

City of Zagreb

Zagreb, the capital of Croatia with almost 800,000 inhabitants, has an extremely favorable strategic position in economic terms. Located at the crossroads of important European transport routes, it is characterized by good transport connections by road, rail and air lines, which makes it a key logistics hub. At the same time, it is the administrative, financial and business center of the country, with a concentration of state and public institutions, banks and large companies. As the most important educational and scientific center in Croatia, Zagreb encourages the development of innovation and modern technologies. Its proximity to the markets of the European Union and Southeast Europe further strengthens its economic role in the region.

Economy and investments

Zagreb's economy is a leader in high-value-added activities, especially in technical, scientific and administrative services, the financial sector, insurance and information and communication technologies. High-quality educational and research institutions, a highly educated and technologically skilled workforce make Zagreb an extremely attractive environment for the establishment and development of new businesses. At the same time, mature and established companies continue to expand their operations precisely because of the favorable business environment.

In recent years, there has been a strong growth in both domestic and foreign investments. According to the Statistical Yearbook of the City of Zagreb for 2024, total gross investments in fixed assets reached EUR 6.6 billion in 2023, which represents an increase of as much as 35.4% compared to the previous year. Foreign direct investments are also on the rise – in 2023 they amounted to EUR 1,768.7 million, with the largest capital coming from the Netherlands.

These indicators confirm that Zagreb is increasingly attracting capital, entrepreneurial initiatives, and high-tech projects.

Entrepreneurship and crafts

In 2023, 51,318 entrepreneurs based in Zagreb operated, which is an increase of 2.6% compared to 2022. According to data from the Trade Register available on the Trade Register Portal of the Republic of Croatia, at the end of 2024, 25,001 trades were registered in Zagreb, which makes up 20% of the total number of trades in Croatia. More than 32,000 people are employed in Zagreb's trades.

Zagreb's crafts play a key role in shaping the city's identity. Traditional craft activities are deeply rooted in Zagreb's history, and skills passed down through generations make craftsmen an important segment of the local economy. They create products that are recognizable on the market and contribute to the city's economic and cultural vitality.

Industry and export

The largest share of the value of sold industrial products and exports in 2023 in the processing industry sector was realized in the production of food products (19.7%) and the production of electrical equipment (19.3%). The largest export in 2023 was realized to Bosnia and Herzegovina in the value of 1.2 billion euros, while the largest import was realized from Slovenia in the value of 2.8 billion euros.

Tourism

Zagreb has become one of the most prominent European tourist destinations in the last few years, thanks to its rich history, cultural heritage, modern amenities and overall offering, which includes various events, museums, restaurants and attractions that can attract tourists throughout the year. In 2024, the number of 1.4 million tourist arrivals and 2.6 million overnight stays indicates a significant increase in tourism, which is also a result of Zagreb's ability to attract visitors from all

over the world, especially from the USA, Germany and Italy. This positive dynamic, coupled with low seasonality, allows Zagreb to position itself as a year-round destination, which is key to maintaining the stability of the tourism industry.

Zagreb is still in the phase of growth and development in terms of infrastructure, offer and promotion, which can only further raise its recognition on the global tourist map.

Business infrastructure

The City of Zagreb is systematically developing public entrepreneurial infrastructure to encourage innovation, entrepreneurship and economic growth. The Zagreb Innovation Centre Ltd. (ZICER) located at the Zagreb Fair plays a key role in this process. ZICER provides support to innovative entrepreneurs through mentoring, education, networking and access to modern office and laboratory facilities, and brings together more than a hundred startups, especially from the fields of high technology, green innovation and the IT sector, thereby significantly contributing to the development of the entrepreneurial ecosystem in the city.

In addition to ZICER, the entrepreneurial infrastructure in Zagreb includes a number of other forms of support - business zones, entrepreneurial incubators, acceleration programs and financial support from the City of Zagreb for entrepreneurs and craftsmen. Through such initiatives, a strong entrepreneurial ecosystem is created that helps both new and existing companies to develop, employ and contribute to the overall economic development of the city.

In cooperation with educational institutions, scientific centers and the private sector, the City of Zagreb strives to further improve the conditions for innovation, digitalization and knowledge transfer to the economy, thereby positioning itself as a leading center of entrepreneurship and technological development in the region.

[Source: City of Zagreb, May 2025]

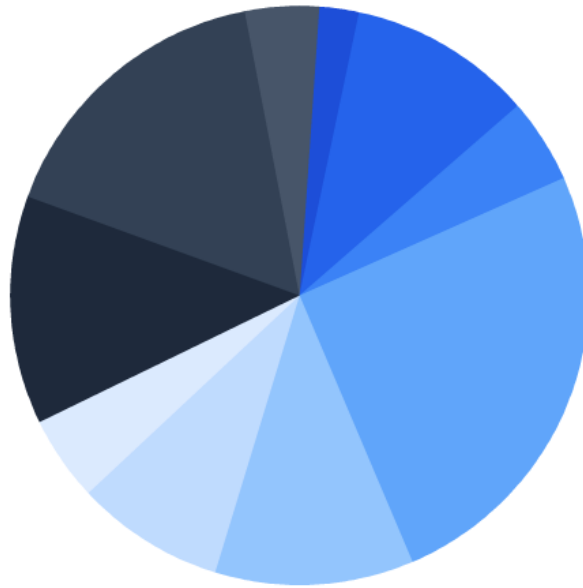
Main Indicators

GDP EUR	26.671.215.938
Population	774.225
Men	367.861
Women	406.364
Age 0-14	114.223
Age 15+	660.002
GDP Per Capita EUR	34.518,31
Area Size km ²	641

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

Gross Value Added by Activities

EUR



- Agriculture, forestry and fishing: 27379585.217448
- Mining and quarrying and other industries: 690223193.8
- Manufacturing: 2258738918.3626
- Construction: 1052214144.9577
- Wholesale and retail trade, transportation, storage, accommodation and food service activities: 5621553896.0118
- Information and communication: 2479151067.8603
- Financial and insurance activities: 1855144535.6353
- Real estate activities: 992415918.85995
- Professional, scientific, technical, administrative and support service activities: 2804465855.1382
- Public administration and defence, education, human health and social work activities: 3605268388.7084
- Other service activities: 927843456.533

Source: Central Bureau of Statistics, data for 2023

Infrastructure

Motorways km	48
Broadband Connections number and density	255.135 / 85%
Number of issued building permits	727

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	34.327

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Activity

mil. EUR

Activity	Amount
Financial service activities, except insurance and pension funding	11.338,99
Retail trade, except of motor vehicles and motorcycles	2.936,38
Wholesale trade, except of motor vehicles and motorcycles	2.896,70
Manufacture of basic pharmaceutical products and pharmaceutical preparations	2.776,24
Telecommunications	2.288,71
Other	12.089,94

Source: Croatian National Bank, 1993 - 2025

Foreign Direct Investment by Country

mil. EUR

Country	Amount
Netherlands	10.312,36
Luxembourg	5.581,29
Austria	4.259,02
Italy	2.788,68
Hungary	2.047,27
Other	9.338,34

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	1.228.340
Machinery and equipment with fittings	1.043.871
Transport equipment	1.129.781
Cultivated biological resources	1.592
Intellectual property products	390.117
Total	3.906.029

Source: Central Bureau of Statistics, data for 2024

Biggest Investors

Company	Activity	Website
HEP-Operator distribucijskog sustava d.o.o.	ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY	http://www.hep.hr
INA d.d.	MANUFACTURING	http://www.ina.hr
HŽ INFRASTRUKTURA d.o.o.	TRANSPORT AND STORAGE	http://www.hzinfra.hr
Hrvatske ceste d.o.o.	CONSTRUCTION	http://www.hrvatske-ceste.hr
HT d.d.	TELECOMMUNICATIONS, COMPUTER PROGRAMMING, CONSULTING, COMPUTER INFRASTRUCTURE AND OTHER INFORMATION SERVICE ACTIVITIES	http://www.t.ht.hr
PLINACRO d.o.o.	TRANSPORT AND STORAGE	http://www.plinacro.hr
HOPS d.d.	ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY	http://www.hops.hr
A1 Hrvatska d.o.o.	TELECOMMUNICATIONS, COMPUTER PROGRAMMING, CONSULTING, COMPUTER INFRASTRUCTURE AND OTHER INFORMATION SERVICE ACTIVITIES	https://www.a1.hr/
SPAR Hrvatska d.o.o.	WHOLESALE AND RETAIL TRADE	http://www.spar.hr
LEDO plus d.o.o.	MANUFACTURING	http://www.ledo.hr

Source: Financial Agency, data for 2024

Maximum Investment Incentives' Intensity according to the Investment Promotion Act

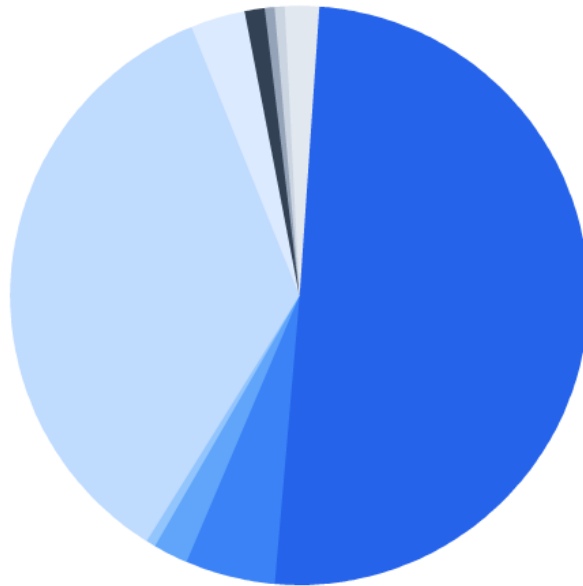
Large enterprises	Medium enterprises	Small and micro-enterprises
35%	45%	55%

Source: 2022-2027 Regional Aid Map for Croatia

International Trade

Export by Activity

000 EUR

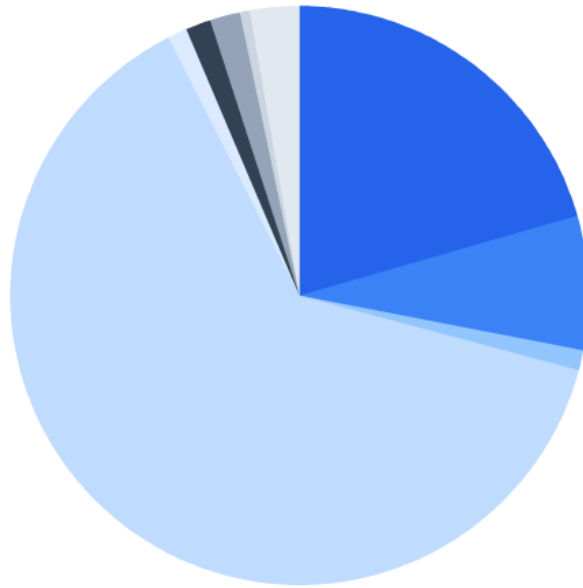


- Agriculture, forestry and fishing: 19301
- Mining and quarrying: 6875
- Manufacturing: 4037452
- Electricity, gas, steam and air conditioning supply: 375925
- Water supply, sewerage, waste management and remediation activities: 137449
- Construction: 24831
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 2742743
- Transportation and storage: 240263
- Accommodation and food service activities: 449
- Information and communication: 69488
- Financial and insurance activities: 6657
- Real estate activities: 4328
- Professional, scientific and technical activities: 29403
- Administrative and support service activities: 43750
- Public administration and defence, compulsory social security: 137656
- Education: 765
- Human health and social work activities: 1530
- Arts, entertainment and recreation: 2572
- Other service activities: 1948
- Not classified: 10

Source: Central Bureau of Statistics, data for 2024

Import by Activity

000 EUR

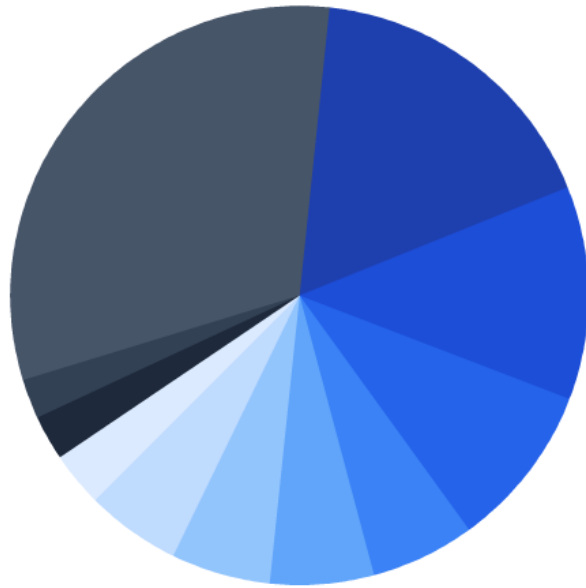


- Agriculture, forestry and fishing: 38879
- Mining and quarrying: 15078
- Manufacturing: 4429822
- Electricity, gas, steam and air conditioning supply: 1609153
- Water supply, sewerage, waste management and remediation activities: 58831
- Construction: 200062
- Wholesale and retail trade, repair of motor vehicles and motorcycles: 13679630
- Transportation and storage: 210253
- Accommodation and food service activities: 16096
- Information and communication: 296912
- Financial and insurance activities: 39110
- Real estate activities: 8216
- Professional, scientific and technical activities: 334298
- Administrative and support service activities: 110491
- Public administration and defence, compulsory social security: 558692
- Education: 778
- Human health and social work activities: 12361
- Arts, entertainment and recreation: 27157
- Other service activities: 23748

Source: Central Bureau of Statistics, data for 2024

Export by Country

000 EUR

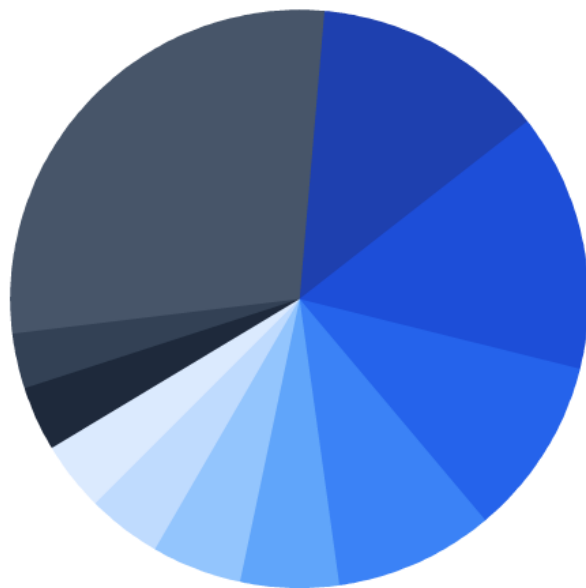


- Bosnia & Herzegovina: 1469062
- Slovenia: 921530
- Germany: 701511
- Hungary: 449821
- Serbia: 440689
- Italy: 427171
- United States: 412068
- Austria: 224418
- Ukraine: 196490
- Montenegro: 172714
- Other: 2467921

Source: Central Bureau of Statistics, data for 2024

Import by Country

000 EUR



- Slovenia: 3118888
- Germany: 3102583
- Italy: 2153081
- Hungary: 1876810
- France: 1146963
- Austria: 1057594
- Poland: 878256
- Netherlands: 829761
- Azerbaijan: 764528
- Slovakia: 636645
- Other: 6104456

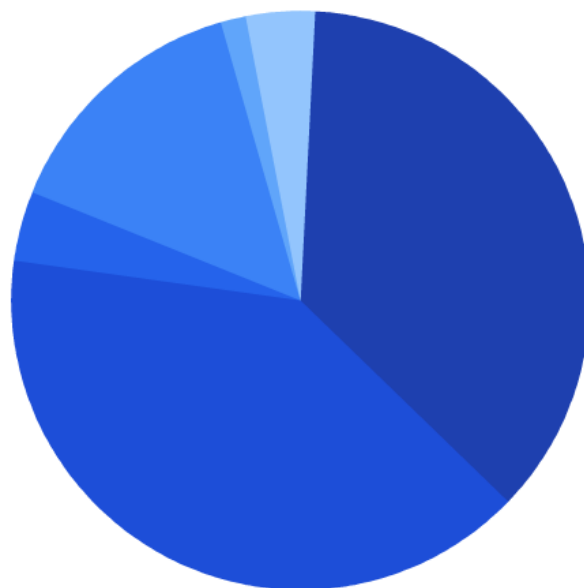
Source: Central Bureau of Statistics, data for 2024

Education

Education level	Number of pupils
Kindergartens and Other Legal Entities Implementing Preschool Education Programmes	40.388
Basic Schools, Beginning of School Year	60.213
Upper Secondary Schools, Beginning of School Year	37.225
Students Enrolled on Professional and University Study, According to Place of Permanent Residence	24.250

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

Number of High School Students Who Have Completed Their Education



- Grammar schools: 3498
- Technical and related schools: 3757
- Secondary art schools: 346
- Industrial and crafts schools: 1350
- Special secondary schools: 110
- Secondary schools for adults: 363

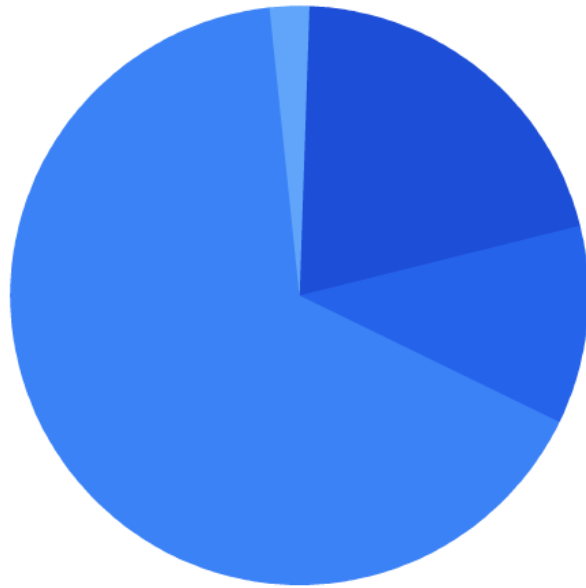
Source: Central Bureau of Statistics, data for 2023/2024

Number of Students and Institutions by Educational Sectors

Educational Sector	Number of Institutions	Number of Students
Electrical engineering and computing	10	3.888
Economics, trade and business administration	10	3.332
Health and social work	7	2.547
Mechanical engineering, shipbuilding and metallurgy	9	2.430
Tourism and catering	6	1.808
Personal, security and other services	6	1.426
Agriculture, food and veterinary	4	1.388
Transport and logistics	4	1.246
Construction and geodesy	4	1.121
Graphic technology and audio-visual design	4	675
Forestry and wood processing	1	520
Textiles and leather	3	403
Geology, mining, petroleum and chemical technology	1	236

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

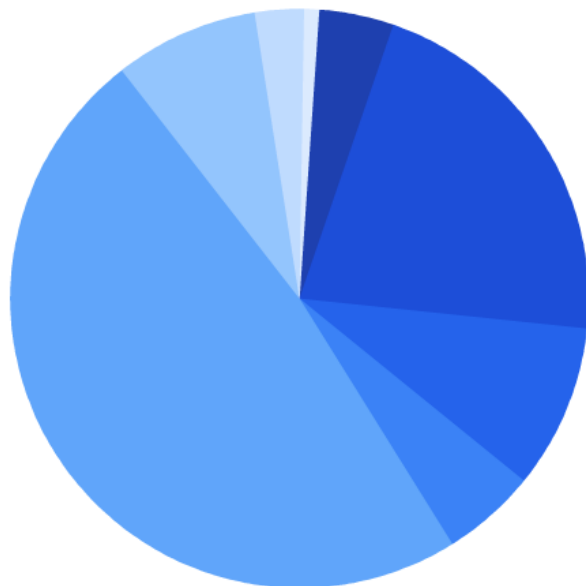
Students Who Graduated From University Study or Completed Professional Studys



- Schools of professional higher education: 0
- Polytechnics: 1418
- Faculties - Professional Study: 738
- Faculties - University study: 4433
- Art academies: 137

Source: Central Bureau of Statistics, data for 2024

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



■ Natural sciences: 3311
■ Engineering: 13746
■ Biomedicine and health: 5850
■ Biotechnical sciences: 3381
■ Social sciences: 31314
■ Humanities: 5073
■ Artistic field: 1638
■ Interdisciplinary fields of science: 507

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
University College for Applied Computer Engineering, Zagreb	126
Zagreb School of Economics and Management, Zagreb	195
RRiF School of Professional Higher Education for Financial Management, Zagreb	23
College of Information Technology, Zagreb	56
Effectus, School of Professional Higher Education in Finances and Law, Zagreb	134
Edward Bernays College of Communication Management, Zagreb	72
European Business School, Zagreb	51
Police Academy, Zagreb	170
Technical Polytechnic in Zagreb	754
University of Applied Health Studies in Zagreb	1.046
Vern University in Zagreb	397
Zagreb School of Business	113
Faculty of Forestry, Zagreb	170
Faculty of Economics and Business, Zagreb	1.055
Faculty of Law, Zagreb	699
Faculty of Kinesiology, Zagreb	292

Name	Students who graduated from or completed university or professional study
Libertas International University, Zagreb	389
Catholic Theological Faculty, Zagreb - Institute for Theological Culture	85
Faculty of Science, Zagreb	927
Faculty of Architecture, Zagreb	256
Faculty of Civil Engineering, Zagreb	274
Faculty of Geodesy, Zagreb	150
Faculty of Graphic Arts, Zagreb	160
Faculty of Mechanical Engineering and Naval Architecture, Zagreb	461
Faculty of Electrical Engineering and Computing, Zagreb	1.098
Faculty of Transport and Traffic Engineering, Zagreb	293
Faculty of Mining, Geology and Petroleum Engineering, Zagreb	161
Faculty of Chemical Engineering and Technology, Zagreb	290
Faculty of Textile Technology, Zagreb	149
University of Zagreb	136
Faculty of Medicine, Zagreb	316
Faculty of Dental Medicine, Zagreb	98
Faculty of Pharmacy and Biochemistry, Zagreb	138
Faculty of Veterinary Medicine, Zagreb	113
Faculty of Food Technology and Biotechnology, Zagreb	277
Faculty of Agriculture, Zagreb	558
Faculty of Political Sciences, Zagreb	373

Name	Students who graduated from or completed university or professional study
Faculty of Teacher Education, Zagreb	674
Faculty of Education and Rehabilitation Sciences, Zagreb	291
Faculty of Humanities and Social Sciences, Zagreb	1.310
Croatian Catholic University, Zagreb	261
University Center fo Protestant Theology Mathias Flacius Ilyricus, Zagreb	5
Faculty of Philosophy and Religious Studies, Zagreb	50
Institute of Philosophy of the Society of Jesus, Zagreb	8
Academy of Music, Zagreb	118
Academy of Fine Arts, Zagreb	125
Academy of Dramatic Arts, Zagreb	83
University College of International Relations and Diplomacy Dag Hammarskjöld, Zagreb	18
University of Zagreb, Faculty of Croatian Studies	333

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	468	1.169	1.827
Mining and quarrying	29	364	2.578
Manufacturing	4.384	41.119	2.170

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	633	4.794	2.698
Water supply, sewerage, waste management and remediation activities	168	5.008	1.868
Construction	6.785	29.084	1.591
Wholesale and retail trade, repair of motor vehicles and motorcycles	12.083	75.808	1.990
Transportation and storage	2.550	17.169	1.961
Accommodation and food service activities	3.989	19.979	1.394
Information and communication	5.419	38.741	2.707
Financial and insurance activities	903	19.336	2.851
Real estate activities	3.078	4.504	1.939
Professional, scientific and technical activities	12.056	35.634	2.281
Administrative and support service activities	3.126	27.191	1.578
Public administration and defence, compulsory social security	185	35.547	2.641
Education	1.161	32.109	2.225
Human health and social work activities	1.557	33.829	2.774
Arts, entertainment and recreation	5.326	10.286	2.003
Other service activities	13.818	8.391	1.658

Source: Central Bureau of Statistics, data for 2024

Unemployed

	Rate
Unemployment Rate	2,40%

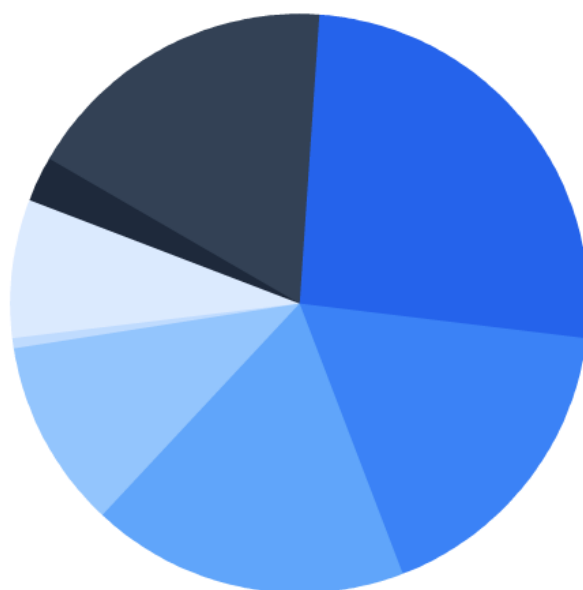
Source: Central Bureau of Statistics, data for 2024

Unemployed by Activity

Activity	Number
Agriculture, forestry and fishing	82
Mining and quarrying	6
Manufacturing	1.031
Electricity, gas, steam and air conditioning supply	13
Water supply, sewerage, waste management and remediation activities	88
Construction	632
Wholesale and retail trade, repair of motor vehicles and motorcycles	1.783
Transportation and storage	363
Accommodation and food service activities	836
Information and communication	515
Financial and insurance activities	228
Real estate activities	112
Professional, scientific and technical activities	705
Administrative and support service activities	770
Public administration and defence, compulsory social security	140
Education	541
Human health and social work activities	411
Arts, entertainment and recreation	207
Other service activities	564
Not classified	1.796
Total	10.823

Source: Croatian Employment Service, data for 2024

Registered unemployed by occupation



■ Military occupations: 2
■ Legislators, officials and directors: 5
■ Scientists, engineers and experts: 2889
■ Technicians and professional associates: 1855
■ Administrative officers: 1917
■ Service and trade occupations: 1130
■ Farmers, foresters, fishermen, hunters: 42
■ Occupations in crafts and individual production: 833
■ Plant and machinery operators, industrial manufacturers and product assemblers: 253
■ Simple occupations: 1905

Source: Croatian Employment Service, data for 2024

Support Institutions Contacts

Name	Contact	Website
City of Zagreb - City Office for Economy, Environmental Sustainability and Strategic Planning	geos@zagreb.hr	https://www.zagreb.hr/
Zagreb Innovation Center Ltd. ZICER	bok@zicer.hr	https://www.zicer.hr/
ZICER Plavi ured - Entrepreneurial Center	savjetnik@plaviured.hr	https://plaviured.hr/
Development Agency Zagreb	razvojna.agencija@zagreb.hr	https://www.razvojnaagencijazagreb.hr/