorje County Entrepreneurial Centre</b>	<a href="mailto:info@poduzetnickicentar-kzz.hr">info@poduzetnickicentar-kzz.hr</a>	<a href="https://poduzetnickicentar-kzz.hr/">https://poduzetnickicentar-kzz.hr/</a>