

# Požega-Slavonia County

The Požega-Slavonia County, green and golden “Vallis Aurea” was mentioned for the first time in 1210 as the Požega County with its seat in the Požega fortress (today the Old Town in the centre of Požega). With an area of 1,823 square kilometres, about 64,420 inhabitants (1.66% of the total population of Croatia), and an average population density of 35.34 inhabitants/km<sup>2</sup>, Požega-Slavonia County is one of the smallest counties in the Republic of Croatia.

Požega-Slavonia County consist of 5 cities (Lipik, Kutjevo, Pakrac, Pleternica, Požega) and has the same number of municipalities (Brestovac, Čaglin, Jakšić, Kaptol, Velika). When we think about Slavonia, continental region in Croatia, the first idea of it is long and flat space. However, Požega-Slavonia County is surrounded with hills and mountains, which the higher parts are mostly covered with forests with the moderate continental climate. On the southern slopes of the mountains and hills are placed world-known vineyards, and the valley is covered with fertile fields. It is important to mention the northern hill Papuk that make different climate on southern slopes and protects the valley from strong northern winds, and the southern slopes have a milder climate than the valley. The county abounds in rich flora and fauna (45% is covered by forests), many thermal springs and river courses, and a rich cultural heritage.

The economic environment of Požega-Slavonia County is based on agriculture and processing industry. The most represented branches of the processing industry are metal processing, wood processing and food industry, while a smaller part are the textile industry and the production and processing of non-metallic mineral products and electrical equipment. The economy of the Požega-Slavonia County is traditionally export-oriented to approximately 30 European and global markets. The tradition of entrepreneurship and craftsmanship as well as the metal processing, textile, wood and food industries give a great opportunity for the further development of the Požega-Slavonia County. The county is also known as an agricultural area, especially for wine production. Furthermore, the wealth of natural resources and raw materials and the long-standing tradition of agricultural production at more than 5,000 family farms and trading companies are also great investment potentials of the Požega-Slavonia County.

In the Požega-Slavonia County, there is a tradition and additional potential for the improvement of freshwater fishing and horse breeding in the western parts of the County. In addition, the preserved environment and natural resources are a potential and motivation for honey production. Rich cultural and historical heritage and preserved nature are potentials for the development of continental tourism, especially by strengthening cultural tourism and cultural and creative industries. These resources are also the potential for more intensive development of other selective forms of tourism, such as hunting, rural, sports tourism, etc. It is important to mention few more examples that have the potential to strengthen the tourist offer and those are numerous villas, manors, castles, Lipik Spa and the State Stud Farm Đakovo - Lipik as many others. In addition, the wealth of mineral raw materials (stone, quartz sand) is certainly a potential for economic development.

[Source: Development Agency of Požega Slavonia County - PANORA, April 2025]

## Main Indicators

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**GDP** EUR

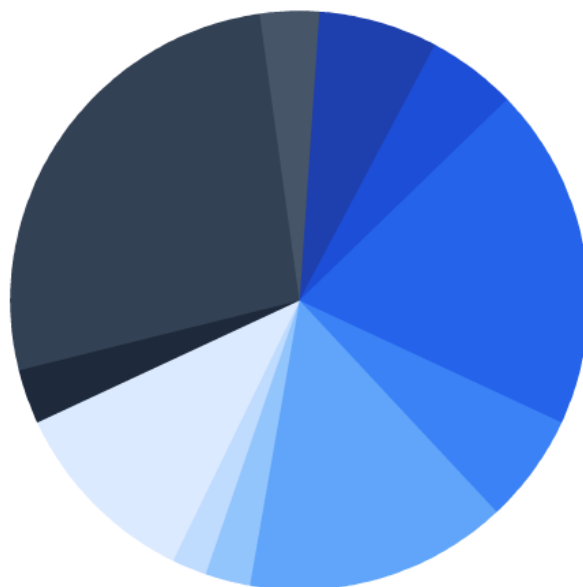
672.629.339

<b>Population</b>	60.976
Men	29.744
Women	31.232
Age 0-14	8.564
Age 15+	52.412
<b>GDP Per Capita</b> EUR	11.062,53
<b>Area Size</b> km <sup>2</sup>	1.823

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

## Gross Value Added by Activities

EUR



- Agriculture, forestry and fishing: 43192405.22
- Mining and quarrying and other industries: 26915234.35
- Manufacturing: 107836869.47
- Construction: 33324696.44
- Wholesale and retail trade, transportation, storage, accommodation and food service activities: 82598448.53
- Information and communication: 13643411.91
- Financial and insurance activities: 10407135.18
- Real estate activities: 60545293.89
- Professional, scientific, technical, administrative and support service activities: 16976670.58
- Public administration and defence, education, human health and social work activities: 149267741.04
- Other service activities: 18045567.45

Source: Central Bureau of Statistics, data for 2023

## Infrastructure

**Motorways** km

0

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<b>Broadband Connections</b> number and density	12.183 / 52%
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<b>Number of issued building permits</b>	120
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Source: Central Bureau of Statistics: Motorways (2024), Building permits (2023), Croatian Regulatory Agency for Network Industries: Broadband Connections (Q2 2024)

## Investments

### Amount

<b>Foreign Direct Investments</b> million EUR	68
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Source: Croatian National Bank, 1993 - 2025

## Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
<b>Crop and animal production, hunting and related service activities</b>	35,74
<b>Manufacture of other non-metallic mineral products</b>	20,70
<b>Manufacture of electrical equipment</b>	9,08
<b>Manufacture of food products</b>	7,75
<b>Land transport and transport via pipelines</b>	5,36
<b>Other</b>	-10,62

Source: Croatian National Bank, 1993 - 2025

## Foreign Direct Investment by Country

mil. EUR

Country	Amount
<b>Czechia</b>	40,99
<b>Italy</b>	21,34
<b>Slovenia</b>	12,39
<b>Germany</b>	4,22
<b>Russia</b>	1,99
<b>Other</b>	-12,92

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	46.387
Machinery and equipment with fittings	31.968
Transport equipment	5.438
Cultivated biological resources	4.197
Intellectual property products	615
<b>Total</b>	<b>90.455</b>

Source: Central Bureau of Statistics, data for 2024

### Biggest Investors

Company	Activity	Website
<b>TEKIJA d.o.o.</b>	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	<a href="http://www.tekija.hr">http://www.tekija.hr</a>
<b>AGRONOM d.o.o.</b>	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	<a href="http://www.agronom.hr">http://www.agronom.hr</a>
<b>SPIN VALIS d. d.</b>	MANUFACTURING	<a href="http://www.spinvalis.hr">http://www.spinvalis.hr</a>
<b>MAGMA d. o. o.</b>	MANUFACTURING	<a href="http://www.magma-pz.hr">http://www.magma-pz.hr</a>
<b>CESTE POŽEGA d.o.o.</b>	CONSTRUCTION	<a href="http://www.cestepozega.hr">http://www.cestepozega.hr</a>
<b>VINOTA d.o.o.</b>	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	<a href="http://www.shhuma.com">http://www.shhuma.com</a>
<b>EMBER KAMIN d.o.o.</b>	MANUFACTURING	<a href="http://www.ember.hr">http://www.ember.hr</a>
<b>VELIČKI KAMEN d.o.o.</b>	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	<a href="http://www.velicki-kamen.hr">http://www.velicki-kamen.hr</a>
<b>COLOR EMAJL d. o. o.</b>	MANUFACTURING	<a href="http://www.color.hr">http://www.color.hr</a>
<b>Experta grupa d.o.o.</b>	REAL ESTATE ACTIVITIES	<a href="http://-">http://-</a>

Source: Financial Agency, data for 2024

## Maximum Investment Incentives' Intensity according to the Investment Promotion Act

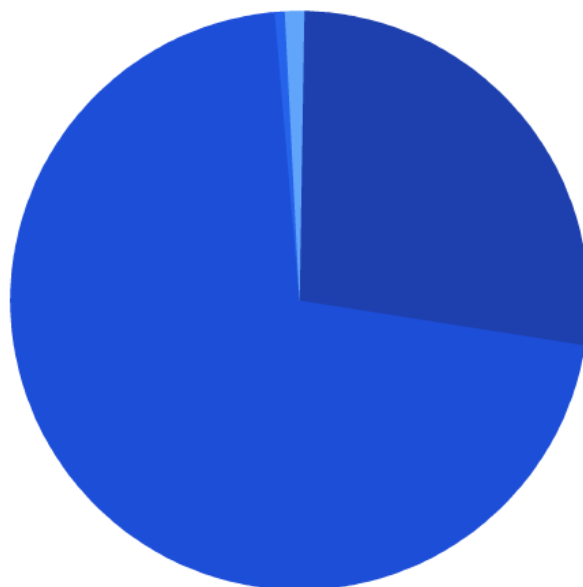
Large enterprises	Medium enterprises	Small and micro-enterprises
50%	60%	70%

Source: 2022-2027 Regional Aid Map for Croatia

## International Trade

### Export by Activity

000 EUR

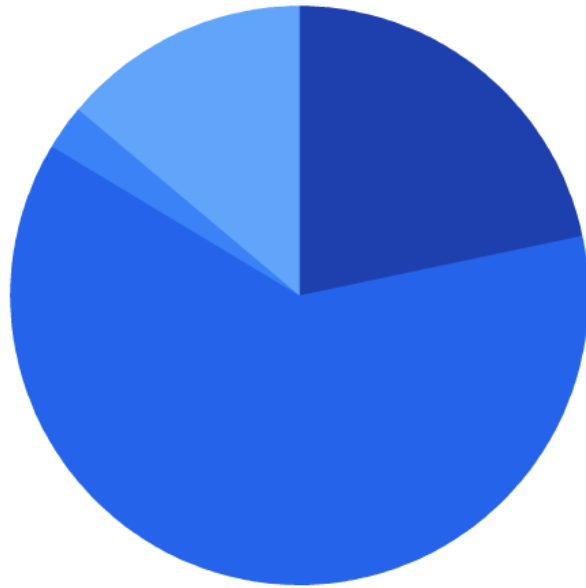


- Agriculture, forestry and fishing: 47897
- Manufacturing: 124971
- Water supply, sewerage, waste management and remediation activities: 527
- Construction: 361
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 1881
- Transportation and storage: 260
- Information and communication: 33
- Administrative and support service activities: 5

Source: Central Bureau of Statistics, data for 2024

### Import by Activity

000 EUR

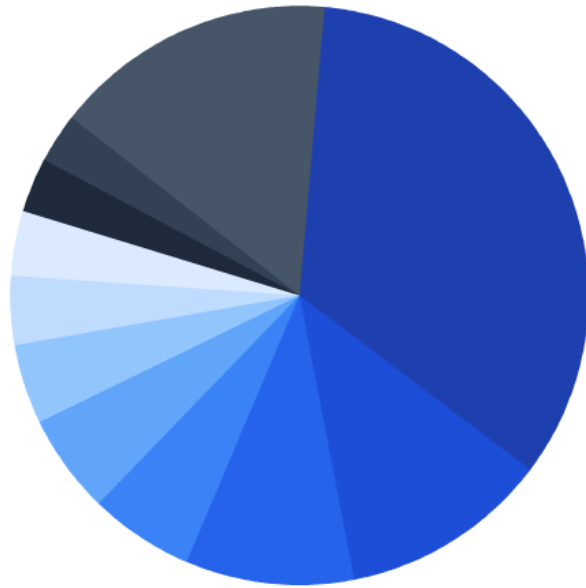


- Agriculture, forestry and fishing: 26583
- Mining and quarrying: 23
- Manufacturing: 75950
- Construction: 2924
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 16833
- Transportation and storage: 288
- Accommodation and food service activities: 34
- Information and communication: 15
- Financial and insurance activities: 3
- Professional, scientific and technical activities: 40
- Administrative and support service activities: 87
- Education: 40
- Arts, entertainment and recreation: 20
- Other service activities: 85
- Not classified: 98

Source: Central Bureau of Statistics, data for 2024

## Export by Country

000 EUR

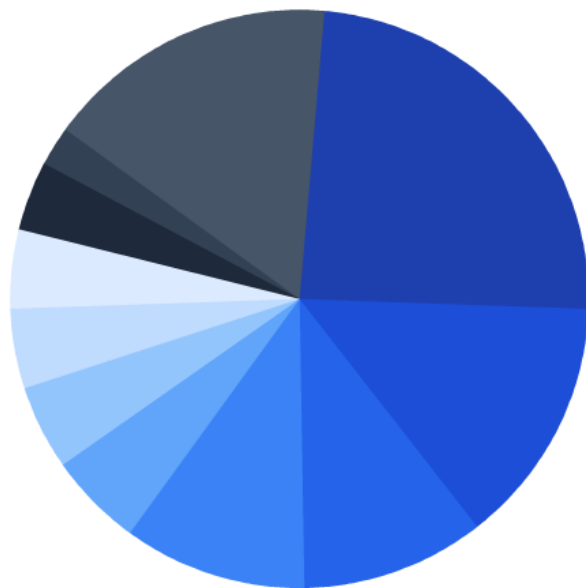


- Italy: 61795
- Bosnia & Herzegovina: 20486
- Germany: 16529
- Serbia: 9912
- France: 9378
- Slovenia: 7639
- United Kingdom: 6684
- Bulgaria: 6121
- Denmark: 4979
- Czechia: 4846
- Other: 27566

Source: Central Bureau of Statistics, data for 2024

## Import by Country

000 EUR





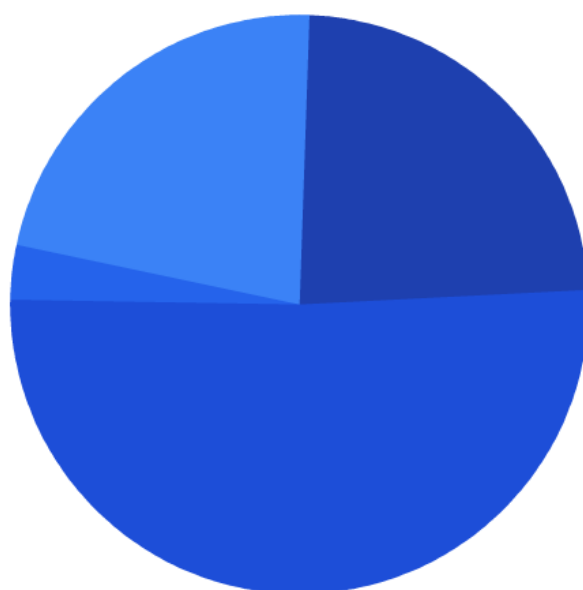
Source: Central Bureau of Statistics, data for 2024

## Education

Education level	Number of pupils
<b>Kindergartens and Other Legal Entities Implementing Preschool Education Programmes</b>	2.218
<b>Basic Schools, Beginning of School Year</b>	4.756
<b>Upper Secondary Schools, Beginning of School Year</b>	2.528
<b>Students Enrolled on Professional and University Study, According to Place of Permanent Residence</b>	1.524

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

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



- Grammar schools: 150
- Technical and related schools: 319
- Secondary art schools: 18
- Industrial and crafts schools: 138
- Special secondary schools: 1

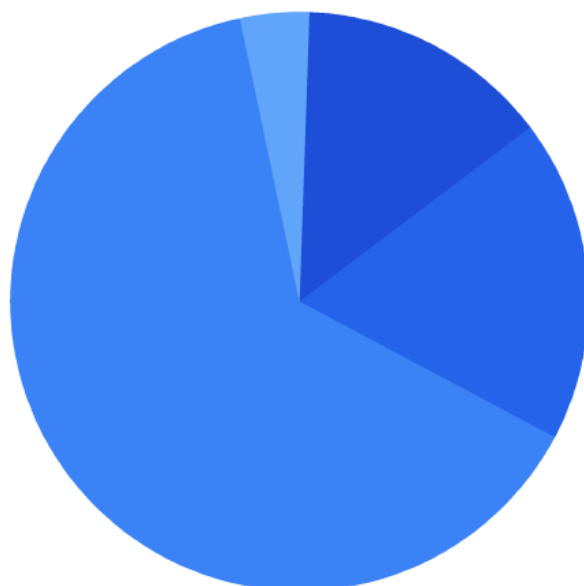
Source: Central Bureau of Statistics, data for 2023/2024

## Number of Students and Institutions by Educational Sectors

<b>Educational Sector</b>	<b>Number of Institutions</b>	<b>Number of Students</b>
<b>Electrical engineering and computing</b>	1	309
<b>Health and social work</b>	1	302
<b>Economics, trade and business administration</b>	1	286
<b>Mechanical engineering, shipbuilding and metallurgy</b>	2	237
<b>Tourism and catering</b>	2	222
<b>Construction and geodesy</b>	2	204
<b>Agriculture, food and veterinary</b>	1	161
<b>Textiles and leather</b>	1	56
<b>Forestry, wood processing and treatment</b>	2	40
<b>Personal, security and other services</b>	1	25

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: 76
- Faculties - Professional Study: 94
- Faculties - University study: 332
- Art academies: 19

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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**Faculty of Tourism and Rural Development in Požega** 145

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>	59	827	1.699
<b>Mining and quarrying</b>	2	119	1.525
<b>Manufacturing</b>	188	3.387	1.291
<b>Electricity, gas, steam and air conditioning supply</b>	11	169	2.076

<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>	11	386	1.592
<b>Construction</b>	199	1.119	1.318
<b>Wholesale and retail trade, repair of motor vehicles and motorcycles</b>	203	1.429	1.286
<b>Transportation and storage</b>	67	858	1.252
<b>Accommodation and food service activities</b>	110	404	1.194
<b>Information and communication</b>	46	128	1.788
<b>Financial and insurance activities</b>	4	192	1.758
<b>Real estate activities</b>	10	12	1.648
<b>Professional, scientific and technical activities</b>	139	369	1.542
<b>Administrative and support service activities</b>	40	111	1.141
<b>Public administration and defence, compulsory social security</b>	43	1.686	2.087
<b>Education</b>	60	1.916	1.964
<b>Human health and social work activities</b>	69	2.028	2.234
<b>Arts, entertainment and recreation</b>	318	154	1.508
<b>Other service activities</b>	759	209	1.078

Source: Central Bureau of Statistics, data for 2024

## Unemployed

	<b>Rate</b>
<b>Unemployment Rate</b>	10,60%

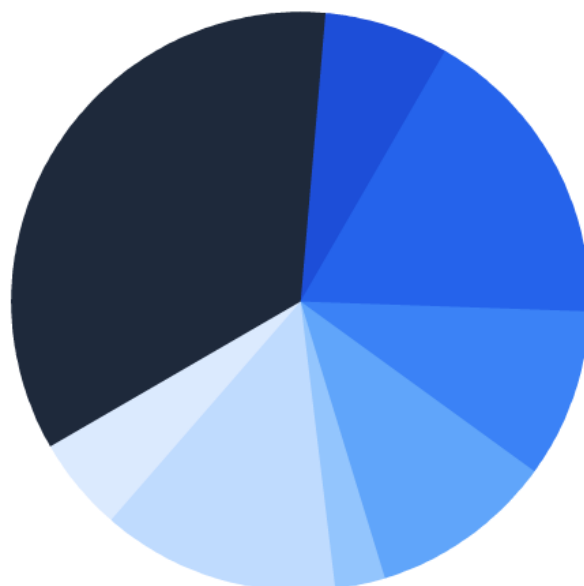
Source: Central Bureau of Statistics, data for 2024

## Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	110
Mining and quarrying	1
Manufacturing	336
Electricity, gas, steam and air conditioning supply	-
Water supply, sewerage, waste management and remediation activities	16
Construction	140
Wholesale and retail trade, repair of motor vehicles and motorcycles	170
Transportation and storage	56
Accommodation and food service activities	218
Information and communication	14
Financial and insurance activities	8
Real estate activities	4
Professional, scientific and technical activities	48
Administrative and support service activities	92
Public administration and defence, compulsory social security	125
Education	71
Human health and social work activities	94
Arts, entertainment and recreation	10
Other service activities	102
Not classified	322
<b>Total</b>	<b>1.937</b>

Source: Croatian Employment Service, data for 2024

## Registered unemployed by occupation



- Legislators, officials and directors: 1
- Scientists, engineers and experts: 160
- Technicians and professional associates: 330
- Administrative officers: 179
- Service and trade occupations: 195
- Farmers, foresters, fishermen, hunters: 50
- Occupations in crafts and individual production: 254
- Plant and machinery operators, industrial manufacturers and product assemblers: 101
- Simple occupations: 668

Source: Croatian Employment Service, data for 2024

## Support Institutions Contacts

Name	Contact	Website
<b>Development Agency of Požega Slavonia County - PANORA</b>	<a href="mailto:rkrsz@panora.hr">rkrsz@panora.hr</a>	<a href="https://panora.hr/">https://panora.hr/</a>
<b>Local Development Agency Požega</b>	<a href="mailto:lo-ra@pozega.hr">lo-ra@pozega.hr</a>	<a href="http://www.lo-ra.hr">http://www.lo-ra.hr</a>
<b>Local Development Agency Entrepreneurial center Pakrac</b>	<a href="mailto:info@pc-pakrac.hr">info@pc-pakrac.hr</a>	<a href="http://www.pc-pakrac.hr">http://www.pc-pakrac.hr</a>
<b>Entrepreneurial center Pleternica</b>	<a href="mailto:info@plink.hr">info@plink.hr</a>	<a href="https://pcpl.hr/en">https://pcpl.hr/en</a>
<b>Lipik Development and Travel agency LIRA" Ltd.</b>	<a href="mailto:lira@lipik.hr">lira@lipik.hr</a>	<a href="http://www.liralipik.com">http://www.liralipik.com</a>

Name	Contact	Website
<b>"Era" Ltd., European Development agency of Kutjevo city</b>	<a href="mailto:info@era-kutjevo.hr">info@era-kutjevo.hr</a>	<a href="http://www.era-kutjevo.hr">http://www.era-kutjevo.hr</a>
<b>Coworking Center Panora</b>	<a href="mailto:coworking@pszupanija.hr">coworking@pszupanija.hr</a>	<a href="https://www.coworking-panora.hr/en/">https://www.coworking-panora.hr/en/</a>
<b>Local development agency PAK-RA</b>	<a href="mailto:info@lra-pakra.hr">info@lra-pakra.hr</a>	<a href="https://lra-pakra.hr/">https://lra-pakra.hr/</a>