

Osijek-Baranja County

Osijek-Baranja County is situated in the northeast of the Republic of Croatia, in a predominantly flat area around the lower course of the Drava River to its confluence with the Danube. The county extends from Donji Miholjac and Našice in the west to Erdut in the east, and from the Croatian-Hungarian border in the north to Brod-Posavina County and Vukovar-Srijem County in the south. It covers a few large regions - Baranja in the northeast, Podravina and the Našice region in the west and the Đakovo region in the south.

The county covers an area of 4,155 km² and has 262 settlements with a total population of 258,026. In terms of legal status, it is a regional self-government unit, administratively divided into seven cities/towns and 35 municipalities. The City of Osijek is the county's industrial, administrative, academic, legal, health, sports and cultural center, the largest city in Slavonia and the fourth largest city in Croatia.

Osijek-Baranja County has an extremely favorable position in terms of geostrategy and traffic, with a well-developed road and railway infrastructure (1,700 km of roads and 180 km of railways) and transport corridors. The Pan-European Corridor Vc connects Central Europe with the Adriatic Sea, while the A5 motorway - linked directly to the A3 - connects the county with Zagreb, the Croatian capital. The Danube, the Drava and ports in Osijek, Batina and Aljmaš are part of the network of European rivers. Osijek Airport is an international regional airport, located 20 km away from Osijek. The excellent road and railway infrastructure as well as the vicinity of the Drava, the Danube and river ports give the Osijek Airport enormous potential for the transport of goods and services. Osijek's exceptional geostrategic position is due to its spatial proximity and traffic connection with the capitals of four countries, located on four sides of the world - Zagreb, Belgrade, Sarajevo and Budapest.

Rich and well-preserved natural resources, high-quality soil (260,778 hectares of arable land), water supplies and a moderate continental climate make this area very suitable for agriculture and agricultural production. Farming and livestock breeding, vegetable farming, fruit farming and viticulture are well-developed. Osijek-Baranja County is rich in thermal waters and various types of wood, including oak, ash, beech, poplar and other. Numerous irrigation systems are being developed in the county, taking up a total area of about 14,000 ha. In addition to several smaller ULO cold storage facilities, the Osijek-Baranja County Regional Distribution Center for Fruit and Vegetables has been operating since 2023, with a total cold storage capacity of 3,228 tons, i.e. the infrastructure required for receiving and trading in agricultural products intended particularly for small farmers.

Josip Juraj Strossmayer University of Osijek, founded in 1975, is the third oldest and largest Croatian university, comprised of 14 faculties, an Academy of Arts and Culture and three university departments. The University implements functional integration based on the unified and coordinated operation of all scientific and artistic components and infrastructure institutions and is strongly focused on inclusion in modern European systems of higher education and science, of course while preserving its own uniqueness and identity. An excellent educational structure, the availability of formal education, as well as networking with scientific and research institutions and the economy are the comparative advantages of this area. There are also 76 primary and 30 secondary schools operating in the Osijek-Baranja County, most of which were founded by the County itself, which, through a comprehensive approach, strives to achieve optimal results through the education system.

Agriculture and the food industry are the most important economic sectors leading to the development of Osijek-Baranja County. The economy of Osijek-Baranja County is dominated by the processing industry, especially the food processing industry, characterized by the availability of raw

materials and processing capacities as well as a long-standing tradition of production. The metal, chemical, wood and paper industry are also well-developed, just like agriculture, civil engineering, trade and tourism. The ICT industry is thriving particularly in Osijek, which has positioned itself as the center of this industry beyond the Croatian borders. The county's economic activity is dominated by micro-, small and medium-sized enterprises. Crafts also have a long and rich tradition, and in recent years they have recorded continuous growth and development, starting from the number of active crafts to quality production programs.

Entrepreneurial zones are the core of economic growth and development. In about 30 zones across the county, which are equipped with the necessary infrastructure, entrepreneurs can be given favorable business conditions, such as free or subsidized land, reduced municipal contribution or even full exemption from paying municipal contribution. The catalog of entrepreneurial zones provides an overview of all necessary data on entrepreneurial zones. The county has also developed a network of business support institutions, particularly business centers, incubators and accelerators. A special impetus to development was brought about by the construction of the Economic Center of Osijek-Baranja County in Osijek, whose modern infrastructure and facilities, along with facilities for events, fairs and conferences, open new opportunities and potential for the development of a number of economic activities.

Osijek-Baranja County is the capital of continental tourism in Croatia. Its unique tourist offers give visitors an opportunity to enjoy cultural, active, gastronomy and ethnic, religious, medical and cycling tourism. It has a perfect combination of nature, intangible cultural heritage, rural lifestyle and memorable food and ethnic experiences, blending into a unique tourist product that all visitors appreciate, recognize and keep returning to. Kopački Rit Nature Park, a world-renowned nature reserve and a wetland home to over 2,300 biological and 300 bird species, is a true pearl of eastern Croatia's natural heritage.

Osijek-Baranja County is a favorable location for domestic and foreign investment, which was confirmed by the arrival of large investors such as the American company Jabil. The County administration is competent for providing expert and administrative support to all potential investors. It can also ensure cooperation and networking with all competent institutions, making it possible for investments to be realized more efficiently and quickly. The creation of a stimulating business environment via regional and state support measures increases the competitiveness of this area and builds an excellent foundation for sustainable growth and development.

Rich natural resources, excellent location and transport connections, developed economy, long tradition and qualified workforce, agriculture and tourism, entrepreneurial zones and entrepreneurial infrastructure, incentive measures and support from the regional administration are some of the benefits offered by Osijek-Baranja County, and its employees are ready to support every new initiative, facilitate investment and develop a partnership with every investor.

Today, Osijek-Baranja County has a stable, responsible and systematically organized approach in all segments of its activities, it is focused on the future, and it always strives to overcome the consequences of past war events, economic and other crises as a challenge and a different opportunity for development.

In order to continue positive trends in the development of the economy and the overall standard of living for its citizens, Osijek-Baranja County adopted a Development Plan up to 2027. The detailed document contains an analysis of the current situation, lists specific development opportunities and plans, as well as a program for the implementation of 40 strategic projects worth a total of 2.2 billion euro, which are priorities for the balanced growth and development of the entire county. The projects cover all spheres of life, from healthcare, education, culture and sports, economy,

municipal, transport, social and other infrastructure to other areas essential for the life and development in a community. In addition to the financially, technologically and significantly large projects, which were already completed, such as the construction of the Economic Center of Osijek-Baranja County, the Regional Distribution Center of Osijek-Baranja County for Fruits and Vegetables, the irrigation system, the underpass in St. L. B. Mandić Street in Osijek, there are a number of capital projects such as the road Corridor Vc and several agglomerations with wastewater treatment plants that have been completed or are in an advanced stage of implementation. For individual projects (such as the construction of the Regional Center for Waste Management Orlovnjak, the new Clinical Hospital Center Osijek, and the revitalization of the area of the former OLT company), project-technical and other documentation is being prepared, sources of financing secured and other preparations for their implementation finalized. The Plan also serves as the basis for new future projects, which their lead institutions can refer to when applying for European, national and other sources of financing. It is also aligned with the Development Strategy of the Republic of Croatia up to 2030 and important planning documents of the European Union.

Agricultural production and the food industry are the most important sectors of the economy and the drivers of development in Osijek-Baranja County, and in recent years, the tourism sector, whose potential is extremely large, has received great attention and accelerated growth. Special emphasis in the development of Osijek-Baranja County is placed on green transition and digital transformation, maximum reduction of harmful impacts on the environment and mitigation of the consequences of climate change, and the implementation of new technological solutions in all spheres of social and business life.

In Osijek-Baranja County, numerous projects are underway in all areas under the jurisdiction of the regional government, as well as capital investments, including those that exceed the financial capacity of the county. In doing so, the county's own funds are used as initial funds, while the largest investments are realized largely thanks to European and national funds.

In the upcoming planning period, Osijek-Baranja County wants to further strengthen its status as a modern, open, high-quality and more recognizable Croatian and European destination with a diversified economy, an environment where entrepreneurship, tourism and organic agriculture are based on innovation, knowledge and creativity. By caring about the protection of the environment and nature, clear and encouraging conditions, a high level of infrastructure equipment, and friendly and professional services from county services, it aims to attract guests, business partners and investors.

[Source: Public Institution Development Agency of Osijek - Baranja County, April 2025]

Main Indicators

GDP EUR	3.808.327.227
Population	250.767
Men	121.366
Women	129.401
Age 0-14	34.150
Age 15+	216.617

GDP Per Capita EUR

15.227,62

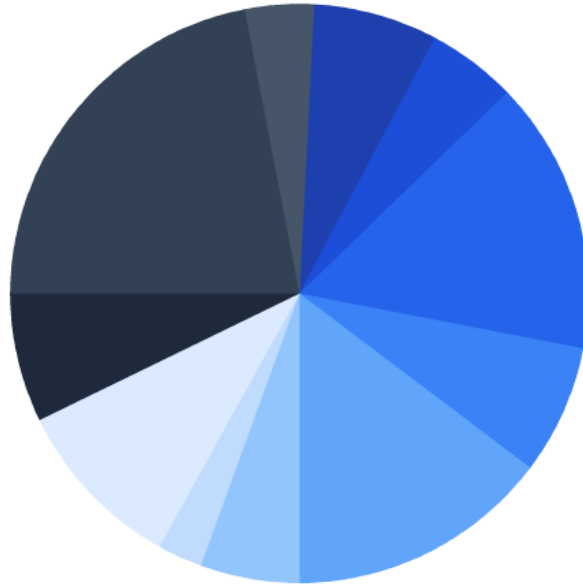
Area Size km²

4.155

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

Gross Value Added by Activities

EUR



■ Agriculture, forestry and fishing: 242828467.81

■ Mining and quarrying and other industries: 158015961.16

■ Manufacturing: 483292469.03

■ Construction: 229903455.93

■ Wholesale and retail trade, transportation, storage, accommodation and food service activities: 466476987.78

■ Information and communication: 168777232.91

■ Financial and insurance activities: 78265197.58

■ Real estate activities: 307443138.32

■ Professional, scientific, technical, administrative and support service activities: 228815048.87

■ Public administration and defence, education, human health and social work activities: 698825619.5

■ Other service activities: 123582850.76

Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km

67

Broadband Connections number and density

62.114 / 63%

Number of issued building permits

713

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

Investments

	Amount
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Foreign Direct Investments million EUR 492

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
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Manufacture of machinery and equipment n.e.c. 140,40

Forestry and logging 74,15

Civil engineering 71,62

Manufacture of chemicals and chemical products 52,53

Crop and animal production, hunting and related service activities 48,32

Other 105,32

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
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Germany 136,73

Austria 130,41

Netherlands 122,87

Bosnia & Herzegovina 54,92

Hungary 45,46

Other 1,95

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)
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Buildings, spaces and structures 303.325

Asset type	Amount (EUR, 000)
Machinery and equipment with fittings	156.565
Transport equipment	38.137
Cultivated biological resources	14.928
Intellectual property products	6.082
Total	532.160

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
VODOVOD-OSIJEK d.o.o.	WATER SUPPLY; SEWERAGE; WASTE MANAGMENT AND REMEDICATION ACTIVITIES	http://www.vodovod.com
Mesna industrija RAVLIĆ d.o.o.	MANUFACTURING	http://www.ravlic.hr
GPP d.o.o.	TRANSPORTATION AND STORAGE	http://www.gpp-osijek.com
ŽITO d.d.	AGRICULTURE, FORESTRY AND FISHERIES	http://-
NEXE d.d.	MANUFACTURING	http://www.nexe.hr
BELJE plus d.o.o.	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	http://www.belje.hr
DRAVA INTERNATIONAL d.o.o.	WATER SUPPLY; SEWERAGE; WASTE MANAGMENT AND REMEDICATION ACTIVITIES	http://-
LUKENDA TRANSPORT d.o.o.	TRANSPORTATION AND STORAGE	http://-
NOVI AGRAR d.o.o.	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	http://-
Saponia d.d.	MANUFACTURING	http://www.saponia.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%

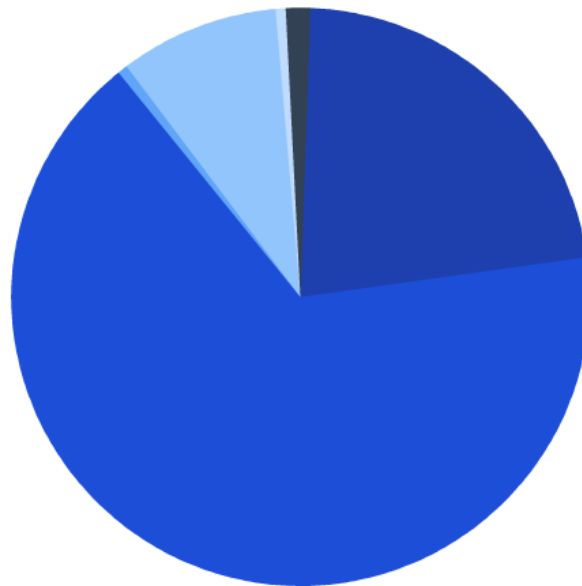
70%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

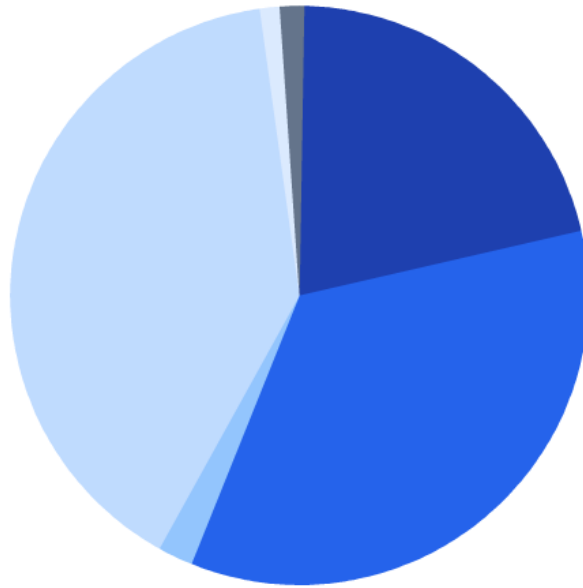


- Agriculture, forestry and fishing: 192821
- Manufacturing: 562540
- Electricity, gas, steam and air conditioning supply: 212
- Water supply, sewerage, waste management and remediation activities: 774
- Construction: 2484
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 74946
- Transportation and storage: 3366
- Accommodation and food service activities: 148
- Information and communication: 1091
- Professional, scientific and technical activities: 10274
- Administrative and support service activities: 40
- Education: 29
- Human health and social work activities: 163
- Arts, entertainment and recreation: 16
- Other service activities: 11
- Not classified: 241

Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

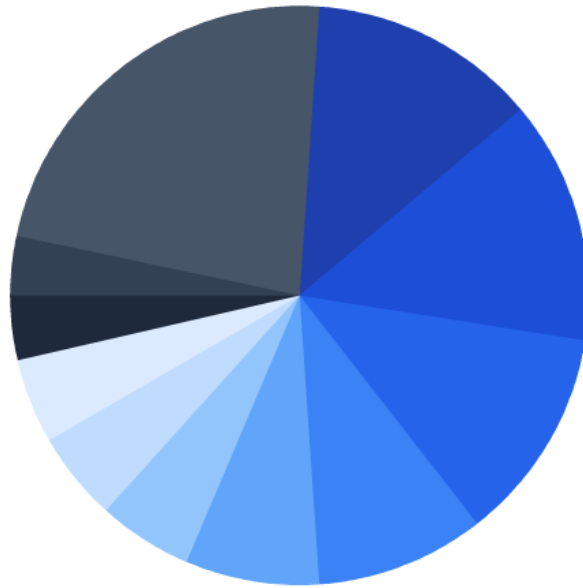


- Agriculture, forestry and fishing: 187664
- Mining and quarrying: 565
- Manufacturing: 304289
- Electricity, gas, steam and air conditioning supply: 812
- Water supply, sewerage, waste management and remediation activities: 189
- Construction: 15338
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 349069
- Transportation and storage: 7472
- Accommodation and food service activities: 745
- Information and communication: 384
- Real estate activities: 9
- Professional, scientific and technical activities: 11017
- Administrative and support service activities: 1168
- Education: 16
- Human health and social work activities: 414
- Arts, entertainment and recreation: 1299
- Other service activities: 672
- Not classified: 135

Source: Central Bureau of Statistics, data for 2024

Export by Country

000 EUR

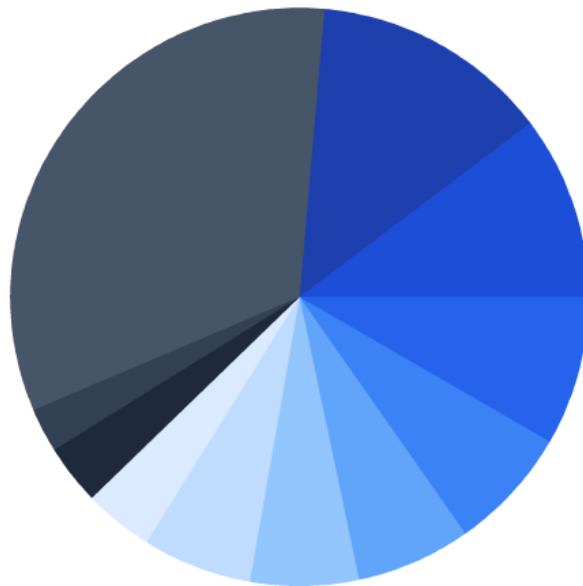


- Serbia: 116303
- Italy: 114345
- Hungary: 100829
- Bosnia & Herzegovina: 78868
- Germany: 63537
- Slovenia: 44789
- Poland: 41671
- United States: 39380
- Austria: 29871
- Kosovo: 26212
- Other: 193351

Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



- Germany: 150302
- Hungary: 105471
- Italy: 84495
- China: 71235
- Serbia: 64513
- Austria: 60609
- Slovenia: 60210
- Netherlands: 38866
- Bosnia & Herzegovina: 33727
- Poland: 25081
- Other: 337052

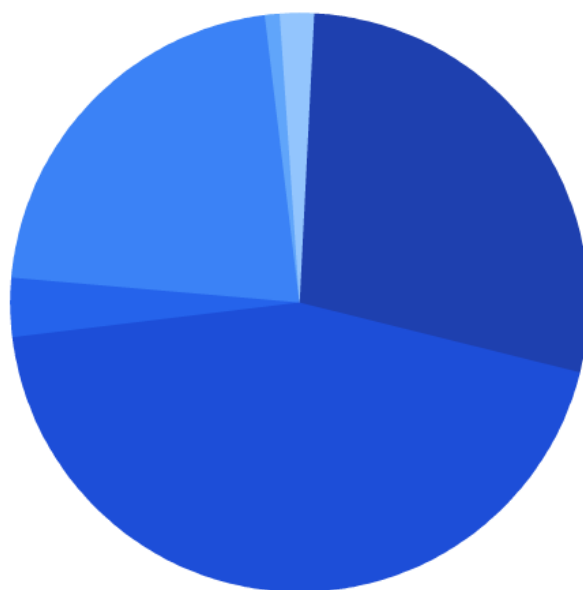
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	8.363
Basic Schools, Beginning of School Year	18.698
Upper Secondary Schools, Beginning of School Year	9.974
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	6.156

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

Number of High School Students Who Have Completed Their Education



- Grammar schools: 737
- Technical and related schools: 1129
- Secondary art schools: 81
- Industrial and crafts schools: 548
- Special secondary schools: 18
- Secondary schools for adults: 44

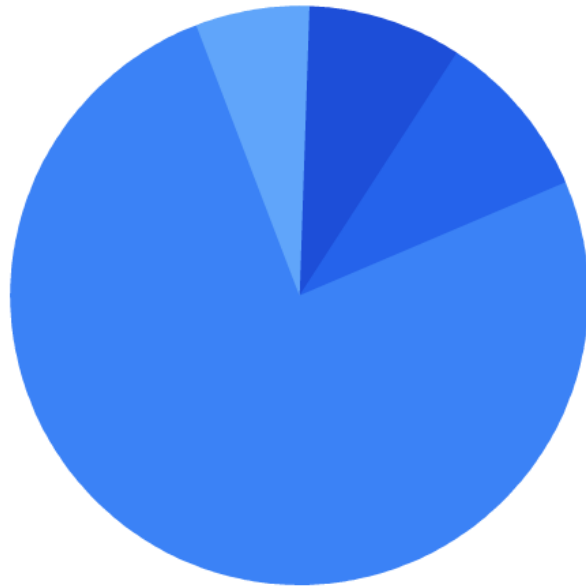
Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Economics, trade and business administration	8	1.193
Electrical engineering and computing	5	1.056
Mechanical engineering, shipbuilding and metallurgy	9	996
Tourism and catering	7	887
Health and social work	2	639
Agriculture, food and veterinary	8	594
Personal, security and other services	7	416
Construction and geodesy	2	405
Transport and logistics	2	226
Graphic technology and audio-visual design	2	173
Forestry, wood processing and wood processing	2	73
Geology, mining, petroleum and chemical technology	1	36
Textiles and leather	1	20

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

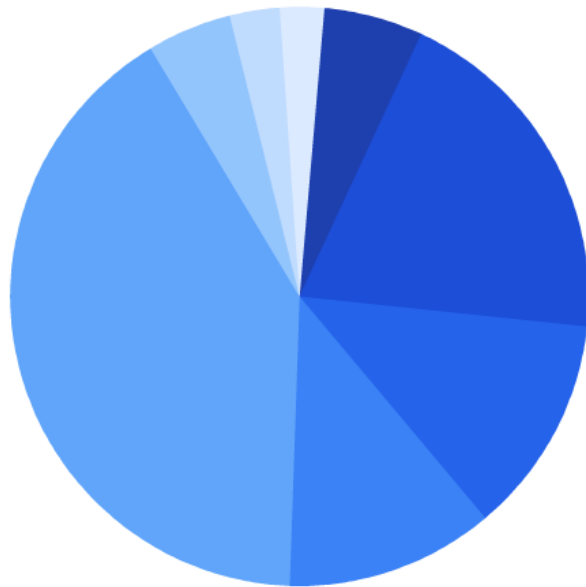
Students Who Graduated From University Study or Completed Professional Studys



- Schools of professional higher education: 0
- Polytechnics: 189
- Faculties - Professional Study: 199
- Faculties - University study: 1592
- Art academies: 132

Source: Central Bureau of Statistics, data for 2024

Students Enrolled at Institutions of Higher Education, by Scientific and Artistic Fields of Study



- Natural sciences: 975
- Engineering: 2850
- Biomedicine and health: 1751
- Biotechnical sciences: 1696
- Social sciences: 5943
- Humanities: 686
- Artistic field: 378
- Interdisciplinary fields of science: 325

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

Institutions of Higher Education and Graduated Students

Name	Students who graduated from or completed university or professional study
Evangelical Theological Seminary, Osijek	4
Faculty of Civil Engineering and Architecture, Osijek	161
Engineering, Computer Science and Information Technology, Osijek	384
Faculty of Agrobiotechnical Sciences, Osijek	241
Faculty of Economics, Osijek	532
Faculty of Law, Osijek	363
Department of Biology of University of Osijek	66
Department of Mathematics of University of Osijek	92
Department of Physics of University of Osijek	11
Department of Chemistry of University of Osijek	52
Faculty of Medicine, Osijek	121
Faculty of Dental Medicine and Health, Osijek	414
Faculty of Food Technology, Osijek	148
Faculty of Educational Sciences, Osijek	170

Name	Students who graduated from or completed university or professional study
Faculty of Humanities and Social Sciences, Osijek	357
Catholic Theological Faculty, Đakovo	19
Academy of Arts and Culture, Osijek	171

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	338	5.093	1.504
Mining and quarrying	4	62	2.050
Manufacturing	761	11.736	1.406
Electricity, gas, steam and air conditioning supply	131	1.059	2.066
Water supply, sewerage, waste management and remediation activities	54	1.874	1.442
Construction	1.125	6.267	1.398
Wholesale and retail trade, repair of motor vehicles and motorcycles	1.304	9.471	1.378
Transportation and storage	400	3.726	1.351
Accommodation and food service activities	604	2.444	1.221
Information and communication	476	2.604	2.059
Financial and insurance activities	42	1.311	1.796
Real estate activities	149	246	1.395
Professional, scientific and technical activities	1.005	3.757	1.697

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Administrative and support service activities	252	1.741	1.207
Public administration and defence, compulsory social security	174	6.039	2.108
Education	240	9.159	2.137
Human health and social work activities	336	6.636	2.506
Arts, entertainment and recreation	1.686	1.376	1.533
Other service activities	3.617	1.252	1.202

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	13,60%

Source: Central Bureau of Statistics, data for 2024

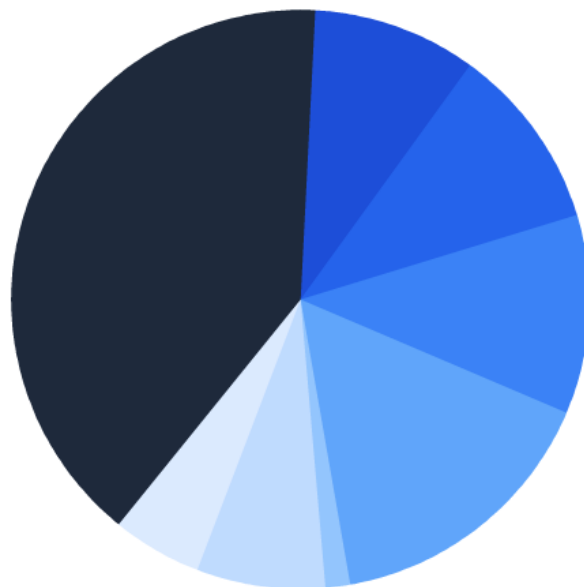
Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	717
Mining and quarrying	3
Manufacturing	1.538
Electricity, gas, steam and air conditioning supply	11
Water supply, sewerage, waste management and remediation activities	175
Construction	768
Wholesale and retail trade, repair of motor vehicles and motorcycles	1.144
Transportation and storage	253
Accommodation and food service activities	1.188

Activity	Number
Information and communication	138
Financial and insurance activities	69
Real estate activities	31
Professional, scientific and technical activities	383
Administrative and support service activities	583
Public administration and defence, compulsory social security	1.473
Education	428
Human health and social work activities	404
Arts, entertainment and recreation	111
Other service activities	723
Not classified	2.300
Total	12.440

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation



Legislators, officials and directors: 1
Scientists, engineers and experts: 1239
Technicians and professional associates: 1275
Administrative officers: 1361
Service and trade occupations: 1965
Farmers, foresters, fishermen, hunters: 146
Occupations in crafts and individual production: 884
Plant and machinery operators, industrial manufacturers and product assemblers: 606
Simple occupations: 4963

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
Public Institution Development Agency of Osijek - Baranja County	regija@obz.hr	http://www.zra.hr/
Business Incubator BIOS Ltd.	uprava@inkubator.hr	https://inkubator.hr/
Economic Center of Osijek-Baranja County Ltd.	info@gospodarskicentarobz.hr	https://gospodarskicentarobz.hr/
TERA TEHNOPOLIS Ltd.	ured@tera.hr	https://tera.hr/
CLIP Našice	info@clip-nasice.hr	https://clip-nasice.hr/
Center for Entrepreneurship Osijek	info@czposijek.hr	https://czposijek.hr/
Entrepreneurship Center Miholjac	mpc.miholjac@gmail.com	https://www.mpc-miholjac.hr/
Business Incubator Osvit	inkubator@osvit.biz	https://www.osvit.biz/kontakt/
Business Incubator Polet Ltd.	polet.belisce@gmail.com	https://www.polet.com.hr/kontakt/
Erdut Municipality Entrepreneurship Development Center	porc@opcina-erdut.hr	https://porc.opcina-erdut.hr/
Local Development Agency of the City of Belišće	info@lra-belisce.hr	https://www.lra-belisce.hr/
Entrepreneurship Center Valpovo	info@vpc.hr	https://vpc.hr/o-nama/

Name	Contact	Website
Našice Development Agency	nara.nasice@nasice.hr	https://www.nara-nasice.eu/kontakt/
Agency for Sustainable Development of the Municipality of Antunovac - RODA Ltd.	info@roda-antunovac.hr	https://www.roda-antunovac.hr/
Baranja Development Agency of the City of Beli Manastir	bara@beli-manastir.hr	https://www.bara-bm.hr/kontakt/
Cultural and Development Center of the Municipality of Bilje	krc@bilje.hr	https://krc.bilje.hr/
Center for Entrepreneurship Đakovo	info@pcdjakovo.hr	https://pcdjakovo.hr/
Cooperative Entrepreneur Network	zpm@zpm.hr	https://www.zpm.hr/kontakt/
Local Action Group (LAG) Baranja	lag.baranja@gmail.com	https://lag-baranja.hr/lag/kontakt
Local Action Group (LAG) Karašica	ivan@lag-karasica.com	https://lag-karasica.com/
Local Action Group (LAG) Vuka-Dunav	info@lagvuka-dunav.hr	https://www.lagvuka-dunav.hr/
Local Action Group (LAG) Strossmayer	lagstrossmayer01@gmail.com	https://lag-strossmayer.hr/kontakt/