



BE A PART OF NEW BYTES

and invest in Croatian ICT sector



INVEST **IN CROATIA**

Agency for Investments
and Competitiveness



KEY FIGURES

ICT market value (2012)

€ 820 million

Number of employees

29,648

Average gross salary (2011)

€ 1,425

Share of ICT in GDP

4.2%

Operating gross profit rate

24.6% / 20.9%

CROATIA

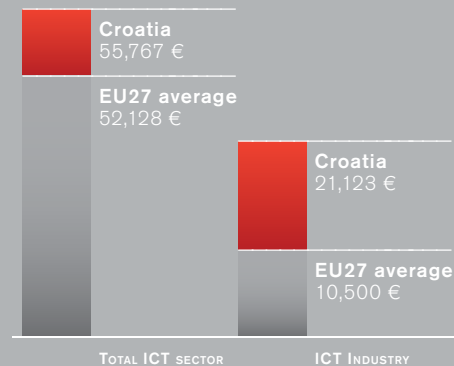
EU27 AVERAGE

ICT CLUSTERS IN CROATIA



HIGH PRODUCTIVITY

Croatia is known for its high labor productivity in the ICT sector which is above the EU27 average.



SOURCE: Eurostat



"The quality of Croatian experts is well known – their knowledge, innovative spirit, enthusiasm and dedication to excellence in all business processes have been incorporated in our activities and initiative that started as a local idea and have become global products, or business models."

M. Sc. Gordana Kovačević

ERICSSON NIKOLA TESLA, MANAGING DIRECTOR (2007)

COMPETITIVE LABOR COSTS

Average personnel costs are below the EU27 average and, as such, ensure cost-effectiveness in companies' business activities.

LABOR COST PER HOUR IN ICT
INDUSTRY IN CROATIA

Manufacture of computer, electronic and optical products	6.2 €
Telecommunications	9.0 €
Computer programming, consultancy and related activities	10.3 €
Information service activities	7.1 €

SOURCE: Eurostat, CBS

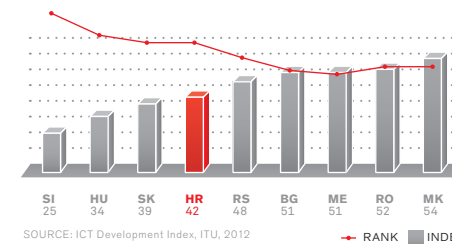
AVERAGE PERSONNEL COSTS (€ 1000/PERSON)



STATE OF THE ART INFRASTRUCTURE

Croatian fixed telecommunications network is 100% digitalized, and it is the most modern out of all CEE countries' networks. Broadband penetration rate totals to 28.3% compared to the OECD countries' average of 25.9%.

ICT DEVELOPMENT INDEX



SOURCE: ICT Development Index, ITU, 2012

→ RANK ■ INDEX

28.3%
PENETRATION
RATE

1.2
MILLION
BROADBAND
LINES

41ST
OUT OF 142
COUNTRIES

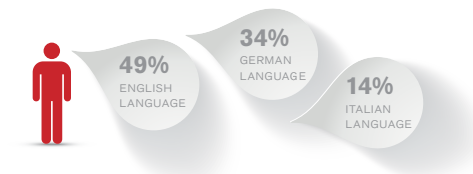
SKILLED WORKFORCE

Croatia offers investors a highly educated, qualified, productive and motivated workforce (according to International Investment Climate Survey).

	MEDIAN 2012	MEDIAN 2011
Qualifications of the employees	2.29	2.64
Quality of the education	2.60	2.77
Productivity	2.61	2.52
Motivation	2.62	2.43

(1) very satisfied / (6) very unsatisfied

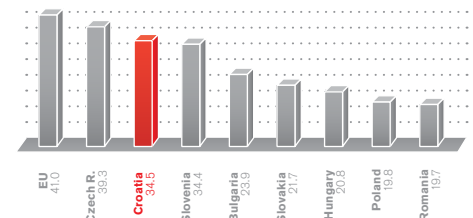
SOURCE: German-Croatian Chamber of Industry and Commerce Survey



INNOVATIVE SOCIETY

- Innovative hub out of which many pioneering patents have emerged.
- Croatia has one of the highest proportion of enterprises with innovation activity in the region.

ENTERPRISES WITH TECHNOLOGICAL INNOVATION
(% OF ALL ENTERPRISES)



SOURCE: Eurostat

SMS PARKING
Croatian invention

INVENTED IN 2001

MP3 ENGINE
Croatian inventor Tomislav Uzelac

INVENTED IN 1997





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