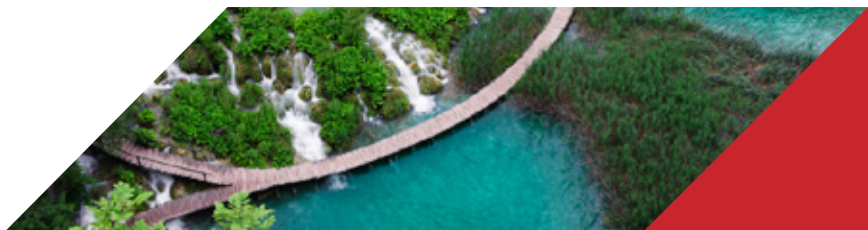




**VISIT – LIKE – INVEST**

in Croatian tourism



# **INVEST** **IN CROATIA**

Agency for Investments  
and Competitiveness



## KEY FIGURES

Tourism annual turnover (2012)

€ 6.8 billion

Registered companies

18,324

Number of employees

91,452

Average gross salary (2011)

866 €

Percentage of GDP

14.4 %

## KEY TOURIST LOCATIONS IN CROATIA



## EXCELLENT PREDISPOSITIONS

Croatia is a country with a rich cultural heritage, with many monuments included as zero category monuments on the UNESCO World Heritage List.



Croatia is also one of the best ecologically preserved parts of Europe. It can pride itself with a multitude of nature parks, such as Risnjak, Paklenica, the Plitvice Lakes and Northern Velebit in the mountainous area, and with the Kornati Archipelago, the island of Mljet, the Brijuni Archipelago and the Krka waterfalls in the coastal area.



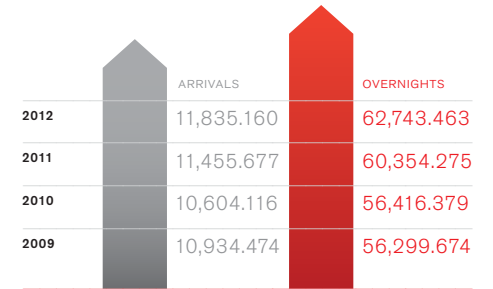
## STRONG BRAND IDENTITY

35/140

Ranking 35 out of 140 countries on the Travel and Tourism ranking list by the WEF ABTA destination to watch in 2013

One of the most successful tourist destinations in 2011 (Top 10; ITB World Travel Trends Report)

11.8 MILLION  
arrivals in 2012



## GREAT POTENTIAL

completely prepared,  
ready-to-invest sites

outstanding greenfield  
opportunity areas

highly motivated,  
multilingual population



49%  
ENGLISH  
LANGUAGE

34%  
GERMAN  
LANGUAGE

14%  
ITALIAN  
LANGUAGE

## INTERNATIONALLY RECOGNIZED BRANDS ALREADY PRESENT IN CROATIA





## GREAT ACCESSIBILITY

- All of Europe in 3 hours
- Direct flights to all major destinations
- Dream World Cruise Destinations Magazine ranked Dubrovnik as the tenth most frequented port in the world, and third in the Mediterranean



7 international airports



6 sea ports and 4 river ports



Three Pan-European Corridors (X, Vb, Vc) cross its territory



## ATTRACTIVE INVESTMENT INCENTIVES

- matching up to 60% of the investment costs
- giving up to € 18,000 per every newly created workplace
- providing profit tax holidays for new investments
- access to EU structural funds



**0%**  
PROFIT TAX  
RATE



UP TO  
**€18,000**  
EMPLOYMENT  
GRANTS



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