

# Lika-Senj County

Lika-Senj County spans 5,350.00 km<sup>2</sup> of land and 596.63 km<sup>2</sup> of sea surface. Its geographical position, geostrategic location, and unique natural features create a blend of mountainous and coastal regions, making it one of the most diverse counties with significant development potential. Gospić is the administrative center of the County. Despite its relatively large area, Lika-Senj County is the least populated and sparsely inhabited region in Croatia, ranking last (21st place) compared to other counties and the City of Zagreb.

Lika-Senj County encompasses four cities—Gospić, Novalja, Otočac, Senj—and eight municipalities: Brinje, Donji Lapac, Karlobag, Lovinac, Perušić, Plitvička Jezera, Udbina, and Vrhovine. It is divided between mountainous Croatia and the Croatian Littoral, bordered by Primorje-Gorski Kotar County to the northwest, Karlovac County to the north, Zadar County to the south and southeast, and Bosnia and Herzegovina to the east. Positioned as a crossroads, it connects major Croatian cities—Zagreb, Rijeka, and Split—as well as Zadar and Karlovac.

The County benefits from excellent transportation infrastructure, including the A1 highway (connecting Zagreb-Split-Dubrovnik) and national roads linking Zadar and Karlovac. Gospić and Otočac serve as significant transit hubs. Railways ensure regional and national connectivity, while nearby airports in Rijeka (Krk Island) and Zadar provide access to domestic and international destinations. Investment in maritime infrastructure—ports, docks in Senj, Stinica Bay, Žigljen, Novalja—has enhanced connections to islands like Pag, Rab, and Krk.

Natural advantages include vast forests, abundant freshwater reserves, significant hydropower potential, agricultural land, and aquaculture opportunities. The County prioritizes industries such as wood processing, food production, agriculture and livestock farming, renewable energy, and tourism (coastal, eco, and rural tourism). Remarkably, 58% of Croatia's national parks are in Lika-Senj County, including Plitvice Lakes, Paklenica, and Northern Velebit, along with Velebit Nature Park and many protected areas.

Lika-Senj County invites investments through developed infrastructure, strategic location, proximity to EU and Southeast Europe markets, established entrepreneurial zones, and incentives for investors. The Development Center offers services like incubation, coworking spaces, business education, and support for start-ups. It acts as a one-stop hub for entrepreneurial and investment services.

There are numerous reasons to invest in Lika-Senj County. These include its developed infrastructure (social, transport, business, telecommunications), excellent geostrategic location (equidistant from Croatia's three main trade hubs—Zagreb, Rijeka, and Split), proximity to EU and Southeastern European markets (bordering Bosnia and Herzegovina), established entrepreneurial zones ready to welcome investors, highly motivated workforce, availability of national, regional, and local incentives for investments, and excellent quality of life.

To foster entrepreneurship, Lika-Senj County established the Development Center, a central institution offering professional business services to entrepreneurs and investors. The Development Center acts as a "one-stop service" for investors, consolidating all required services in a single location. Its support focuses on incubation, acceleration, and facilities for processing fruits and honey, aiding both new and existing entrepreneurs. The Center provides information on financial incentives and the latest trends, organizes educational workshops, seminars, and conferences for skill development, and offers virtual incubators and coworking services, including business registration for users, networking opportunities for incubator members, help finding business

partners, reduction of operational costs, IT support, access to fully equipped coworking spaces, shared meeting and presentation facilities, expertise in managing start-ups during their early years, virtual promotional space for members and online education.

[Source: Lika-Senj County, March 2025]

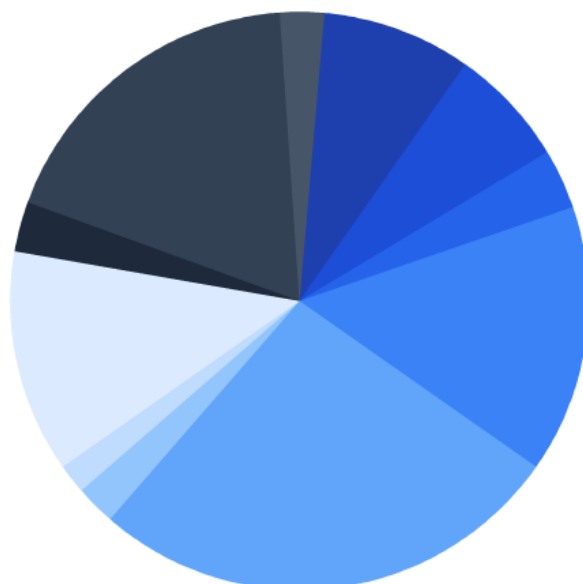
## Main Indicators

<b>GDP</b> EUR	738.827.158
<b>Population</b>	43.058
Men	21.430
Women	21.628
Age 0-14	5.603
Age 15+	37.455
<b>GDP Per Capita</b> EUR	17.222,69
<b>Area Size</b> km <sup>2</sup>	5.353

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

## Gross Value Added by Activities

EUR



- Agriculture, forestry and fishing: 59539564.44
- Mining and quarrying and other industries: 39615167.03
- Manufacturing: 20537766.72
- Construction: 91130104.17
- Wholesale and retail trade, transportation, storage, accommodation and food service activities: 164689167.76
- Information and communication: 13009942.31
- Financial and insurance activities: 9043984.84
- Real estate activities: 76270365.91
- Professional, scientific, technical, administrative and support service activities: 16892174.57
- Public administration and defence, education, human health and social work activities: 112602001.23
- Other service activities: 14807456.75

Source: Central Bureau of Statistics, data for 2023

## Infrastructure

<b>Motorways km</b>	118
<b>Broadband Connections</b> number and density	10.162 / 58%
<b>Number of issued building permits</b>	230

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

## Investments

	Amount
<b>Foreign Direct Investments</b> million EUR	463

Source: Croatian National Bank, 1993 - 2025

### Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
<b>Electricity, gas, steam and air conditioning supply</b>	238,55
<b>Real estate ownership investments</b>	104,12
<b>Civil engineering</b>	60,70
<b>Accommodation</b>	3,15
<b>Manufacture of chemicals and chemical products</b>	1,90
<b>Other</b>	-200,19

Source: Croatian National Bank, 1993 - 2025

### Foreign Direct Investment by Country

mil. EUR

Country	Amount
China	122,42
Hong Kong SAR China	115,82
Slovenia	99,56
Germany	87,47
Austria	14,23
Other	23,31

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	98.236
Machinery and equipment with fittings	51.366
Transport equipment	15.567
Cultivated biological resources	4.811
Intellectual property products	876
<b>Total</b>	<b>175.742</b>

Source: Central Bureau of Statistics, data for 2024

## Biggest Investors

Company	Activity	Website
<b>LIČKE VODE d.o.o.</b>	WATER SUPPLY; SEWERAGE; WASTE MANAGMENT AND REMEDICATION ACTIVITIES	<a href="http://info@licke-vode.hr">http://info@licke-vode.hr</a>
<b>HADRIA d.o.o.</b>	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	<a href="http://hadria@hadria.hr">http://hadria@hadria.hr</a>
<b>CALCIT LIKA d.o.o.</b>	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	<a href="http://www.calcit.com">http://www.calcit.com</a>

Company	Activity	Website
<b>MILLEM-INŽENJERING d.o.o.</b>	MANUFACTURING	<a href="http://www.millem-inzenjering.hr">http://www.millem-inzenjering.hr</a>
<b>E.MAX d. o. o.</b>	CONSTRUCTION	<a href="http://-">http://-</a>
<b>AMD d.o.o.</b>	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	<a href="http://-">http://-</a>
<b>GS-GRADNJA d.o.o.</b>	CONSTRUCTION	<a href="http://-">http://-</a>
<b>DEMIL TECH d.o.o.</b>	MANUFACTURING	<a href="http://-">http://-</a>
<b>LIKA CESTE d.o.o.</b>	CONSTRUCTION	<a href="http://www.likaceste.hr">http://www.likaceste.hr</a>
<b>G. P. D. Trcol, građevinsko- prijevoznička djelatnost, vl. Slobodan Trcol, Novalja, Čiaponjac III/1</b>	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	<a href="http://-">http://-</a>

Source: Financial Agency, data for 2024

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

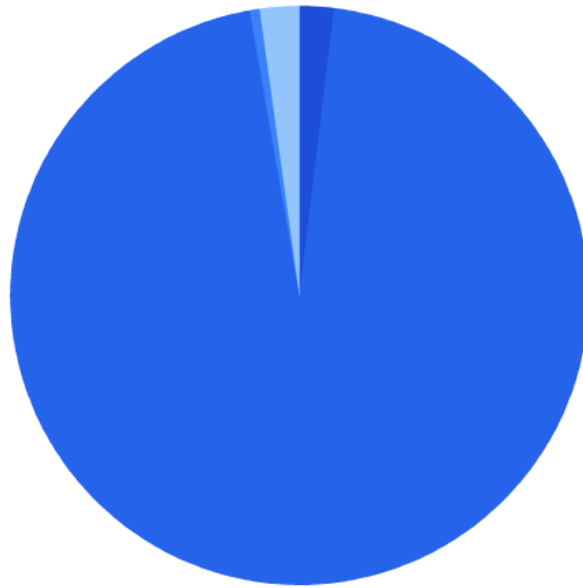
Large enterprises	Medium enterprises	Small and micro-enterprises
40%	50%	60%

Source: 2022-2027 Regional Aid Map for Croatia

## International Trade

### Export by Activity

000 EUR

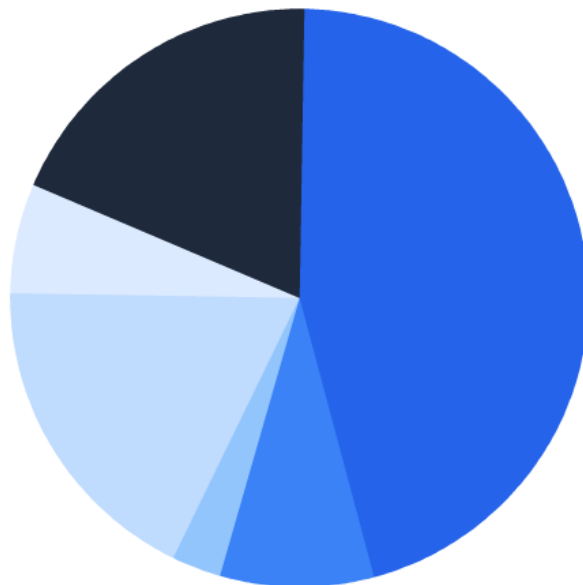


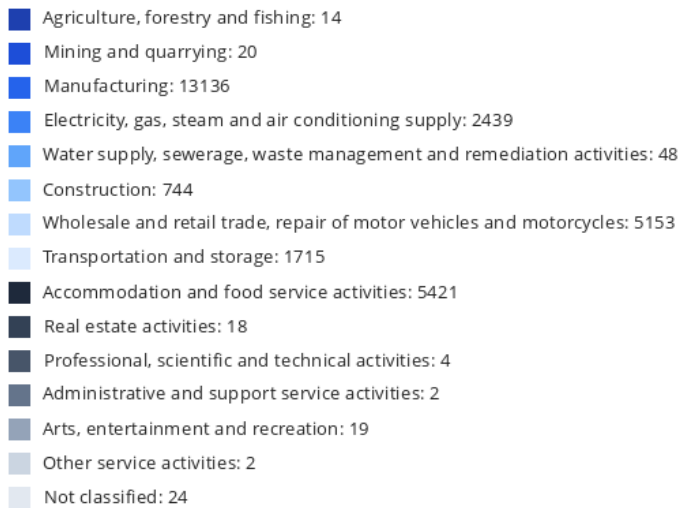
- Agriculture, forestry and fishing: 67
- Mining and quarrying: 1518
- Manufacturing: 75326
- Water supply, sewerage, waste management and remediation activities: 336
- Construction: 3
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 1686
- Transportation and storage: 9
- Accommodation and food service activities: 2
- Administrative and support service activities: 133

Source: Central Bureau of Statistics, data for 2024

## Import by Activity

000 EUR

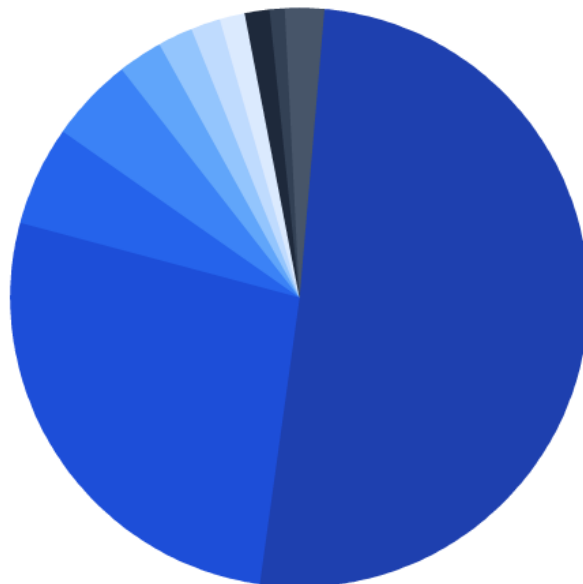




Source: Central Bureau of Statistics, data for 2024

## Export by Country

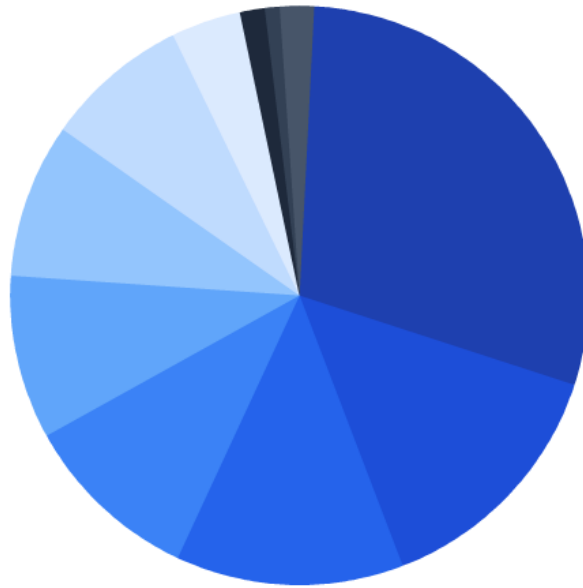
000 EUR



Source: Central Bureau of Statistics, data for 2024

## Import by Country

000 EUR



- Slovenia: 8564
- Germany: 4066
- Austria: 3667
- China: 2862
- France: 2627
- Poland: 2472
- Italy: 2292
- Bosnia & Herzegovina: 1039
- Netherlands: 396
- Spain: 217
- Other: 557

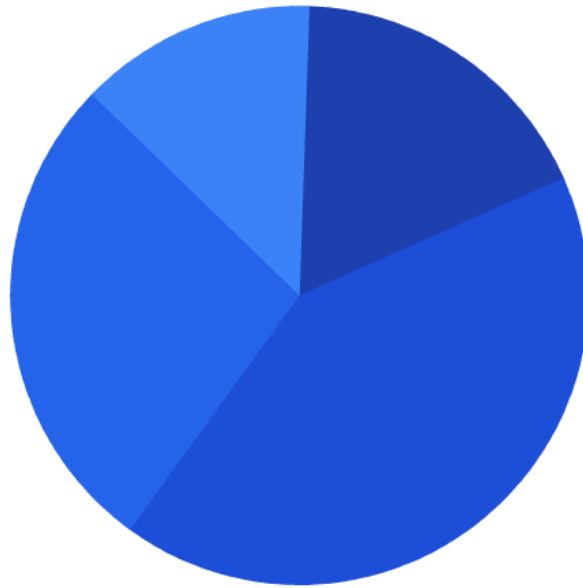
Source: Central Bureau of Statistics, data for 2024

## Education

Education level	Number of pupils
<b>Kindergartens and Other Legal Entities Implementing Preschool Education Programmes</b>	1.382
<b>Basic Schools, Beginning of School Year</b>	3.039
<b>Upper Secondary Schools, Beginning of School Year</b>	1.021
<b>Students Enrolled on Professional and University Study, According to Place of Permanent Residence</b>	829

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

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



- Grammar schools: 67
- Technical and related schools: 153
- Industrial and crafts schools: 100
- Secondary schools for adults: 49

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

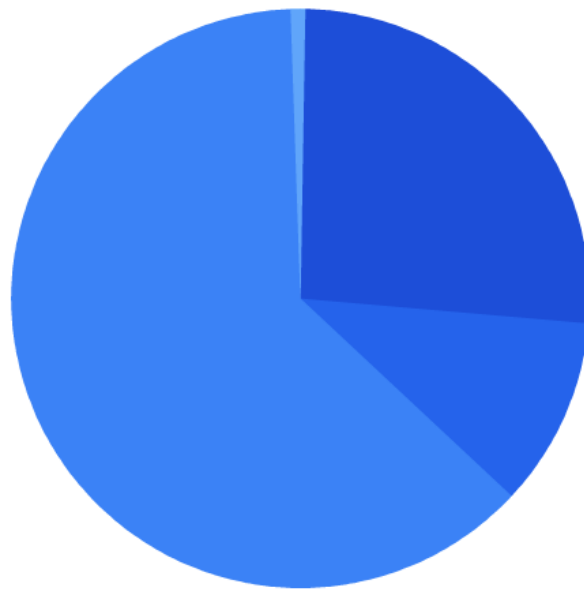
### Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
<b>Tourism and catering</b>	3	207
<b>Economics, trade and business administration</b>	2	132
<b>Electrical engineering and computing</b>	3	131
<b>Health and social work</b>	1	123
<b>Transport and logistics</b>	1	68
<b>Mechanical engineering, shipbuilding and metallurgy</b>	2	63
<b>Forestry, wood processing and wood processing</b>	1	50
<b>Construction and geodesy</b>	1	42
<b>Personal, security and other services</b>	1	42

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: 70
- Faculties - Professional Study: 28
- Faculties - University study: 166
- Art academies: 2

Source: Državni zavod za statistiku, podaci za 2024. godinu

## Institutions of Higher Education and Graduated Students

Name	Students who graduated from or completed university or professional study
<b>Polytechnic "Nikola Tesla" in Gospić</b>	49

Source: Državni zavod za statistiku, podaci za 2021. godinu

## 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>	70	953	1.781
<b>Mining and quarrying</b>	8	36	1.699
<b>Manufacturing</b>	155	1.026	1.393
<b>Electricity, gas, steam and air conditioning supply</b>	21	397	1.973

<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>	26	657	1.413
<b>Construction</b>	193	720	1.300
<b>Wholesale and retail trade, repair of motor vehicles and motorcycles</b>	149	1.206	1.356
<b>Transportation and storage</b>	91	1.053	1.588
<b>Accommodation and food service activities</b>	235	1.283	1.290
<b>Information and communication</b>	26	49	1.757
<b>Financial and insurance activities</b>	1	153	1.724
<b>Real estate activities</b>	44	50	1.177
<b>Professional, scientific and technical activities</b>	115	202	1.575
<b>Administrative and support service activities</b>	75	143	1.197
<b>Public administration and defence, compulsory social security</b>	70	1.826	2.106
<b>Education</b>	40	1.292	1.885
<b>Human health and social work activities</b>	51	954	2.270
<b>Arts, entertainment and recreation</b>	274	309	1.751
<b>Other service activities</b>	597	133	1.473

Source: Central Bureau of Statistics, data for 2024

## Unemployed

	<b>Rate</b>
<b>Unemployment Rate</b>	8,20%

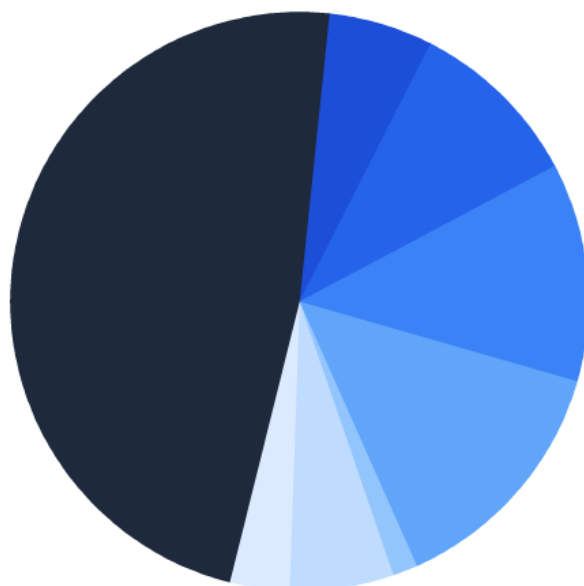
Source: Central Bureau of Statistics, data for 2024

## Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	46
Mining and quarrying	2
Manufacturing	98
Electricity, gas, steam and air conditioning supply	1
Water supply, sewerage, waste management and remediation activities	19
Construction	62
Wholesale and retail trade, repair of motor vehicles and motorcycles	100
Transportation and storage	35
Accommodation and food service activities	173
Information and communication	6
Financial and insurance activities	4
Real estate activities	5
Professional, scientific and technical activities	19
Administrative and support service activities	36
Public administration and defence, compulsory social security	119
Education	40
Human health and social work activities	39
Arts, entertainment and recreation	46
Other service activities	60
Not classified	222
<b>Total</b>	<b>1.132</b>

Source: Croatian Employment Service, data for 2024

## Registered unemployed by occupation



- Legislators, officials and directors: 1
- Scientists, engineers and experts: 83
- Technicians and professional associates: 107
- Administrative officers: 135
- Service and trade occupations: 154
- Farmers, foresters, fishermen, hunters: 13
- Occupations in crafts and individual production: 63
- Plant and machinery operators, industrial manufacturers and product assemblers: 36
- Simple occupations: 537

Source: Croatian Employment Service, data for 2024

## Support Institutions Contacts

Name	Contact	Website
<b>Development Center of Lika-Senj County</b>	<a href="mailto:razvojni.centar@licko-senjska.hr">razvojni.centar@licko-senjska.hr</a>	<a href="http://www.rc.licko-senjska.hr/">http://www.rc.licko-senjska.hr/</a>
<b>Lika-Senj County, Administrative Department for Economy, Maritime Affairs and Transport</b>	<a href="mailto:gospodarstvo@licko-senjska.hr">gospodarstvo@licko-senjska.hr</a>	<a href="http://www.licko-senjska.hr">http://www.licko-senjska.hr</a>
<b>Public institution of Lika-Senj County Development Agency - LIRA</b>	<a href="mailto:lira@lsz-lira.hr">lira@lsz-lira.hr</a>	<a href="https://www.lsz-lira.hr/">https://www.lsz-lira.hr/</a>

Name	Contact	Website
<b>Ragan Entrepreneurial Center</b>	<a href="mailto:info@ragan.hr">info@ragan.hr</a>	<a href="https://www.ragan.hr/">https://www.ragan.hr/</a>
<b>Institution for the development of the City of Senj</b>	<a href="mailto:info@ras.hr">info@ras.hr</a>	<a href="http://www.ras.hr">http://www.ras.hr</a>
<b>Croatian Chamber of Commerce Otočac County Chamber</b>	<a href="mailto:hgkot@hgk.hr">hgkot@hgk.hr</a>	<a href="https://www.hgk.hr/zupanijska-komora-otocac">https://www.hgk.hr/zupanijska-komora-otocac</a>
<b>Chamber of Crafts of Lika-Senj County</b>	<a href="mailto:ok.gospic@hok.hr">ok.gospic@hok.hr</a>	<a href="https://www.oklsz.hr">https://www.oklsz.hr</a>
<b>Local action group LAG Lika</b>	lag- <a href="mailto:lika@lag-lika.hr">lika@lag-lika.hr</a>	<a href="https://lag-lika.hr/home/">https://lag-lika.hr/home/</a>
<b>Cluster Lika Destination</b>	<a href="mailto:info@lika-destination.hr">info@lika-destination.hr</a>	<a href="https://www.lika-destination.hr/en/">https://www.lika-destination.hr/en/</a>
<b>HAMAG-BICRO Branch Gospić</b>	<a href="mailto:ana.vrkljan@hamagbicro.hr">ana.vrkljan@hamagbicro.hr</a>	<a href="https://en.hamagbicro.hr/">https://en.hamagbicro.hr/</a>
<b>HBOR Regional Office for Lika</b>	<a href="mailto:flokas@hbor.hr">flokas@hbor.hr</a>	<a href="https://www.hbor.hr/contact/198">https://www.hbor.hr/contact/198</a>