

Međimurje County

Međimurje County is the smallest Croatian county by area, but the strength of its economy and the entrepreneurship and mentality of its population place it at the very top of the entrepreneurial counties in Croatia. The processing industry is the backbone of the county's economy, and in recent years the service sector is also gaining importance; the ICT sector, the sector of e-mobility and continental tourism. The county stands out compared to the rest of Croatia with a distinct surplus in the foreign trade balance. In 2023., Međimurje County achieved the highest value of exports per capita (approximately 9.881 euros of exports per capita) compared to other counties, and is on the third place in Croatia in regards to total exports (1,04 billion euros). The most important export markets are Germany, Austria and Slovenia. SMEs make up 98% of the Međimurje economy.

In the metal industry in Međimurje, the experience, knowledge and skills have been acquired over generations and have shaped the metal industry into one of the most dynamic sectors in which 165 companies operate. Using modern technologies, they produce various components and final products, from small tools to parts of wind farms, exported mainly to EU countries.

The textile and footwear industry played an important role in the industrial development of Međimurje in the 20th century and still represent an important part of the economy. Numerous small local entrepreneurs have maintained their positions in the market due to innovation, knowledge and flexibility. Also, Međimurje is home to global textile and footwear companies that achieve the highest standards of productivity and product quality.

The food industry, with a tradition of over 100 years and strong agriculture, is successfully growing with completely modernized production and numerous quality certificates.

There are 51 business zones in Međimurje County, and seven more are currently being developed. All zones are in the immediate vicinity of major traffic routes and are fully or partially equipped with infrastructure, which accelerates access and set up for investors. In some zones, investors are given incentives in the form of a complete exemption or reduction of communal fees and contributions. The largest business zones are the Međimurje Business Park, the Nedelišće Business Zone, the North Industrial Zone in Prelog and the North Industrial Zone in Donji Kraljevac.

Foreign direct investments in Međimurje County continue, and they come mostly from Sweden, USA, Austria, Luxembourg and Germany.

The most significant foreign direct investments in Međimurje County:

- Haix footwear (Germany) / FOOTWEAR / 1,233 employees
- LPT Leggett & Platt (USA) / WIRES, WIRE CORE FOR MATTRESSES AND MACHINES / 322 employees
- Hilding Anders (Sweden) / MATTRESSES AND FURNITURE / 568 employees
- LTH Alucast (Slovenia) / PARTS FOR THE AUTOMOBILE INDUSTRY / 272 employees
- Calzedonia (Italy) / PRODUCTION OF SOCKS / 384 employees
- CETITEC (Germany) / SOFTWARE DEVELOPMENT / 28 employees

- FRAMOS Technologies (Germany) / VISUAL INFORMATION PROCESSING / 60 employees

In addition to foreign investments, there are examples of strong local investments in Međimurje that are present on the global market. Company Tehnix Ltd. from Donji Kraljevec is the leading eco industry in the world, and by applying internally developed technology, municipal waste becomes an economic resource. Čateks plc is one of the largest textile companies in the region, whose beginnings date back to 1874. Due to technological development and innovations, Čateks has positioned itself in the market as a producer of technical fabrics and materials for special purposes

and higher added value, whose exports in 2023. make up 62% of sales revenue.

In recent years, investments in communal infrastructure have intensified in the county, resulting in almost 100 percent coverage in the distribution of electricity, water, gas, telephone, internet, drainage, etc.

The Međimurje County Knowledge Centre is an initiative that transformed a former neglected barracks into a living ecosystem made up of educational, supporting and scientific institutions that proactively support the business sector. Today, entrepreneurial support institutions operate within the Knowledge Centre (Public Institution for the Development of the Međimurje County REDEA, Technological Innovation Centre Međimurje Ltd. and Međimurje Energy Agency Ltd.); Međimurje University of Applied Sciences (MEV) with a student dormitory and the Centre for Sustainable Development; MIN-Međimurje Investment, Real estate Ltd.; The Tourist Board of Međimurje County and the Development and Education Centre – Metal Centre Čakovec, which implements projects in the metal and creative industry as well as in medicine.

Throughout Europe, Međimurje County is recognized as a destination suitable for investment, which is confirmed by numerous awards. For the fifth time, Međimurje is among the Top 10 regions for investment in the European Union. The most recent one is the recognition of FDI Magazine (Financial Times) for the year 2025; in the category of SMALL EUROPEAN REGIONS OF THE FUTURE for Investment Attraction Strategy, Međimurje County won 6th place.

[Source: Public Institution for the Development of the Međimurje County REDEA, March 2025]

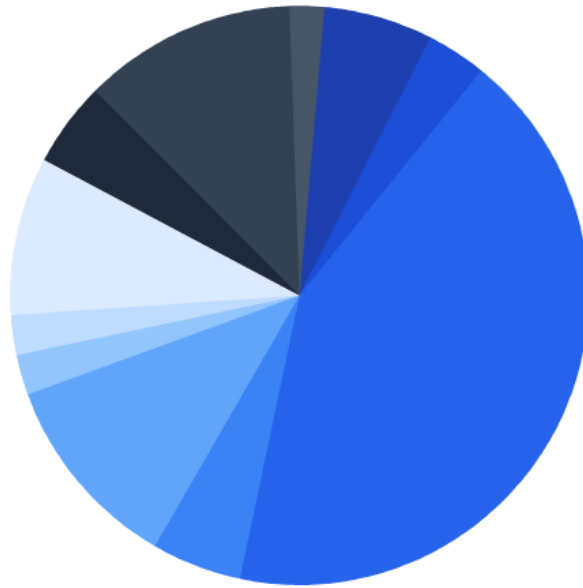
Main Indicators

GDP EUR	1.813.699.847
Population	104.948
Men	51.854
Women	53.094
Age 0-14	16.615
Age 15+	88.333
GDP Per Capita EUR	17.318,57
Area Size km ²	729

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

Gross Value Added by Activities

EUR



- Agriculture, forestry and fishing: 112636627.63394
- Mining and quarrying and other industries: 47059998.065
- Manufacturing: 644336339.79265
- Construction: 72030055.082209
- Wholesale and retail trade, transportation, storage, accommodation and food service activities: 167024065.97327
- Information and communication: 29764819.15155
- Financial and insurance activities: 32519388.723444
- Real estate activities: 133350834.5117
- Professional, scientific, technical, administrative and support service activities: 70385265.641602
- Public administration and defence, education, human health and social work activities: 180910336.12797
- Other service activities: 27409224.182218

Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km	22
Broadband Connections number and density	18.655 / 55%
Number of issued building permits	408

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	215

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Manufacture of wearing apparel	78,55
Manufacture of food products	66,02
Manufacture of fabricated metal products, except machinery and equipment	55,28
Manufacture of leather and related products	13,59
Manufacture of rubber and plastic products	10,72
Other	-9,34

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Luxembourg	56,99
United States	51,15
Austria	30,88
Germany	27,69
Slovenia	26,85
Other	21,26

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	105.722
Machinery and equipment with fittings	66.529
Transport equipment	14.533
Cultivated biological resources	824
Intellectual property products	2.643
Total	192.554

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
MEĐIMURSKE VODE d.o.o.	WATER SUPPLY; WASTEWATER REMOVAL, WASTE MANAGEMENT AND ENVIRONMENTAL SANITATION	http://www.medjimurske-vode.hr
JAKOPIĆ d.o.o.	TRANSPORT AND STORAGE	http://-
PERUTNINA PTUJ - PIPO d.o.o. ČAKOVEC	MANUFACTURING	http://www.perutnina.com
TUBLA d.o.o.	MANUFACTURING	http://www.tubla.hr
HAIX Obuća d.o.o.	MANUFACTURING	http://m.lisjak@haix.de
Vajda d. d. Čakovec	MANUFACTURING	http://www.vajda.hr
S-SEČAN d.o.o.	TRANSPORT AND STORAGE	http://-
ARTEFERRO GORIČAN d.o.o.	MANUFACTURING	http://-
PRIMABIRO d.o.o.	MANUFACTURING	http://www.primabiro.hr
JB-MODELARIJA-BLAŽEKA d.o.o.	MANUFACTURING	http://-

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

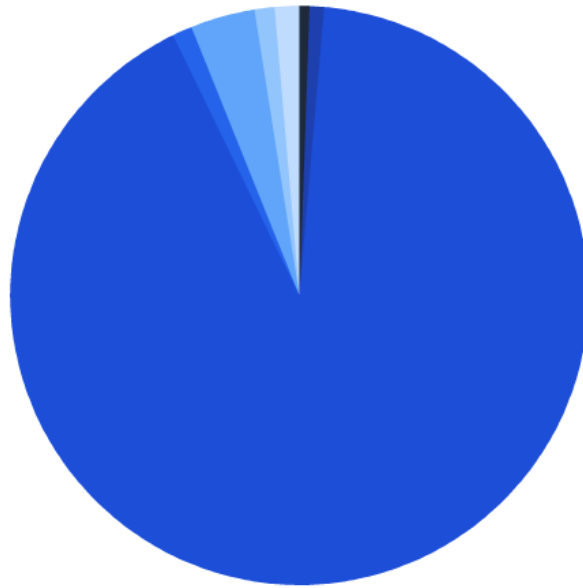
Large enterprises	Medium enterprises	Small and micro-enterprises
50%	60%	70%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

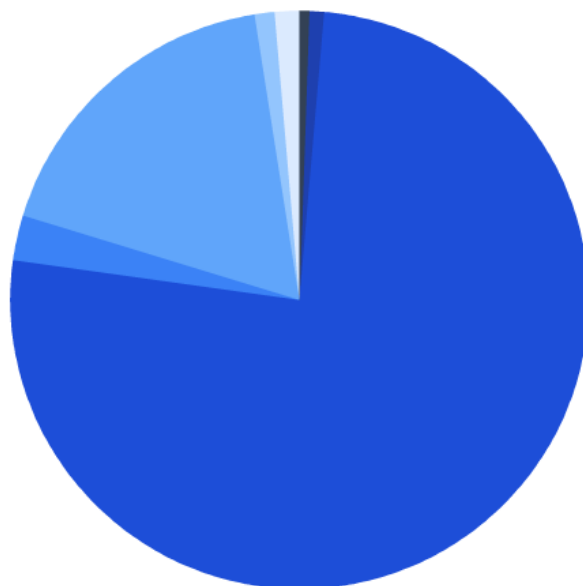


- Agriculture, forestry and fishing: 11814
- Manufacturing: 936680
- Water supply, sewerage, waste management and remediation activities: 10858
- Construction: 1767
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 37038
- Transportation and storage: 9233
- Information and communication: 12704
- Real estate activities: 1702
- Professional, scientific and technical activities: 3130
- Administrative and support service activities: 1499
- Arts, entertainment and recreation: 6
- Other service activities: 12
- Not classified: 6

Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

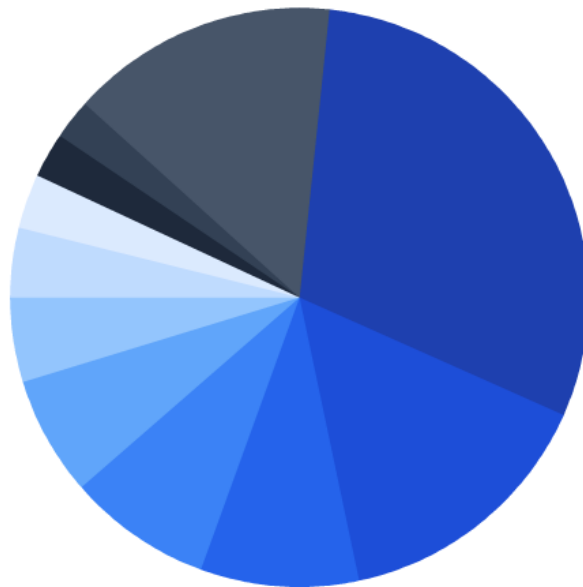


- Agriculture, forestry and fishing: 11188
- Manufacturing: 678186
- Water supply, sewerage, waste management and remediation activities: 595
- Construction: 20227
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 158498
- Transportation and storage: 8198
- Accommodation and food service activities: 71
- Information and communication: 11959
- Real estate activities: 2277
- Professional, scientific and technical activities: 2528
- Administrative and support service activities: 1657
- Human health and social work activities: 8
- Arts, entertainment and recreation: 1881
- Other service activities: 214
- Not classified: 47

Source: Central Bureau of Statistics, data for 2024

Export by Country

000 EUR

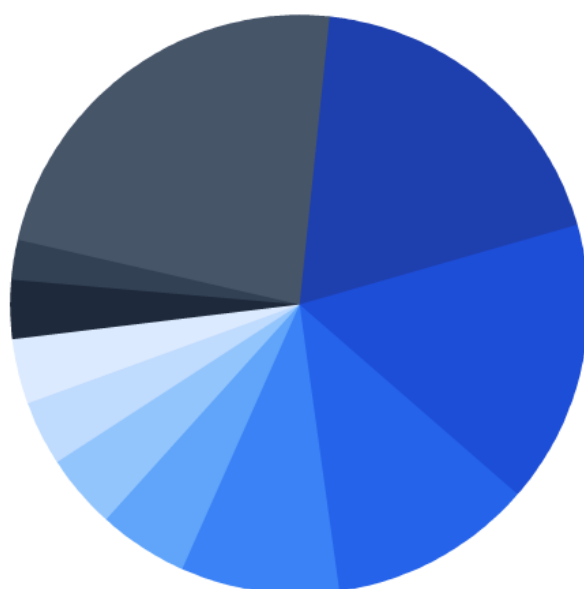


- Germany: 324207
- Austria: 152327
- Slovenia: 90717
- Bosnia & Herzegovina: 81364
- Italy: 66499
- France: 45646
- Netherlands: 39540
- Serbia: 30103
- Poland: 23886
- Hungary: 20269
- Other: 151891

Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



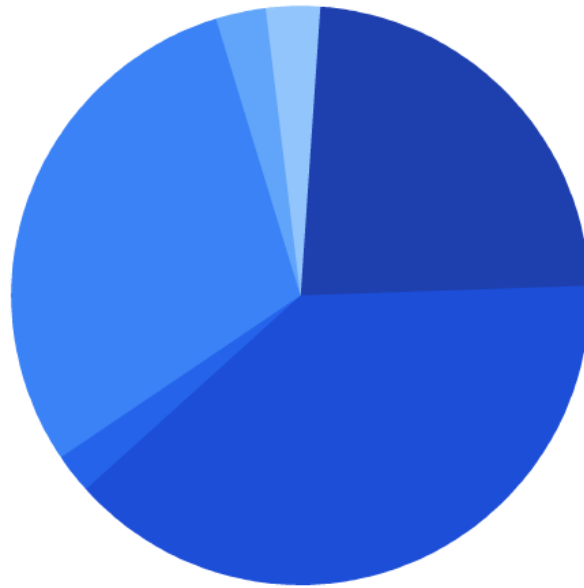
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	5.105
Basic Schools, Beginning of School Year	9.132
Upper Secondary Schools, Beginning of School Year	3.791
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	2.288

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

Number of High School Students Who Have Completed Their Education



- Grammar schools: 235
- Technical and related schools: 376
- Secondary art schools: 19
- Industrial and crafts schools: 288
- Special secondary schools: 26
- Secondary schools for adults: 27

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	2	517
Mechanical engineering, shipbuilding and metallurgy	2	470
Electrical engineering and computing	1	402
Tourism and catering	2	316
Construction and geodesy	1	314
Health and social work	1	257
Personal, security and other services	2	122
Transport and logistics	1	111
Graphic technology and audio-visual design	1	97
Textiles and leather	1	96
Agriculture, food and veterinary	2	77

Educational Sector	Number of Institutions	Number of Students
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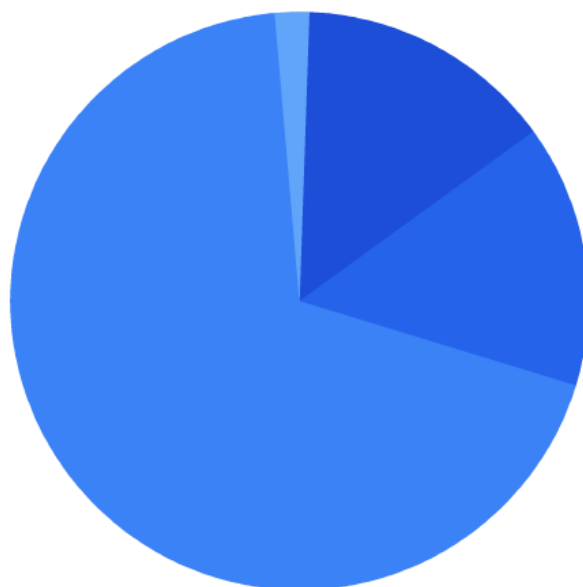
Forestry and wood processing

1

30

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: 103
- Faculties - Professional Study: 102
- Faculties - University study: 480
- Art academies: 12

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
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Polytechnic of Međimurje in Čakovec

154

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)
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Activity	Number of Business Entities	Number of Persons Employed	Average Monthly Gross Earnings per Person in Paid Employment (EUR)
Agriculture, forestry and fishing	82	238	1.402
Mining and quarrying	2	16	1.664
Manufacturing	743	15.499	1.555
Electricity, gas, steam and air conditioning supply	55	274	2.255
Water supply, sewerage, waste management and remediation activities	65	481	1.518
Construction	787	3.986	1.341
Wholesale and retail trade, repair of motor vehicles and motorcycles	705	3.333	1.381
Transportation and storage	152	1.004	1.407
Accommodation and food service activities	262	1.140	1.203
Information and communication	197	715	2.132
Financial and insurance activities	25	406	2.044
Real estate activities	101	77	1.412
Professional, scientific and technical activities	426	1.273	1.643
Administrative and support service activities	129	605	1.178
Public administration and defence, compulsory social security	47	1.286	2.200
Education	115	3.291	1.956
Human health and social work activities	107	2.200	2.266
Arts, entertainment and recreation	595	369	1.510
Other service activities	1.180	471	1.158

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	4,90%

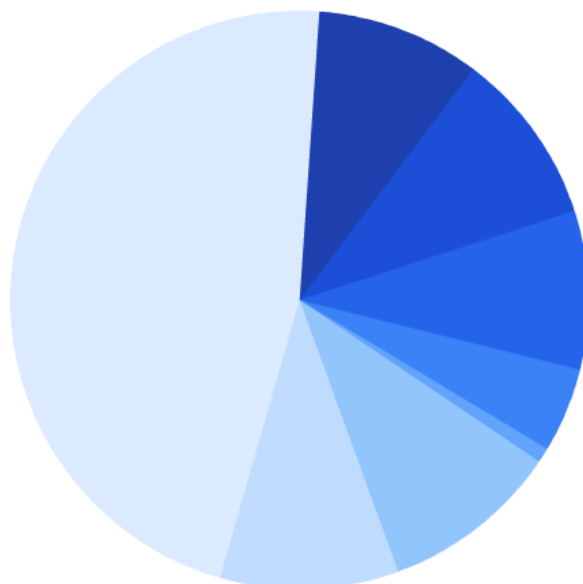
Source: Central Bureau of Statistics, data for 2024

Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	40
Mining and quarrying	1
Manufacturing	397
Electricity, gas, steam and air conditioning supply	3
Water supply, sewerage, waste management and remediation activities	17
Construction	189
Wholesale and retail trade, repair of motor vehicles and motorcycles	134
Transportation and storage	40
Accommodation and food service activities	98
Information and communication	22
Financial and insurance activities	10
Real estate activities	3
Professional, scientific and technical activities	43
Administrative and support service activities	45
Public administration and defence, compulsory social security	156
Education	89
Human health and social work activities	91
Arts, entertainment and recreation	15
Other service activities	85
Not classified	585

Activity**Number****Total****2.063**

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation

- Scientists, engineers and experts: 210
- Technicians and professional associates: 199
- Administrative officers: 179
- Service and trade occupations: 97
- Farmers, foresters, fishermen, hunters: 15
- Occupations in crafts and individual production: 202
- Plant and machinery operators, industrial manufacturers and product assemblers: 201
- Simple occupations: 958

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
Public Institution for the Development of the Medimurje County REDEA	reda@reda.hr	https://www.reda.hr/en/investment-promotion/
Perspective entrepreneurial zones of Medimurje County on spatial plans		https://experience.arcgis.com/experience/ae012bad716e4a8a804f2bfeee1cfb8d

Name	Contact	Website
Technology Innovation Centre Medimurje	info@ticm.hr	http://www.ticm.hr
Development and Training Centre for the Metal Industry - Metal Centre Čakovec	info@metalskajezgra.hr	https://metalskajezgra.hr/en/homepage/
ACT Group	info@act-grupa.hr	https://act-grupa.hr/