

Istria County

Istria County, located on the western edge of Croatia, occupies a strategic position almost at the heart of Europe, which gives it a significant advantage in global business and transport flows. Along with the City of Zagreb, Istria is one of the most developed counties, and its economy is characterized by a diverse and dynamic structure. Tourism generates exceptionally high revenues and strongly drives economic activity in the region. In addition to tourism, key sectors supporting the economic development of Istria include manufacturing, agriculture, and enogastronomy.

In the industrial sector, Istria stands out for the production of construction materials, tobacco products, electrical machinery, the automotive industry, glass industry, metalworking, plastics, wood, and others. In recent years, the IT sector has also seen a strong rise, led by the company Infobip, along with a number of smaller but very promising enterprises. Public sector investment in the development of entrepreneurial infrastructure is also of great importance in this area, along with numerous incentives and credit programs.

A particularly valuable sector is agriculture, which has made significant progress through systematic investments over many years. Istria is now recognized as an enogastronomic brand, with its olive oils and wines ranking among the best in the world. Recently, there has been a special focus on ecological food production, in which significant progress has been made.

Istria County is a region that has achieved above-average progress, and development continues, with a special emphasis on sustainability. Its strategic location, natural beauty, rich history and cultural heritage, along with cooperation with numerous international regions, make Istria an exceptionally attractive destination for foreign investments.

[Source: Istria Development Agency - IDA, February 2025]

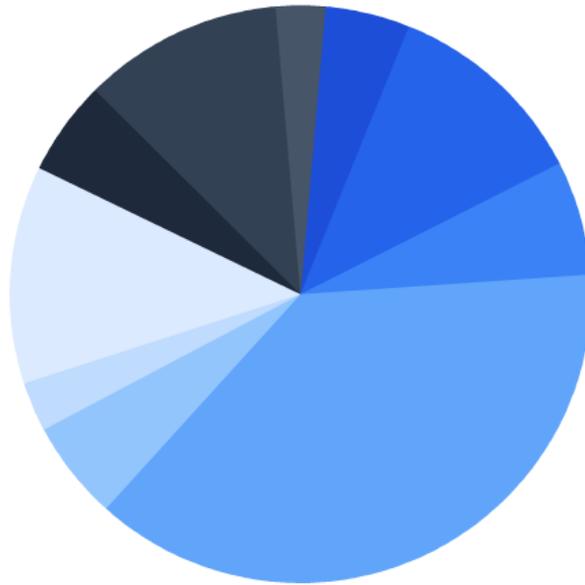
Main Indicators

GDP EUR	4.635.409.174
Population	202.844
Men	99.296
Women	103.548
Age 0-14	25.538
Age 15+	177.306
GDP Per Capita EUR	22.910,43
Area Size km ²	2.813

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

Gross Value Added by Activities

EUR



- Agriculture, forestry and fishing: 34106000
- Mining and quarrying and other industries: 169795000
- Manufacturing: 385391000
- Construction: 210871000
- Wholesale and retail trade, transportation, storage, accommodation and food service activities: 1277904000
- Information and communication: 181450000
- Financial and insurance activities: 87170000
- Real estate activities: 413031000
- Professional, scientific, technical, administrative and support service activities: 175869000
- Public administration and defence, education, human health and social work activities: 373539000
- Other service activities: 93105000

Source: Central Bureau of Statistics, data for 2022

Infrastructure

Motorways km	127
Broadband Connections number and density	52.788 / 70%
Number of issued building permits	1.805

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	3.596

Source: Croatian National Bank, 1993 - 2024

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Proprietary investments in real estate	1.710,85
Manufacture of tobacco products	556,94
Accommodation	400,80
Manufacture of other non - metallic mineral products	382,81
Real estate activities	120,59
Other	425,74

Source: Croatian National Bank, 1993 - 2024

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Germany	784,85
United Kingdom	630,49
Slovenia	600,74
Austria	421,97
Italy	283,61
Other	876,07

Source: Croatian National Bank, 1993 - 2024

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

Asset type	Amount (EUR, 000)
Buildings, spaces and structures	556.748
Machinery and equipment with fittings	229.266
Transport equipment	60.330
Cultivated biological resources	5.522
Intellectual property products	13.516
Total	881.797

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
BINA - ISTR , d. d.	CONSTRUCTION	http://www.bina-istra.hr
MAISTRA d. d.	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	http://www.maistra.hr
Valamar Riviera d.d.	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	http://www.valamar-riviera.com
PLAVA LAGUNA d. d.	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	http://www.plavalaguna.com
CAREL ADRIATIC d. o. o.	MANUFACTURING	http://www.carel.com
ODVODNJA ROVINJ-ROVIGNO d.o.o.	WATER SUPPLY; SEWERAGE; WASTE MANAGEMENT AND REMEDIATION ACTIVITIES	http://www.odvodnjarovinj.hr
KERMAS ISTR d.o.o.	REAL ESTATE ACTIVITIES	http://-
AUTO BENUSSI d. o. o.	OTHER SERVICE ACTIVITIES	http://www.autobenussi.hr
MONTRAKER d. o. o.	ART, ENTERTAINMENT AND RECREATION	http://www.montraker.hr
Holcim (Hrvatska) d. o. o.	MANUFACTURING	http://www.holcim.hr

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

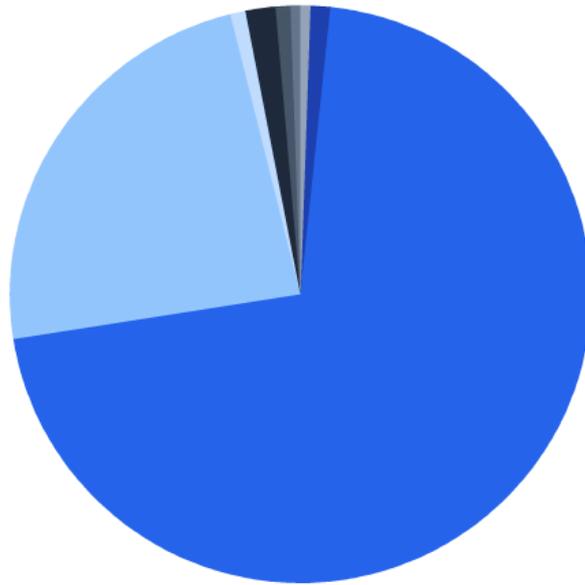
Large enterprises	Medium enterprises	Small and micro-enterprises
40%	50%	60%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

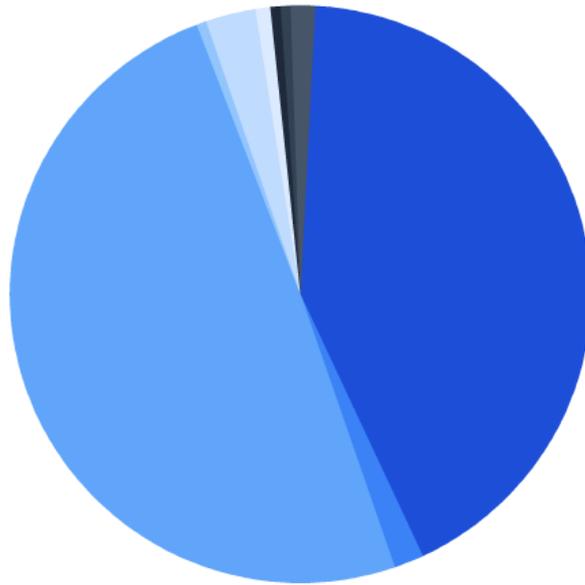


- Agriculture, forestry and fishing: 10968
- Mining and quarrying: 1775
- Manufacturing: 518499
- Water supply, sewerage, waste management and remediation activities: 793
- Construction: 948
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 171619
- Transportation and storage: 4261
- Accommodation and food service activities: 497
- Information and communication: 10613
- Real estate activities: 1037
- Professional, scientific and technical activities: 5761
- Administrative and support service activities: 3484
- Education: 2949
- Arts, entertainment and recreation: 38
- Not classified: 364

Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

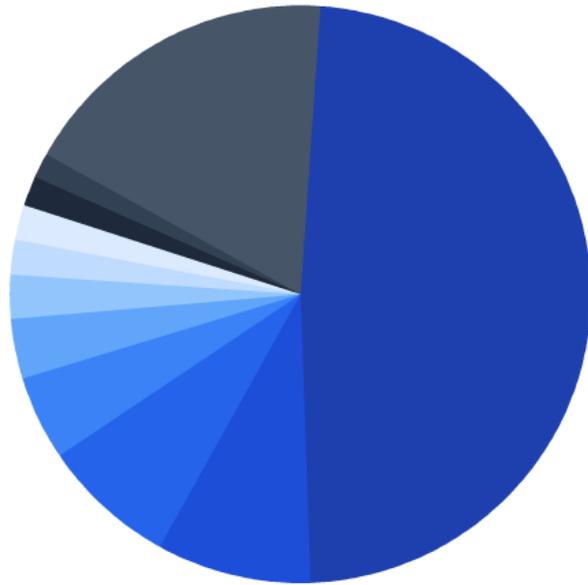


- Agriculture, forestry and fishing: 7129
- Manufacturing: 435412
- Electricity, gas, steam and air conditioning supply: 2
- Construction: 15897
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 507445
- Transportation and storage: 4133
- Accommodation and food service activities: 28453
- Information and communication: 6727
- Real estate activities: 4228
- Professional, scientific and technical activities: 3413
- Administrative and support service activities: 12649
- Education: 2412
- Human health and social work activities: 2172
- Arts, entertainment and recreation: 1672
- Other service activities: 70
- Not classified: 8

Source: Central Bureau of Statistics, data for 2024

Export by Country

000 EUR

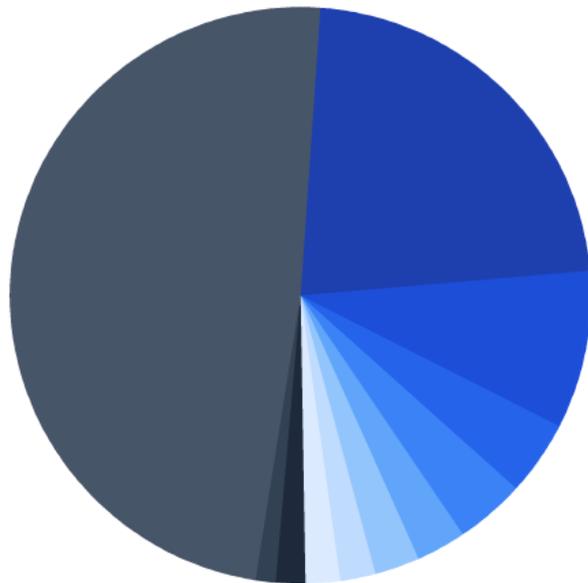


- Italy: 362423
- Slovenia: 62495
- Germany: 54596
- Serbia: 34364
- Austria: 22752
- Bosnia & Herzegovina: 16511
- France: 14218
- United States: 13555
- Hungary: 11975
- Turkey: 9488
- Other: 131230

Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



- Italy: 406711
- Slovenia: 150512
- Germany: 71613
- China: 64173
- Hungary: 47217
- Poland: 40503
- Spain: 32961
- Austria: 30362
- Netherlands: 28040
- France: 18420
- Other: 834319

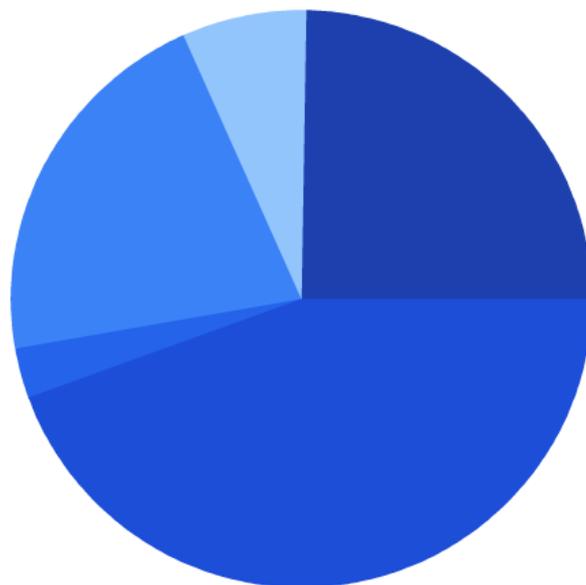
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	8.091
Basic Schools, Beginning of School Year	14.800
Upper Secondary Schools, Beginning of School Year	7.029
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	4.218

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

Number of High School Students Who Have Completed Their Education



- Grammar schools: 441
- Technical and related schools: 785
- Secondary art schools: 46
- Industrial and crafts schools: 370
- Special secondary schools: 3
- Secondary schools for adults: 122

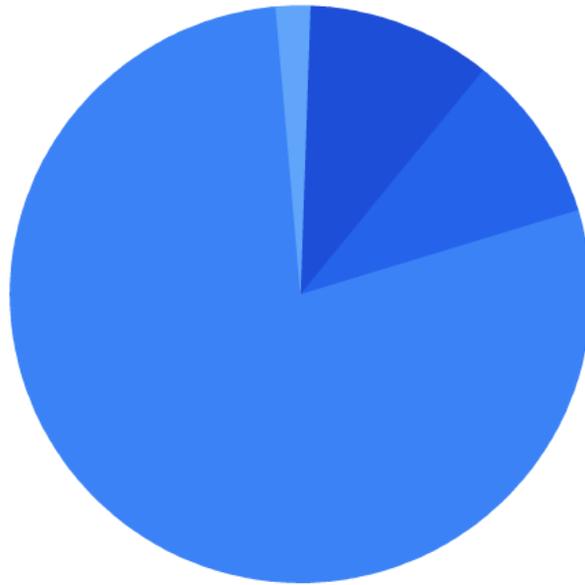
Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Tourism and catering	9	1.141
Economics, trade and business administration	11	1.021
Electrical engineering and computing	10	967
Health and social work	2	530
Mechanical engineering, shipbuilding and metallurgy	9	420
Personal, security and other services	3	292
Agriculture, food and veterinary	3	261
Construction and geodesy	2	220
Graphic technology and audio-visual design	1	33
Forestry and logging	1	31
Textiles and leather	1	3

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

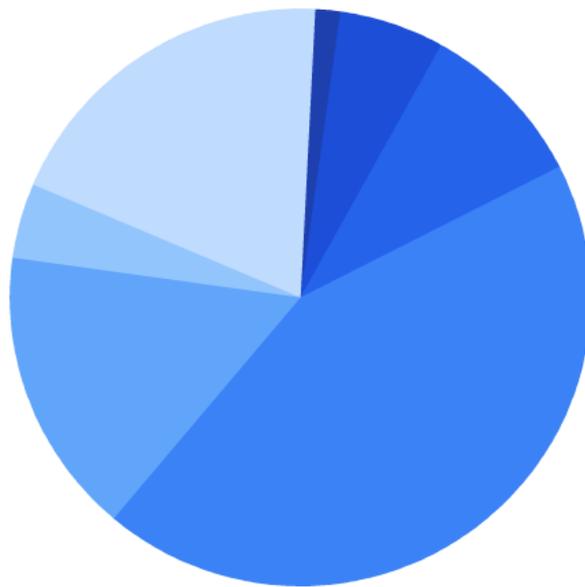
Students Who Graduated From University Study or Completed Professional Studys



- Schools of professional higher education: 0
- Polytechnics: 136
- Faculties - Professional Study: 119
- Faculties - University study: 1001
- Art academies: 24

Source: Central Bureau of Statistics, data for 2024

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



- Natural sciences: 64
- Engineering: 179
- Biomedicine and health: 296
- Social sciences: 1381
- Humanities: 507
- Artistic field: 131
- Interdisciplinary fields of science: 616

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
College of Management and Security Securus, Pula - Pola	23
Istrian University of Applied Sciences in Pula - Pola	25
University of Pula - Pola	735

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	297	873	1.555
Mining and quarrying	19	160	1.786
Manufacturing	1.174	10.534	1.612
Electricity, gas, steam and air conditioning supply	61	581	2.224
Water supply, sewerage, waste management and remediation activities	52	1.995	1.649
Construction	2.452	7.283	1.360
Wholesale and retail trade, repair of motor vehicles and motorcycles	2.377	9.587	1.513
Transportation and storage	386	2.587	1.482
Accommodation and food service activities	1.620	12.722	1.618
Information and communication	449	1.799	2.478
Financial and insurance activities	44	1.255	2.083

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Real estate activities	1.922	820	1.380
Professional, scientific and technical activities	1.838	3.187	1.741
Administrative and support service activities	1.011	2.809	1.272
Public administration and defence, compulsory social security	190	3.996	2.241
Education	229	6.542	1.884
Human health and social work activities	277	3.907	2.317
Arts, entertainment and recreation	1.541	1.952	1.611
Other service activities	2.461	931	1.413

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	3,10%

Source: Central Bureau of Statistics, data for 2024

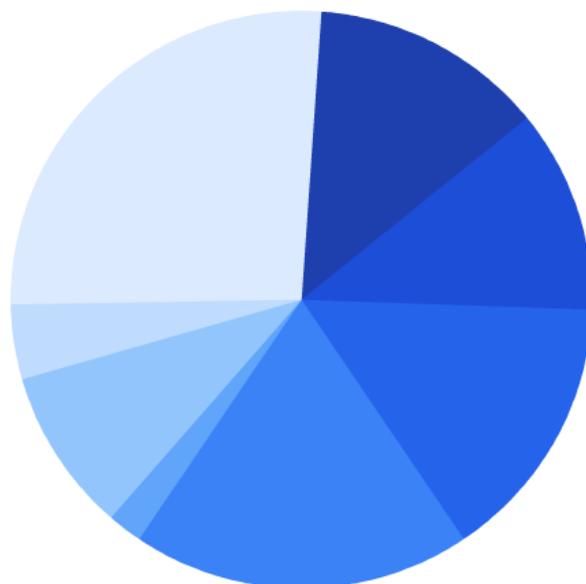
Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	49
Mining and quarrying	1
Manufacturing	348
Electricity, gas, steam and air conditioning supply	2
Water supply, sewerage, waste management and remediation activities	25
Construction	208

Activity	Number
Wholesale and retail trade, repair of motor vehicles and motorcycles	297
Transportation and storage	76
Accommodation and food service activities	546
Information and communication	47
Financial and insurance activities	27
Real estate activities	26
Professional, scientific and technical activities	92
Administrative and support service activities	195
Public administration and defence, compulsory social security	21
Education	128
Human health and social work activities	63
Arts, entertainment and recreation	51
Other service activities	102
Not classified	222
Total	2.526

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation



- Scientists, engineers and experts: 354
- Technicians and professional associates: 283
- Administrative officers: 375
- Service and trade occupations: 473
- Farmers, foresters, fishermen, hunters: 45
- Occupations in crafts and individual production: 227
- Plant and machinery operators, industrial manufacturers and product assemblers: 104
- Simple occupations: 665

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
Istria development Agency - IDA Ltd.	ida-uprava@ida.hr	http://www.ida.hr
HGK - County Chamber Pula	hgkpu@hgk.hr	http://www.hgk.hr/english
Craftsmen Chamber of Istria County	ok-istre@hok.hr	http://www.hok.hr
Istria regional energy Agency - IRENA Ltd.	irena@irena-istra.hr	http://www.irena-istra.hr/en/subsites/irena/irena-en/general-information/
Regional Coordinator of Istria County for European Programs and Funds - AURORA	regionalni.koordinator@istra-istria.hr	http://www.rk-aurora.hr