

Virovitica-Podravina County

Virovitica-Podravina County is located between the Drava River in the north and the Papuk, Krndija and Bilogora mountain ranges in the south. In the north, along the Drava River, it has a long border with Hungary, in the southwest along the peaks of Bilogora it borders Bjelovar-Bilogora County, in the southeast along the peaks of Papuk and Krndija it borders Požega-Slavonia County, and in the lowland areas of Podravina in the west with Koprivnica-Križevci County and in the east with Osijek-Baranja County. Virovitica-Podravina County covers an area of 2.024 km², which is 3.57% of the total territory of the Republic of Croatia and ranks 14th in size among Croatian counties. According to the 2021. census, the population is 70.660 (population density is 34 inhabitants/km²), placing the county in 19th place in terms of population. The area of Virovitica-Podravina County is administratively divided into 3 cities (Virovitica, Orahovica, Slatina) and 13 municipalities (Crnac, Čačinci, Čađavica, Gradina, Lukač, Mikleuš, Nova Bukovica, Pitomača, Sopje, Suhopolje, Špišić Bukovica, Voćin and Zdenci, which contain 188 settlements).

Transport connection and strategic position

In the field of transport, the development potential is represented by the construction of the Bjelovar – Terezino Polje border crossing expressway, which is currently under construction, the modernization of the railway infrastructure, in which significant investments are being made that will enable the connection of Virovitica to the main corridor railway in Koprivnica with final goal of better connectivity with Zagreb, the planning and implementation of the construction of ring roads around the cities, further development of road infrastructure and the development of the Drava river waterway system. There is also potential for new cycling routes and the development of existing ones, as well as for improving pedestrian infrastructure. A significant development potential is the completed investment in broadband infrastructure and the operation of high-speed internet service providers.

Economy and Entrepreneurship

The most important economic branches in Virovitica-Podravina County are manufacturing (19.5% of total GDP), wholesale and retail trade, transportation and storage, food preparation and serving (11.8%), agriculture, forestry and fishing (19.2%), and real estate (10.7%).

Entrepreneurial infrastructure and business support institutions

In Virovitica-Podravina County 45 entrepreneurial zones for production, trade, storage and service purposes have been established. Several supporting institutions operate in the county: Business Incubator Network of Virovitica-Podravina County, 3 local development agencies and 1 regional coordinator and sectoral-oriented supporting institutions Pannonian Wood Competence Center, Technological and Innovation Center and the Center for Dairy Research and Development in Virovitica.

Sustainability and green transition

In the field of energy, geothermal sources represent a potential for future development, provided that ongoing geothermal potential research, as well as future research, confirms the economic justification for their exploitation. Within the implemented project “Research of geothermal potential in the Virovitica-Podravina County” geothermal potential assessment studies were prepared for the areas of Virovitica, Slatina, Orahovica and Nova Bukovica, as well as a hydro-geothermal potential assessment study for the Virovitica-Podravina County. The use of geothermal water for agricultural purposes (heating greenhouses, glasshouses, fish ponds) also represents a development potential. Also, the long tradition of mineral raw material exploitation and the existence of several prominent entrepreneurs in this segment of the economy (especially in the case of the production of technical stone) represents an important potential for future economic development, especially if production is

further developed in the direction of higher value-added products.

Agriculture and continental tourism

The county has significant potential in agriculture, primarily due to its rich natural resources. However, significant development potential is represented by the accelerated development of the irrigation systems, in which the county is ahead of the Republic of Croatia with approximately 3,000 ha of irrigated areas with a plan of 10,000 ha of irrigated areas. Knowledge and experience in agricultural production, and the increasing orientation of farmers towards organic agriculture, vegetable growing and the production of medicinal plants also represent a big potential for further investments. Freshwater fisheries also has significant potential for further development.

The potential for tourism development is represented by a rich cultural heritage and natural attractions, particularly for special forms of tourism such as active, rural, sports, gastronomy tourism, and increased investment and progress made in improving of the tourist offer. The potential for tourism development is also recorded by successful examples of eco-ethno villages, the development of rural tourism through small farms offering excursions, weekend trips and overnight stays in nature, and the development of tourism on freshwater ponds. Since 2019., several visitor centers were established in the county: "Dravska priča" in Noskovci, "Geo info Center Voćin" within the Papuk Nature Park, "EPIcenter Sequoia Slatina", and the "Križnica Visitor Center" in Pitomača municipality. Major investments have also been made in the reconstruction of cultural heritage in the county, including the reconstruction of the Janković manor in Kapela Dvor, the reconstruction of the Janković castle in Suhopolje, and the reconstruction of the Pejačević family castle in the center of Virovitica.

The county has significant potential for the protection, preservation, and improvement of the environment. A high level of nature protection has been achieved, activities are being carried out to preserve natural heritage, improve the quality of cultivated landscapes and preserve the wealth of wildlife, which contributes to mitigating climate change. Part of the Drava River flow in the county is also part of the Mura-Drava-Danube Biosphere Reserve, while part of the county is also the Papuk Nature Park - UNESCO World Geopark.

Available workforce and labor market

According to Croatian Pension Insurance Institute data, in 2023., 21.691 people were employed, which represents an increase in employment of 12.4% compared to 2016. The number of permanent employment contracts is 26% higher in 2023. than in 2016. and the total income of the population is higher for 49,4%. The average net salary in 2024. was 1.189,00 euros.

Observed by activity, the largest share of employees in legal entities in Virovitica-Podravina County is in the processing industry with 25.3%.

Exports and foreign trade

Virovitica-Podravina County, in the observed period from 2013. to 2023., has continuously achieved a surplus in foreign trade, and in 2022. this surplus was the largest in the observed 11 years period and amounted to 109,5 million euros. Unlike Croatia, Virovitica-Podravina County is marked by positive trends, i.e. a surplus in goods as a result of a higher value of goods exports than imports.

The export-import coverage index in Virovitica-Podravina County in 2023. was 144,8, while the export-import coverage of the Republic of Croatia was only 57,8. This is an exceptional indicator for Virovitica-Podravina County, which shows that businesses achieve 1,45 euros of export per 1 euro of import, while businesses in Croatia achieve 0,58 euros of export per 1 euro of import.

The largest foreign trade partners of Virovitica-Podravina County in 2023. were: Germany, Italy, Slovenia, Austria, Serbia, Hungary and Bosnia and Herzegovina, with 65% of total trade (of a total 69 countries).

Strategic sectors for investment and development

Looking at the number of investors and the amount of investments in Virovitica-Podravina County in 2023., according to FINA data, there were 77 investor entrepreneurs with an investment amount of 33 million euros. The average investment amount per investor was 0.4 million euros. In Virovitica-Podravina County, the largest amount of foreign direct investment in 2023. was 11.24 million euros.

[Source: Virovitica-Podravina County, April 2025]

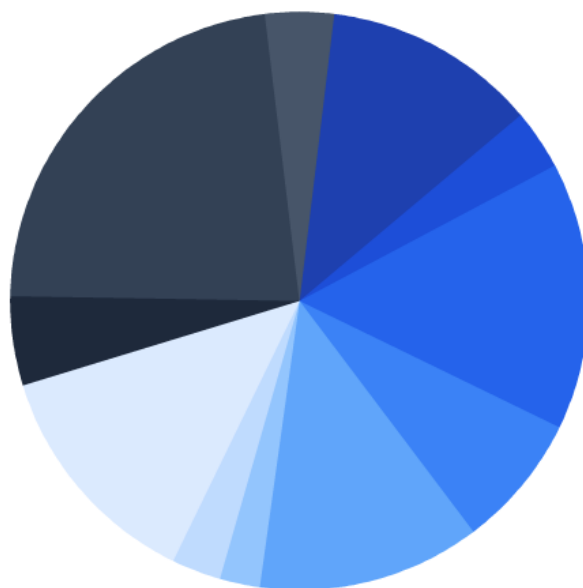
Main Indicators

GDP EUR	739.766.209
Population	67.554
Men	32.868
Women	34.686
Age 0-14	9.349
Age 15+	58.205
GDP Per Capita EUR	10.968,09
Area Size km ²	2.024

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

Gross Value Added by Activities

EUR



- Agriculture, forestry and fishing: 85153752.04
- Mining and quarrying and other industries: 19074480.56
- Manufacturing: 91123521.29
- Construction: 44857513.95
- Wholesale and retail trade, transportation, storage, accommodation and food service activities: 76098252.62
- Information and communication: 12339500.31
- Financial and insurance activities: 16855964.03
- Real estate activities: 80359016.02
- Professional, scientific, technical, administrative and support service activities: 30039680.62
- Public administration and defence, education, human health and social work activities: 140653438.87
- Other service activities: 22368230.37

Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km	0
Broadband Connections number and density	14.926/ 57%
Number of issued building permits	186

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	39

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	27,29
Crop and animal production, hunting and related service activities	12,87
Electricity, gas, steam and air conditioning supply	6,75
Manufacture of food products	3,33
Real estate activities	0,53
Other	-11,41

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Germany	25,26
France	7,25
Serbia	7,24
Sweden	2,76
Switzerland	1,34
Other	-4,50

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	74.583
Machinery and equipment with fittings	31.577
Transport equipment	7.092
Cultivated biological resources	5.402
Intellectual property products	9.013
Total	132.888

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
PP ORAHOVICA d.o.o.	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	http://www.pporahovica.hr
KOMRAD d.o.o.	WATER SUPPLY; SEWERAGE; WASTE MANAGMENT AND REMEDIATION ACTIVITIES	http://-
Naturala d.o.o.	MANUFACTURING	http://www.ennafruit.hr
HERBARIUM d.o.o.	MANUFACTURING	http://www.herbarium.hr

Company	Activity	Website
auric timber d.o.o.	MANUFACTURING	http://www.auric-timber.com
DENIS d.o.o.	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	http://-
DIBA d.o.o.	WHOLESALE AND RETAIL TRADE	http://zito@zito.hr
SECTOR d.o.o.	MANUFACTURING	http://-
VIRKOM d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.virkom.hr
PLINKOM d.o.o.	SUPPLY OF ELECTRICITY, GAS, STEAM AND AIR CONDITIONING	http://www.plinkom.hr

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

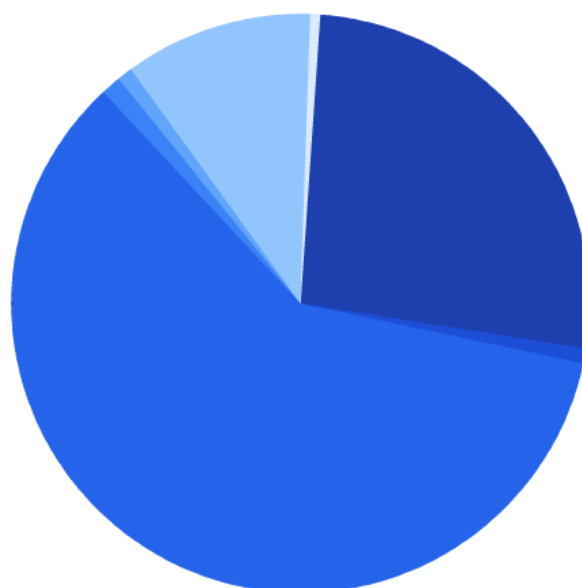
Large enterprises	Medium enterprises	Small and micro-enterprises
50%	60%	70%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

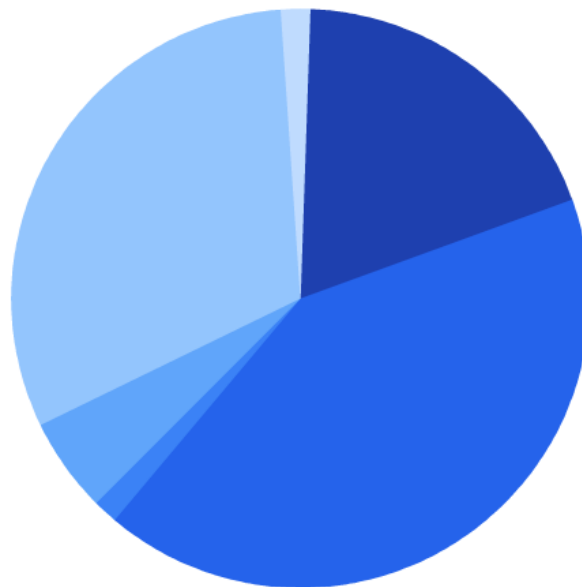


- Agriculture, forestry and fishing: 57797
- Mining and quarrying: 1396
- Manufacturing: 125986
- Water supply, sewerage, waste management and remediation activities: 2146
- Construction: 1482
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 21838
- Transportation and storage: 78
- Professional, scientific and technical activities: 703
- Other service activities: 17
- Not classified: 121

Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

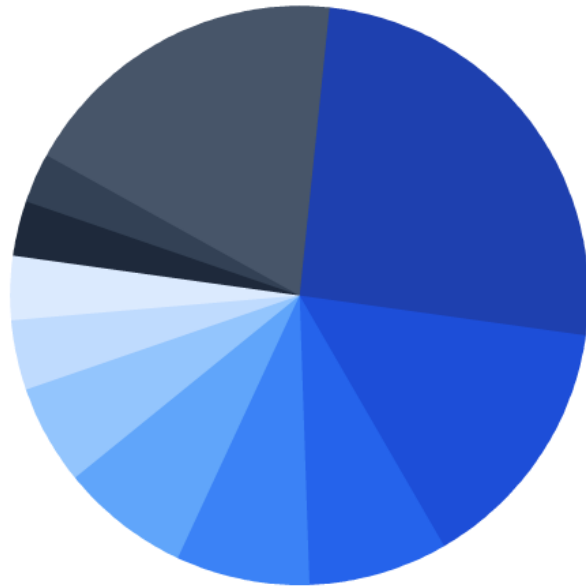


- Agriculture, forestry and fishing: 21895
- Mining and quarrying: 7
- Manufacturing: 47059
- Water supply, sewerage, waste management and remediation activities: 1265
- Construction: 5885
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 35164
- Transportation and storage: 1719
- Accommodation and food service activities: 14
- Information and communication: 18
- Real estate activities: 17
- Professional, scientific and technical activities: 286
- Arts, entertainment and recreation: 25
- Other service activities: 44
- Not classified: 143

Source: Central Bureau of Statistics, data for 2024

Export by Country

000 EUR

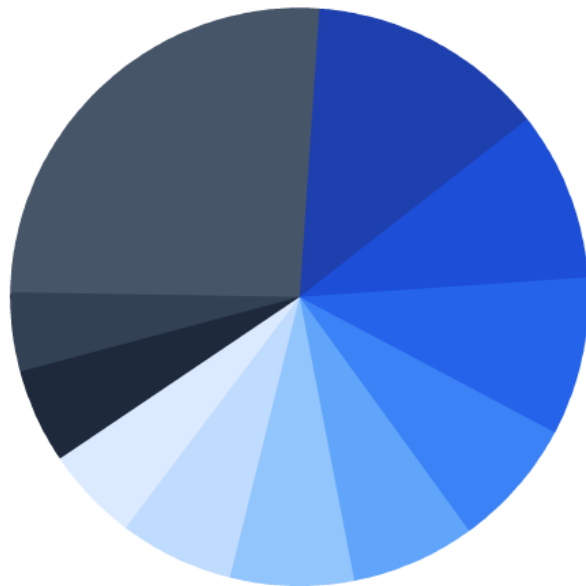


- Germany: 57094
- Italy: 30337
- Hungary: 16297
- Slovenia: 15491
- Serbia: 15233
- Austria: 11293
- Kosovo: 7810
- Switzerland: 7542
- Portugal: 6084
- Bosnia & Herzegovina: 5330
- Other: 39053

Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



- Germany: 16399
- Serbia: 10498
- Austria: 9928
- Slovenia: 8161
- Hungary: 7796
- Netherlands: 7730
- Poland: 7144
- North Macedonia: 5966
- Bosnia & Herzegovina: 5842
- Czechia: 4803
- Other: 29273

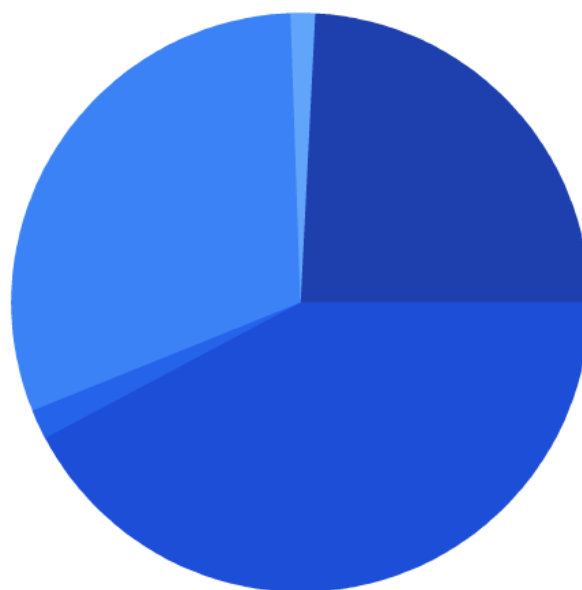
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	2.198
Basic Schools, Beginning of School Year	5.258
Upper Secondary Schools, Beginning of School Year	2.564
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	1.399

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

Number of High School Students Who Have Completed Their Education



- Grammar schools: 157
- Technical and related schools: 264
- Secondary art schools: 9
- Industrial and crafts schools: 191
- Special secondary schools: 7

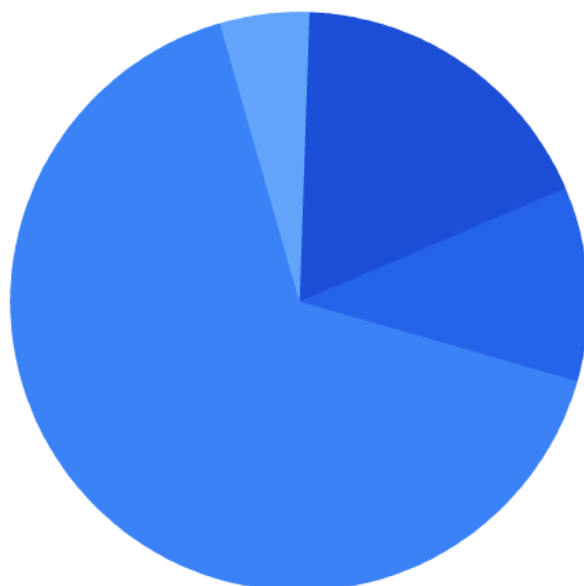
Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Economics, trade and business administration	5	349
Mechanical engineering, shipbuilding and metallurgy	4	293
Electrical engineering and computing	4	265
Tourism and catering	4	240
Health and social work	3	206
Forestry, wood processing and treatment	3	194
Personal, security and other services	2	176
Agriculture, food and veterinary	4	121
Textiles and leather	2	23
Graphic technology and audio-visual design	1	9

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: 93
- Faculties - Professional Study: 53
- Faculties - University study: 330
- Art academies: 24

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
School of Professional Higher Education for Management in Tourism and Informatics, Virovitica	81

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)
Agriculture, forestry and fishing	155	1.274	1.466
Mining and quarrying	3	109	1.870
Manufacturing	226	4.054	1.244
Electricity, gas, steam and air conditioning supply	34	224	1.748

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Water supply, sewerage, waste management and remediation activities	16	307	1.317
Construction	193	885	1.301
Wholesale and retail trade, repair of motor vehicles and motorcycles	280	1.967	1.239
Transportation and storage	71	689	1.303
Accommodation and food service activities	82	324	1.200
Information and communication	42	152	1.809
Financial and insurance activities	4	295	1.690
Real estate activities	16	31	1.423
Professional, scientific and technical activities	157	495	1.457
Administrative and support service activities	29	118	1.106
Public administration and defence, compulsory social security	106	1.264	2.116
Education	57	1.979	1.961
Human health and social work activities	84	1.653	2.123
Arts, entertainment and recreation	384	186	1.486
Other service activities	752	152	1.163

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	15,00%

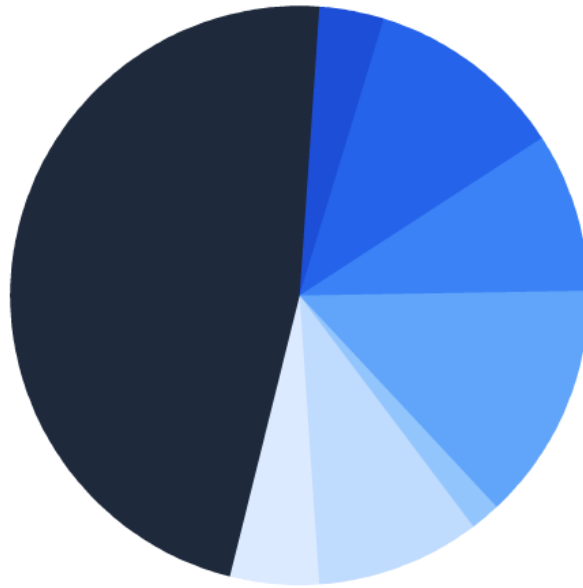
Source: Central Bureau of Statistics, data for 2024

Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	373
Mining and quarrying	3
Manufacturing	556
Electricity, gas, steam and air conditioning supply	5
Water supply, sewerage, waste management and remediation activities	26
Construction	241
Wholesale and retail trade, repair of motor vehicles and motorcycles	245
Transportation and storage	49
Accommodation and food service activities	303
Information and communication	17
Financial and insurance activities	13
Real estate activities	6
Professional, scientific and technical activities	74
Administrative and support service activities	147
Public administration and defence, compulsory social security	316
Education	92
Human health and social work activities	144
Arts, entertainment and recreation	27
Other service activities	125
Not classified	551
Total	3.313

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation



- Legislators, officials and directors: 3
- Scientists, engineers and experts: 153
- Technicians and professional associates: 366
- Administrative officers: 294
- Service and trade occupations: 439
- Farmers, foresters, fishermen, hunters: 47
- Occupations in crafts and individual production: 296
- Plant and machinery operators, industrial manufacturers and product assemblers: 159
- Simple occupations: 1558

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
VIDRA - Virovitica-Podravina County's Development Regional Agency	info@ravidra.hr	https://ravidra.hr/
DRAFT d.o.o.	info@draftdoo.hr	https://draftdoo.hr/
Slatina City Development Agency - GRAS	info@gras.com.hr	https://www.gras.com.hr/
Development Agency VTA	ured@vta.hr	https://vta.hr
Business incubator of Virovitica-Podravina County	info@inkubatorivpz.hr	https://inkubatorivpz.hr

Name	Contact	Website
Pannonian wood center of competence of Virovitica-Podravina County	ured@pdck.hr	https://www.pdck.hr/
Technological and innovation center Virovitica	ivana.nemet@ticvt.hr	https://ticvt.hr/
Virovitica County Chamber	hgkvi@hgk.hr	https://hgk.hr/zupanijska-komora-virovitica
Business zones of city of Virovitica	antonio.drazic@virovitica.hr	https://www.viroviticainvest.eu/en/