

Koprivnica-Križevci County

Koprivnica Križevci County (KKC) is located in the northwestern part of the Republic of Croatia, with a total area of 1,748 km² and according to the latest census from 2021, has 101,221 inhabitants, making it the seventeenth largest county in Croatia.

The administrative structure of KKC consists of 22 municipalities and 3 cities, and the seat of the County is the city of Koprivnica.

On the northeast KKC borders Hungary, and within the Republic of Croatia, KKC borders Međimurje, Varaždin, Zagreb, Bjelovar-Bilogora and Virovitica-Podravina counties.

The most important roads in the KKC are the state road DC 41 GP Gola - Koprivnica - Križevci - Vrbovec 1 junction, state road DC 2 ("Podravina Highway"), a subsection of the Gradec - Križevci expressway, of which 6 km passes through the Koprivnica Križevci County, and the railway lines on the Rijeka - Budapest and Varaždin - Osijek corridors. The existing geo-traffic position of the KKC will be improved by continuing the construction of the DC 10 Križevci - Koprivnica - Hungarian border expressway, constructing the Podravina expressway and by completing the construction of the second track of the Dugo Selo - Križevci - Hungarian border railway (Development Plan of Koprivnica Križevci County for the period 2021-2027, <https://pora.com.hr/wp-content/uploads/2022/03/PLAN-RAZVOJA-KKZ-ZA-RAZDOBLJE-2021-2027.-6.pdf>)

According to data from the Payment Agency for Agriculture, Fisheries and Rural Development for 2023, there were a 8,786 agricultural farms in the KKC area in the Register of Farmers dominating with livestock production.

According to the economic structure of the Koprivnica Križevci County in 2023, there were active 2,034 crafts and 2,145 companies, of which: 1,844 micro, 268 small, 24 medium and 9 large companies. Micro and small companies make up 98% of the economic structure of Koprivnica Križevci County.

The most important economic branches are:

- processing activity (metal processing industry, pharmaceutical industry, food industry, wood processing industry and furniture production, paper and paper products production industry);
- wholesale and retail trade;
- agriculture;
- construction industry.

The most important companies in the KKC area in the above-mentioned activities are: Podravka p.l.c., Belupo p.l.c., Rasco Ltd., Bauwerk Group Croatia Ltd., Hartman p.l.c., Eko papir Ltd., Vemo trade Ltd., KTC p.l.c., Radnik p.l.c., Carlsberg Croatia Ltd., Mauthner Ltd., and Širjan Ltd.

The total revenue of companies in Koprivnica Križevci County in 2023 was 2.34 EUR billion, which is 4.77% more than in 2022. The net profit of entrepreneurs in the KKC in 2023 was 158 million EUR, which is 18.40% more than in 2022.

The foreign trade balance of entrepreneurs in 2023 was 229.8 million dollars.

The most significant entrepreneurs by total revenue in the KKC in 2023 were Podravka p.l.c. KTC p.l.c., Radnik p.l.c., Belupo p.l.c., Mauthner Ltd., Carlsberg Croatia Ltd., Bauwerk Group Croatia

Ltd., Hartmann Ltd., Poljocentar Ltd., Širjan Ltd.

The most significant entrepreneurs in terms of total profit before tax in 2023 in the KKC were Podravka p.l.c., Belupo p.l.c., Radnik p.l.c., KTC p.l.c., Iγμα Ltd., Multi-star Ltd., Bilokalnik-ipa p.l.c., Carlsberg Croatia Ltd., Hotel Picok Ltd., Hartmann Ltd.

The most significant entrepreneurs in terms of revenue from sales abroad in the KKC were Podravka p.l.c., Belupo p.l.c., Mauthner Ltd., Hartmann Ltd., Bauwerk Group Croatia Ltd., Carlsberg Croatia Ltd., Rasco Ltd., Eko papir Ltd., Širjan Ltd., Monolitininvest Ltd.

According to data from the Central Bureau of Statistics, the average net salary per employee in legal entities for the fourth quarter of 2024 at the level of Koprivnica Križevci County was 1,232 EUR, which represents an increase of 13.65% compared to the same period of the previous year.

KKC also has significant tourism potential, which is reflected in wine (wine roads), hiking, cycling, cultural, religious, sports, hunting and fishing tourism, and is rich in natural and historical-cultural heritage, which represents a significant foundation for various forms of continental tourism with an emphasis on rural tourism. One of the largest tourism investment in the County currently is project in implementation "Reconstruction of the Inkey Castle into infrastructure for the development of wellness tourism" with a total value of 13.145.620,00 EUR.

According to data submitted by local government units (LGUs) in the area of 13 LGUs in the KKC area there are 26 active business zones in which economic activity is carried out (criteria for determining active entrepreneurial zones: the existence of an economic entity within the business zone), and other zones are planned or under construction (<https://pora.com.hr/poduzetnicke-zone/>).

KKC has certified 3 largest business zones through the investment region certification program: Koprivnički Ivanec, Gornji Čret and Radnička.

Entrepreneurial zones are operated by economic entities whose activities are mainly related to the processing industry (food production and processing, production of utility equipment, production of paper packaging, wood processing, etc.), trade and services. Local government units from the KKC area provide various benefits, including exemption from utility contributions, lower utility fees, and other benefits depending on the activity planned to be performed and in whose area the business zone is located.

Koprivnica Križevci County is part of the Northern Croatia region according to the NUTS 2 division and regarding new regional aid map, the intensity of support for entrepreneurs can range from 60% to 75%.

KKC encourages the development of entrepreneurship through the allocation of grants to entrepreneurs with an emphasis on investments towards the green transition (allocation of financial support to start-up companies, co-financing of interest on loans, equipment or energy systems, promotion of small businesses at fairs in the country and abroad, etc.). KKC also encourages the development of agriculture through the allocation of grants for investments in tangible assets, for perennial crops, for insurance in agriculture, for increasing the economic size of the agricultural holding, for beekeeping production, for control and certification of organic production, for industrial vegetable production, etc.

KKC together with the Krapina-Zagorje, Međimurje, Varaždin and Zagreb counties, form the Northern Croatia region, for which the Industrial Transition Plan for Northern Croatia (<https://razvoj.gov.hr/UserDocsImages/Planovi%20industrijske%20tranzicije/PIT%20novo/Novo/PIT%20SH/Plan%20za%20industrijsku%20tranziciju%20Sjeverne%20Hrvatske.pdf>) was adopted in

November 2021 and revised in December 2022. At the level of the Industrial Transition Plan, 5 regional value chains and 15 priority niches (RLC) have been defined, which will be encouraged:

- RLC Smart Industry of Northern Croatia;
- RLC Vehicle Production of Northern Croatia;
- RLC Healthcare Industry of Northern Croatia;
- RLC Green Growth of Northern Croatia;
- RLC High Value Added Service Sector of Northern Croatia.

Through the process of industrial transition of Northern Croatia, the goal is to transform and diversify regional economies according to defined priority niches (<https://razvoj.gov.hr/vijesti/industrijska-tranzicija-panonske-sjeverne-i-jadranske-hrvatske-5187/sjev-erna-hrvatska-plan-za-industrijsku-tranziciju-i-rlv-akcijski-planovi/5201>) located within the above-mentioned RLCs.

KKC is the holder of the “RIV” (“Regional Innovation Valley”) label awarded by the European Commission with the aim of improving the regional innovation system. KKC was awarded with the label “Rising Innovator” for the areas of “Achieving Circularity” and “Improving Health Care”.

There are 37 schools operating in the KKC area, of which 10 are secondary schools: 3 gymnasiums, 3 high schools, 2 vocational schools, 1 art school and 1 music school, and 3 gymnasiums are also Centers of Excellence for the promotion of gifted students.

In order to improve the quality of vocational education, Competence Center of KKC (<https://www.cekom-kckzz.hr/en/>) was established from the (sub)sector of electrical engineering and computing, which reconstructed and expanded the building of Vocational school Koprivnica and the building of the partner institution, Vocational School of Đurđevac.

Higher education in the KKC area takes place at the Križevci University of Applied Sciences, one of the oldest agricultural and forestry universities in Southeast Europe, operating since 1860 (<https://www.vguk.hr/>), University North in Koprivnica with 11 study programs (<https://www.unin.hr/?l=en>) and Đurđevac, where the undergraduate professional study of Computer Science and Informatics at the North University is conducted.

There are also 3 business incubators operating in the KKC area: Dravska Business Incubator and the Creative Industries Incubator managed by Enter Koprivnica Ltd., Đurđevac Business Incubator, managed by Stari grad Ltd., and Križevci Development Center and Technology Park, managed by the Križevci Entrepreneurial Center Ltd.

It is important to mention other entrepreneurial support institutions that provide support to entrepreneurs: Croatian Chamber of Economy - Koprivnica County Chamber, Chamber of Crafts of Koprivnica Križevci County, Regional Energy Agency North (REA North) and PORA Regional Development Agency of Koprivnica Križevci County.

[Source: Koprivnica Križevci County, April 2025]

Main Indicators

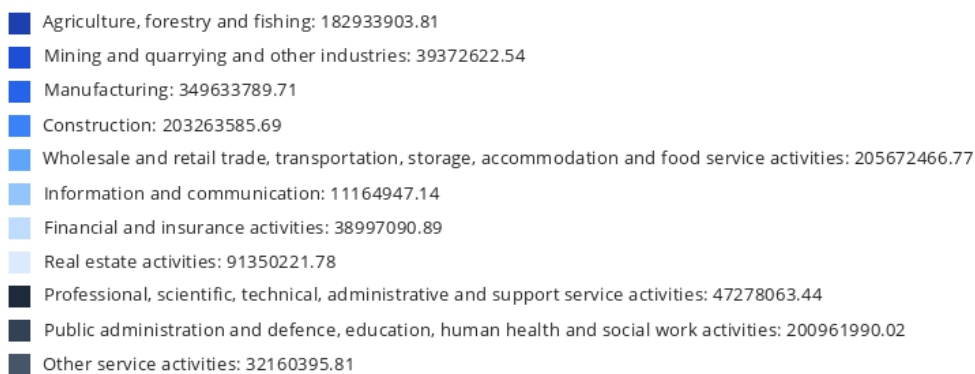
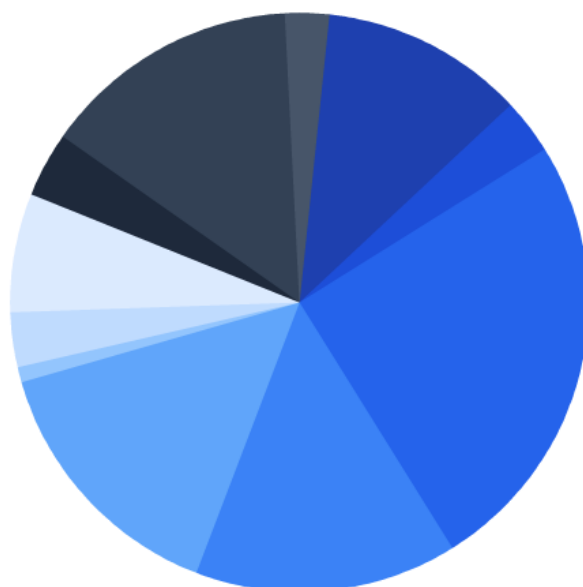
GDP EUR	1.676.679.281
Population	99.229

Men	48.857
Women	50.372
Age 0-14	14.134
Age 15+	85.095
GDP Per Capita EUR	16.913,06
Area Size km ²	1.748

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

Gross Value Added by Activities

EUR



Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km	0
Broadband Connections number and density	18.827 / 55%

Number of issued building permits 266

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	210

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Manufacture of food products	58,45
Financial service activities, except insurance and pension funding	32,79
Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	31,49
Manufacture of paper and paper products	30,17
Electricity, gas, steam and air conditioning supply	21,35
Other	35,36

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Malta	41,43
Denmark	39,52
Italy	31,65
Switzerland	24,87
Slovenia	15,08
Other	57,07

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	171.990
Machinery and equipment with fittings	57.253
Transport equipment	7.644
Cultivated biological resources	4.267
Intellectual property products	11.219
Total	255.724

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
HARTMANN d.o.o.	MANUFACTURING	http://www.hartmann-packaging.com
PODRAVKA d.d.	MANUFACTURING	http://www.podravka.hr
KTC d.d.	WHOLESALE AND RETAIL TRADE	http://www.ktc.hr
VODNE USLUGE d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://ww.vukz.hr
KOMUNALIJE d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.komundju.hr
LDC Agro d.o.o.	TRANSPORTING AND STORAGE	http://-
RADNIK d.d.	CONSTRUCTION	http://www.radnik.hr
POLJOCENTAR d.o.o.	BUSINESS ENTITY WITHOUT ACTIVITY IDENTIFICATION	http://poljocentar@poljocentar.hr
BELUPO d.d.	MANUFACTURING	http://www.belupo.hr

Company	Activity	Website
PIŠKORNICA d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.rcgo-piskornica.hr

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

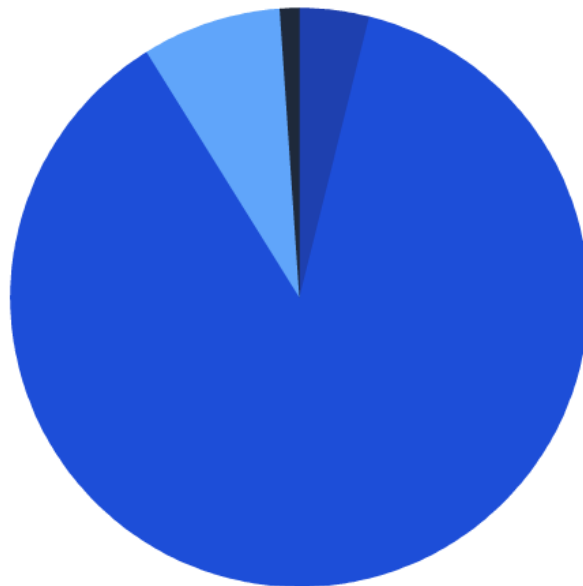
Large enterprises	Medium enterprises	Small and micro-enterprises
50%	60%	70%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

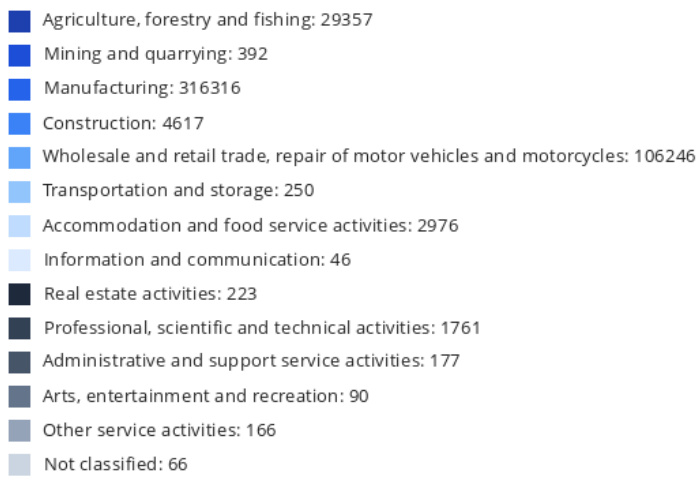
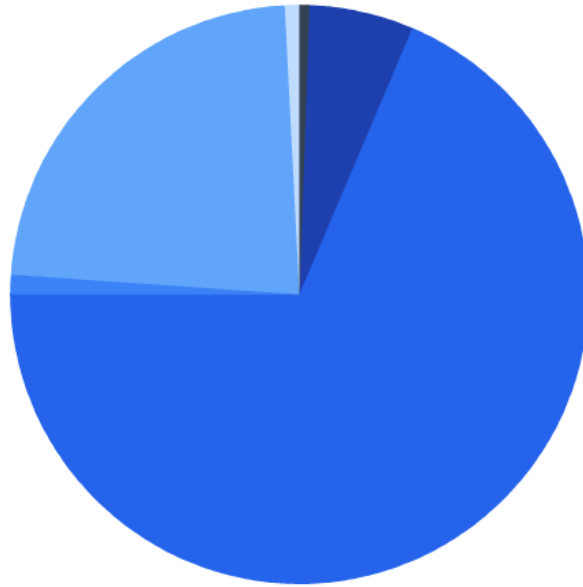


- Agriculture, forestry and fishing: 22953
- Manufacturing: 527680
- Water supply, sewerage, waste management and remediation activities: 1223
- Construction: 1024
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 46655
- Transportation and storage: 199
- Accommodation and food service activities: 863
- Information and communication: 27
- Professional, scientific and technical activities: 5722
- Arts, entertainment and recreation: 3

Source: Central Bureau of Statistics, data for 2024

Import by Activity

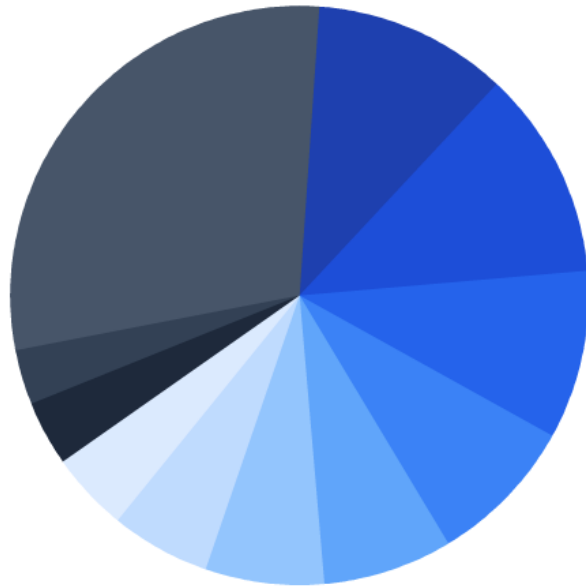
000 EUR



Source: Central Bureau of Statistics, data for 2024

Export by Country

000 EUR

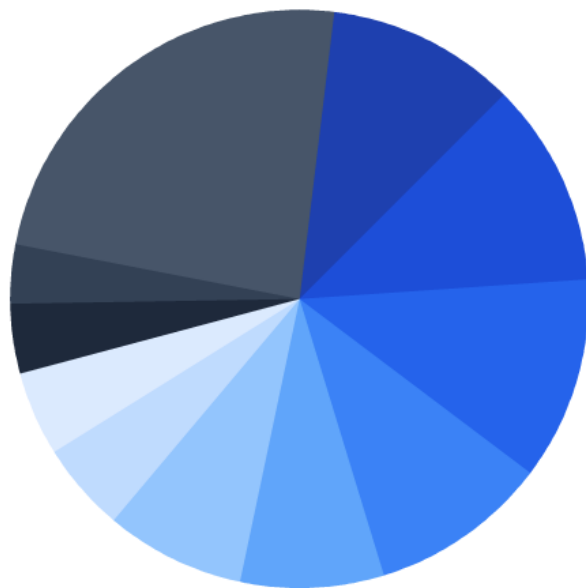


- Germany: 71854
- Italy: 69880
- Slovenia: 57227
- Bosnia & Herzegovina: 49702
- Russia: 43428
- Hungary: 40285
- Serbia: 33569
- Switzerland: 25603
- Poland: 20450
- Kosovo: 18007
- Other: 176344

Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



- Italy: 57616
- Germany: 52299
- Slovenia: 52248
- Hungary: 45151
- Austria: 36297
- Poland: 35159
- Netherlands: 22180
- Serbia: 21011
- Spain: 16909
- France: 14376
- Other: 109437

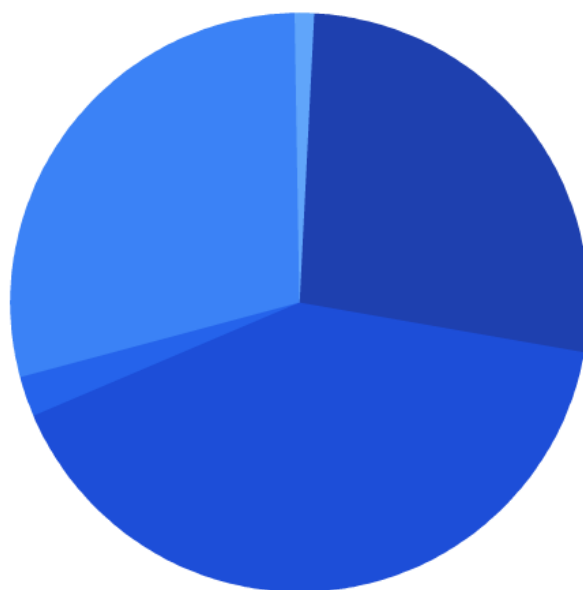
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	3.816
Basic Schools, Beginning of School Year	7.856
Upper Secondary Schools, Beginning of School Year	3.740
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	2.311

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

Number of High School Students Who Have Completed Their Education



- Grammar schools: 249
- Technical and related schools: 368
- Secondary art schools: 20
- Industrial and crafts schools: 259
- Special secondary schools: 8

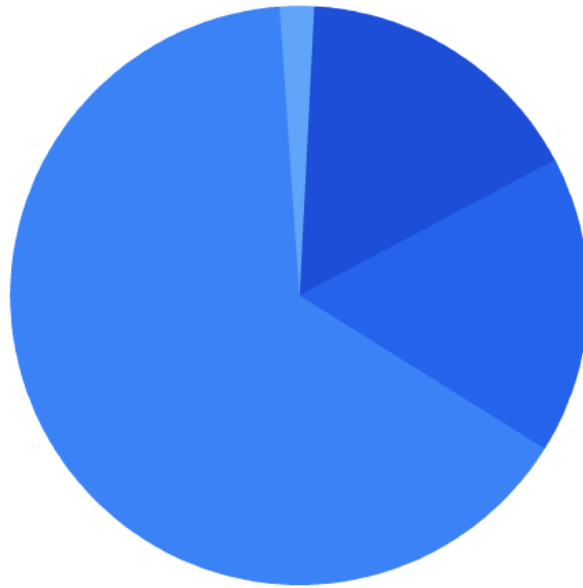
Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Economics, trade and business administration	3	425
Electrical engineering and computing	2	421
Agriculture, food and veterinary	3	378
Mechanical engineering, shipbuilding and metallurgy	4	375
Tourism and catering	4	315
Health and social work	1	270
Construction and geodesy	2	145
Personal, security and other services	2	101
Transport and logistics	2	88
Graphic technology and audio-visual design	1	42
Forestry and wood processing	2	41
Geology, mining, petroleum and chemical technology	1	31
Textiles and leather	1	3

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

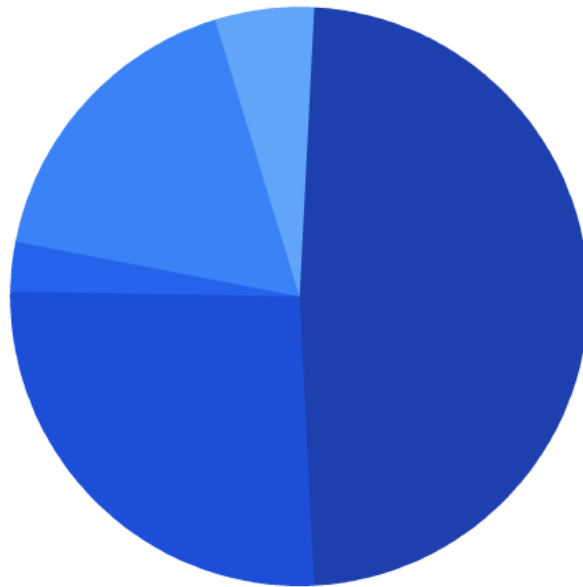
Students Who Graduated From University Study or Completed Professional Studys



- Schools of professional higher education: 0
- Polytechnics: 130
- Faculties - Professional Study: 125
- Faculties - University study: 493
- Art academies: 13

Source: Central Bureau of Statistics, data for 2024

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



- Engineering: 2110
- Biomedicine and health: 1122
- Biotechnical sciences: 111
- Social sciences: 736
- Artistic field: 231

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
School of Professional Higher Education in Agriculture, Križevci	87
University North, Koprivnica	789

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	127	766	1.532
Mining and quarrying	4	330	1.663
Manufacturing	382	8.918	1.484
Electricity, gas, steam and air conditioning supply	44	282	1.963
Water supply, sewerage, waste management and remediation activities	22	580	1.397
Construction	358	2.307	1.421
Wholesale and retail trade, repair of motor vehicles and motorcycles	489	3.042	1.395
Transportation and storage	112	1.059	1.434
Accommodation and food service activities	131	601	1.214
Information and communication	116	247	2.168
Financial and insurance activities	17	499	2.093
Real estate activities	30	19	1.295
Professional, scientific and technical activities	231	708	1.720

Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Administrative and support service activities	63	236	1.171
Public administration and defence, compulsory social security	54	1.432	2.107
Education	85	3.189	1.966
Human health and social work activities	118	2.070	2.225
Arts, entertainment and recreation	448	309	1.572
Other service activities	1.200	294	1.276

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	5,00%

Source: Central Bureau of Statistics, data for 2024

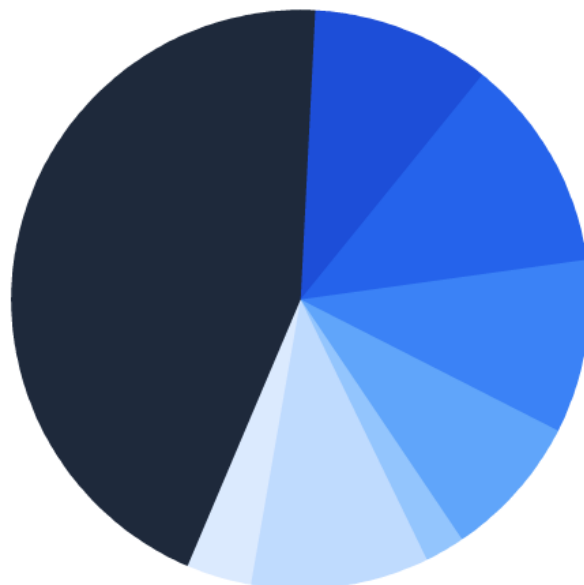
Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	43
Mining and quarrying	1
Manufacturing	252
Electricity, gas, steam and air conditioning supply	4
Water supply, sewerage, waste management and remediation activities	10
Construction	110
Wholesale and retail trade, repair of motor vehicles and motorcycles	130
Transportation and storage	31
Accommodation and food service activities	112

Activity	Number
Information and communication	17
Financial and insurance activities	11
Real estate activities	4
Professional, scientific and technical activities	33
Administrative and support service activities	59
Public administration and defence, compulsory social security	166
Education	66
Human health and social work activities	68
Arts, entertainment and recreation	16
Other service activities	56
Not classified	308
Total	1.497

Source: Central Bureau of Statistics, data for 2024

Registered unemployed by occupation



- Legislators, officials and directors: 2
- Scientists, engineers and experts: 162
- Technicians and professional associates: 175
- Administrative officers: 144
- Service and trade occupations: 120
- Farmers, foresters, fishermen, hunters: 32
- Occupations in crafts and individual production: 147
- Plant and machinery operators, industrial manufacturers and product assemblers: 50
- Simple occupations: 664

Source: Central Bureau of Statistics, data for 2024

Support Institutions Contacts

Name	Contact	Website
Koprivnica-Križevci County, Administrative Department for Economy, Utilities, Agriculture,	jasna.sabolic@kckzz.hr	https://www.kckzz.hr/
PORA Regional Development Agency Agency of Koprivnica Križevci County	marina.skrznaric@pora.com.hr	https://pora.com.hr/?lang=en
Croatian Chamber of Economy - Koprivnica County Chamber	hgkkc@hgk.hr	https://www.obrtnicka-komora-koprivnica.hr/
County Chamber of Crafts of Koprivnica Križevci County	ok.koprivnica@hok.hr	https://www.obrtnicka-komora-koprivnica.hr/
Dravska Business Incubator and Creative Industries Incubator managed by Enter Koprivnica Ltd.	info@enterkoprivnica.hr	https://www.enterkoprivnica.hr/en/
Đurđevac Business Incubator managed by Stari grad Ltd.	inkubator@djurdjevac.hr	https://inkubator-djurdjevac.hr/

Name	Contact	Website
Križevci Development Center and Technology Park managed by Križevci Entrepreneurial Center Ltd.	direktor@kpc.hr	https://kpc.hr/
Regional Energy Agency North (REA North)	info@rea-sjever.hr	https://rea-sjever.hr/en/home/
Service for citizens and entrepreneurs of Koprivnica Križevci County		https://kckzz.hr/hr/servisi-za-gradane-i-poduzetnike