

Varaždin County

Varaždin County is the oldest county in Croatia, located in its north-western part, with a centuries-long tradition of entrepreneurship, guilds and crafts. Today, the biggest assets of economic development in the region are entrepreneurs, who manage to achieve outstanding business results, whereby small and medium enterprises prevail, employing 73% of all the employed in the economy.

With an area of only 1.261,2 km², it is the third smallest county and accounts for 2.23% of the total land area of the Republic of Croatia. Although small in surface, it is one of the most densely populated Croatian regions.

Transport-wise, it is located at the intersection of European road and railway corridors, i.e., the transversal corridor connecting the central Podunavlje region with the northern Adriatic Sea, and the longitudinal corridor connecting the eastern Alps with the lower Podravina region.

There are 6 towns and 22 municipalities in Varaždin County. Most of them have entrepreneurial or business zones, providing favourable investment conditions for investors. The city of Varaždin, mentioned for the first time in 1181, is the seat (capital) of the County and the main urban centre.

Today's prevailing branch of industry is processing industry: food industry, leather and footwear, construction, logistics, metal, rubber and plastics, wood industry, electrical equipment. In recent time, IT companies have rapidly started to emerge.

Varaždin County offers:

- √ Developed network of business zones with all the necessary infrastructure
- √ Flexible educated labour force
- √ Good transport connections - close to road and rail corridors
- √ Rated as one of the most competitive areas in Croatia
- √ Continuous investment in education and efforts to harmonize supply and demand on the labour market

[Source: Varaždin County, May 2025]

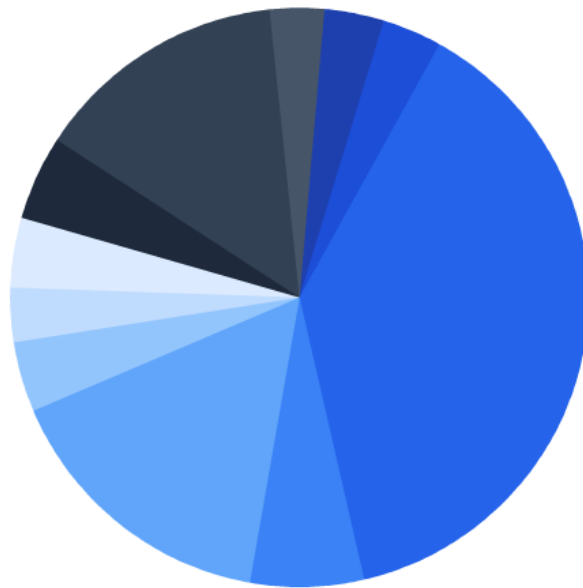
Main Indicators

GDP EUR	2.869.215.672
Population	158.818
Men	78.561
Women	80.257
Age 0-14	21.051
Age 15+	137.767
GDP Per Capita EUR	18.104,47
Area Size km ²	1.262

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

Gross Value Added by Activities

EUR



Agriculture, forestry and fishing	107523383.87
Mining and quarrying and other industries	76143657.69
Manufacturing	917565572.71
Construction	152750653.73
Wholesale and retail trade, transportation, storage, accommodation and food service activities	373488225.6
Information and communication	93302798.47
Financial and insurance activities	69039986.97
Real estate activities	92080085.31
Professional, scientific, technical, administrative and support service activities	109656908.1
Public administration and defence, education, human health and social work activities	336663434.85
Other service activities	72306639.62

Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km	44
Broadband Connections number and density	24.720 / 48%
Number of issued building permits	552

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	763

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Manufacture of other non-metallic mineral products	176,59
Manufacture of wearing apparel	132,89
Financial service activities, except insurance and pension funding	132,15
Manufacture of electrical equipment	64,25
Manufacture of chemicals and chemical products	61,28
Other	195,40

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Germany	233,69
Luxembourg	127,46
Slovenia	85,46
Austria	80,86
Italy	46,18
Other	188,91

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	200.813
Machinery and equipment with fittings	153.088
Transport equipment	31.418
Cultivated biological resources	6.470
Intellectual property products	5.369

Asset type	Amount (EUR, 000)
Total	408.702

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
KOKA d.d.	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	http://www.cekin.org
KNAUF INSULATION d.o.o.	MANUFACTURING	http://www.knaufinsulation.com
LIM-MONT - d.o.o.	MANUFACTURING	http://www.lim-mont.hr
DRVODJELAC d.o.o.	MANUFACTURING	http://www.drvodjelac.hr
IVKOM-VODE d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.ivkom-vode.hr
VARKOM d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.varkom.hr
WE - KR d.o.o.	MANUFACTURING	http://-
BOMARK PAK d.o.o.	MANUFACTURING	http://www.bomark.hr
NTH Mobile d.o.o.	TELECOMMUNICATIONS, COMPUTER PROGRAMMING, CONSULTING, COMPUTER INFRASTRUCTURE AND OTHER INFORMATION SERVICE ACTIVITIES	http://-
Hanjes Real Estate TR1 d.o.o.	REAL ESTATE ACTIVITIES	http://-

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

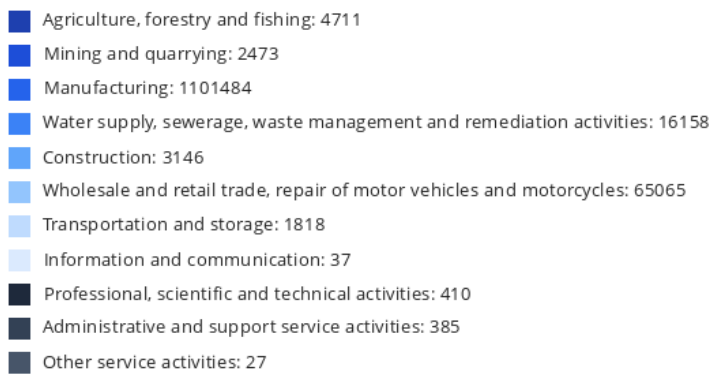
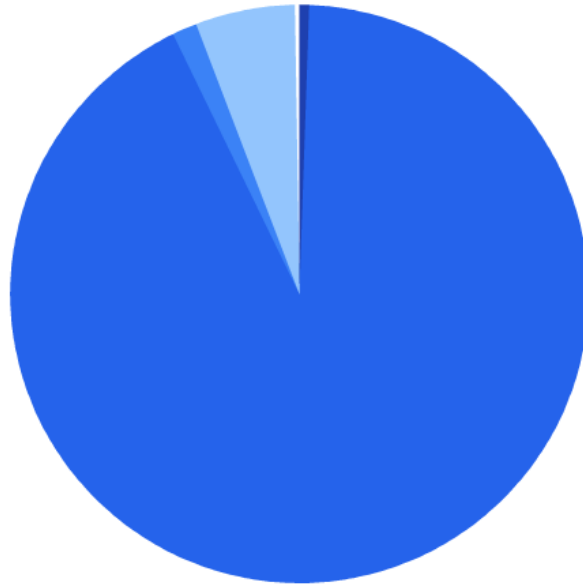
Large enterprises	Medium enterprises	Small and micro-enterprises
50%	60%	70%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

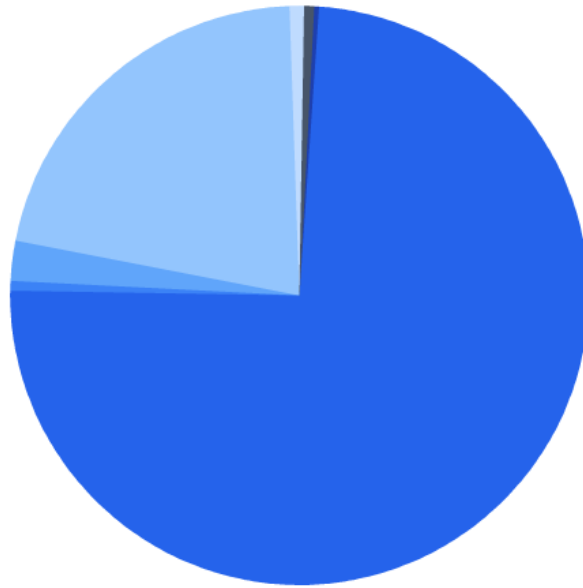
000 EUR



Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

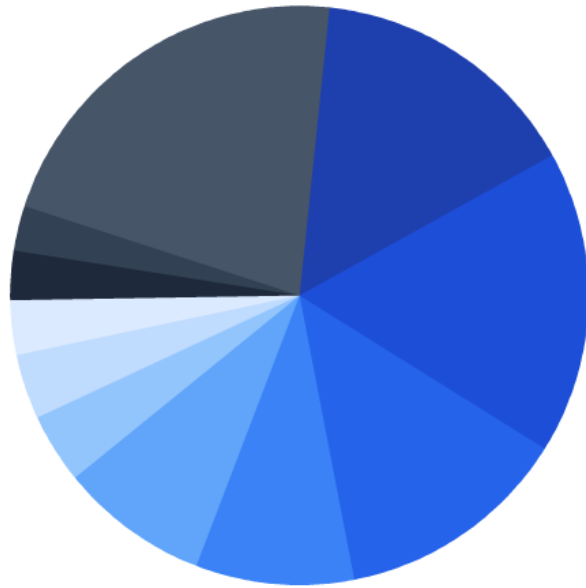


- Agriculture, forestry and fishing: 11591
- Mining and quarrying: 2800
- Manufacturing: 905641
- Water supply, sewerage, waste management and remediation activities: 4114
- Construction: 24208
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 259305
- Transportation and storage: 9412
- Accommodation and food service activities: 119
- Information and communication: 478
- Real estate activities: 6
- Professional, scientific and technical activities: 3461
- Administrative and support service activities: 765
- Public administration and defence, compulsory social security: 14
- Education: 9
- Human health and social work activities: 6
- Arts, entertainment and recreation: 45
- Other service activities: 177

Source: Central Bureau of Statistics, data for 2024

Export by Country

000 EUR

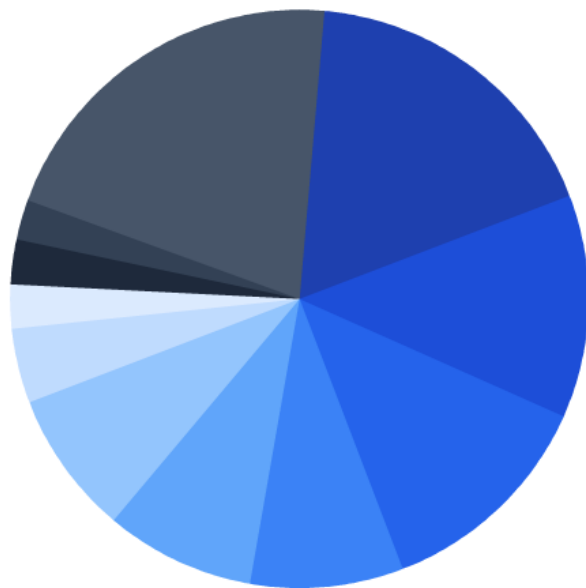


- Germany: 201676
- Italy: 200839
- Austria: 153123
- Bosnia & Herzegovina: 104557
- Slovenia: 97522
- Romania: 46208
- France: 40994
- Hungary: 34688
- Switzerland: 29945
- United States: 29766
- Other: 256397

Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



- Italy: 231180
- Germany: 151457
- Austria: 149920
- Slovenia: 102628
- Hungary: 98764
- Netherlands: 98269
- Poland: 50512
- Bosnia & Herzegovina: 30553
- Slovakia: 27623
- France: 26948
- Other: 254297

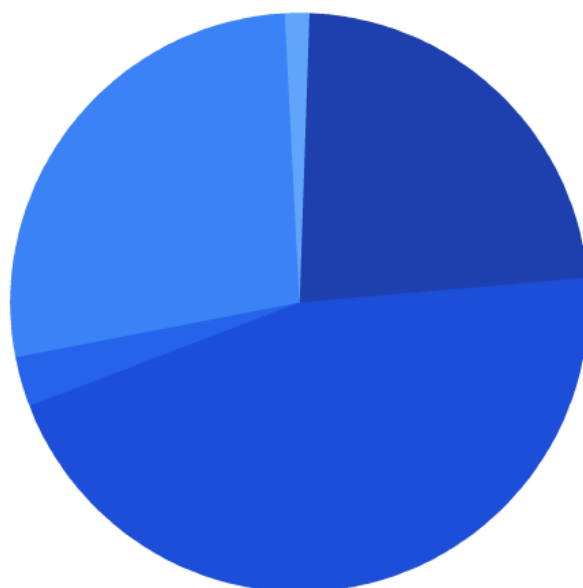
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	6.244
Basic Schools, Beginning of School Year	11.885
Upper Secondary Schools, Beginning of School Year	6.626
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	3.760

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

Number of High School Students Who Have Completed Their Education



- Grammar schools: 420
- Technical and related schools: 814
- Secondary art schools: 49
- Industrial and crafts schools: 483
- Special secondary schools: 21
- Secondary schools for adults: 2

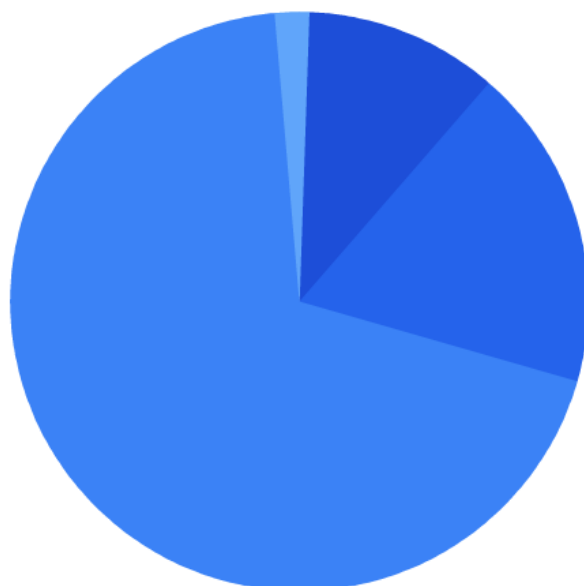
Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Mechanical engineering, shipbuilding and metallurgy	4	760
Electrical engineering and computing	3	722
Health and social work	2	563
Economics, trade and business administration	4	556
Tourism and catering	4	392
Construction and geodesy	1	337
Agriculture, food and veterinary	5	322
Transport and logistics	2	298
Personal, security and other services	1	247
Graphic technology and audio-visual design	1	230
Forestry and wood processing	3	158
Geology, mining, petroleum and chemical technology	1	119
Textiles and leather	1	118

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: 128
- Faculties - Professional Study: 206
- Faculties - University study: 790
- Art academies: 20

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
Faculty of Organisation and Informatics, Varaždin and Departments	524
Faculty of Geotechnical Engineering Varaždin	67

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	111	309	1.508
Mining and quarrying	14	259	1.871
Manufacturing	845	20.419	1.502

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Electricity, gas, steam and air conditioning supply	99	488	2.157
Water supply, sewerage, waste management and remediation activities	37	1.081	1.556
Construction	1.032	5.658	1.476
Wholesale and retail trade, repair of motor vehicles and motorcycles	902	6.002	1.475
Transportation and storage	267	3.246	1.434
Accommodation and food service activities	310	1.510	1.316
Information and communication	294	1.329	2.361
Financial and insurance activities	45	965	2.130
Real estate activities	171	207	1.509
Professional, scientific and technical activities	666	1.669	1.759
Administrative and support service activities	195	957	1.295
Public administration and defence, compulsory social security	119	2.710	2.319
Education	182	4.917	1.972
Human health and social work activities	180	4.037	2.226
Arts, entertainment and recreation	802	524	1.541
Other service activities	1.605	435	1.455

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	3,20%

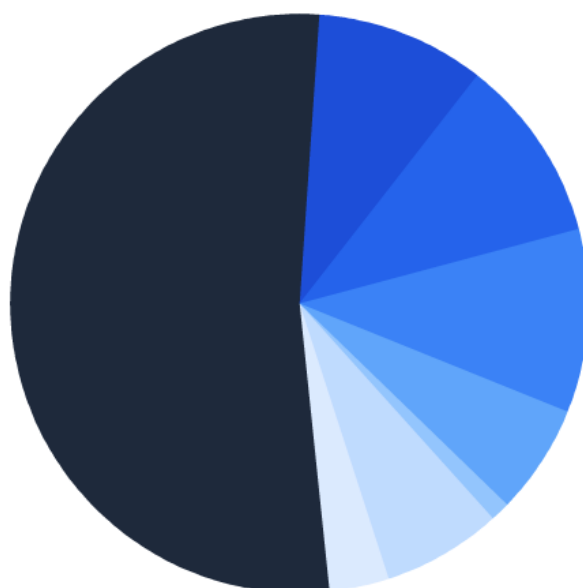
Source: Central Bureau of Statistics, data for 2024

Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	71
Mining and quarrying	2
Manufacturing	708
Electricity, gas, steam and air conditioning supply	3
Water supply, sewerage, waste management and remediation activities	29
Construction	172
Wholesale and retail trade, repair of motor vehicles and motorcycles	191
Transportation and storage	65
Accommodation and food service activities	113
Information and communication	28
Financial and insurance activities	13
Real estate activities	5
Professional, scientific and technical activities	54
Administrative and support service activities	74
Public administration and defence, compulsory social security	105
Education	100
Human health and social work activities	98
Arts, entertainment and recreation	7
Other service activities	88
Not classified	316
Total	2.242

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation



■	Legislators, officials and directors: 1
■	Scientists, engineers and experts: 235
■	Technicians and professional associates: 229
■	Administrative officers: 226
■	Service and trade occupations: 131
■	Farmers, foresters, fishermen, hunters: 19
■	Occupations in crafts and individual production: 146
■	Plant and machinery operators, industrial manufacturers and product assemblers: 73
■	Simple occupations: 1181

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
Varaždin County	info@vzz.hr	https://www.vzz.hr/
Public Institution for the Regional Development of the Varaždin County	info@rrvz.hr	https://www.rrvz.hr/
Varaždin County Guarantee Agency	info@gara.hr	https://gara.hr/
Varaždin County Tourist Board	info@turizam-vzz.hr	https://www.turizam-vzz.hr/

Name	Contact	Website
Croatian Chamber of Economy, County Chamber Varaždin	hgkvz@hgk.hr	https://www.hgk.hr/zupanijska-komora-varazdin
Croatian Chamber of Trades and Crafts - Varaždin County Chamber	ok.varazdin@hok.hr	https://www.obrtnicka-komora-vz.hr/
Croatian Employers' Association - Regional Office Varaždin	sanja.ostroski@hup.hr	https://www.hup.hr/varazdin-1
Croatian Employment Service - Regional Office Varaždin	hzz.varazdin@hzz.hr	https://www.hzz.hr/kontakti/podrucne-sluzbe-i-uredi/podrucni-ured-varazdin/
Spatial data portal with information on entrepreneurial zones		https://gis.vzz.hr/thematic-map/map-portal