



Economic Survey 2024

May, 7th 2024



AHK

Deutsch-Kroatische
Industrie- und Handelskammer
Njemačko-hrvatska industrijska
i trgovinska komora

This year's results will be presented to you by:



Stefanie Ziska,
Director AHK Croatia



Marjan Vučak,
President AHK Croatia,
CEO Meggle South Eastern Europe



Nikola Baron Adamovich
President of the supervisory board /
Stiftung Wissen am Werk.

Why these surveys?

1 To capture the mood of our companies

2 To identify their pain points

3 To further enhance the scope of our chamber

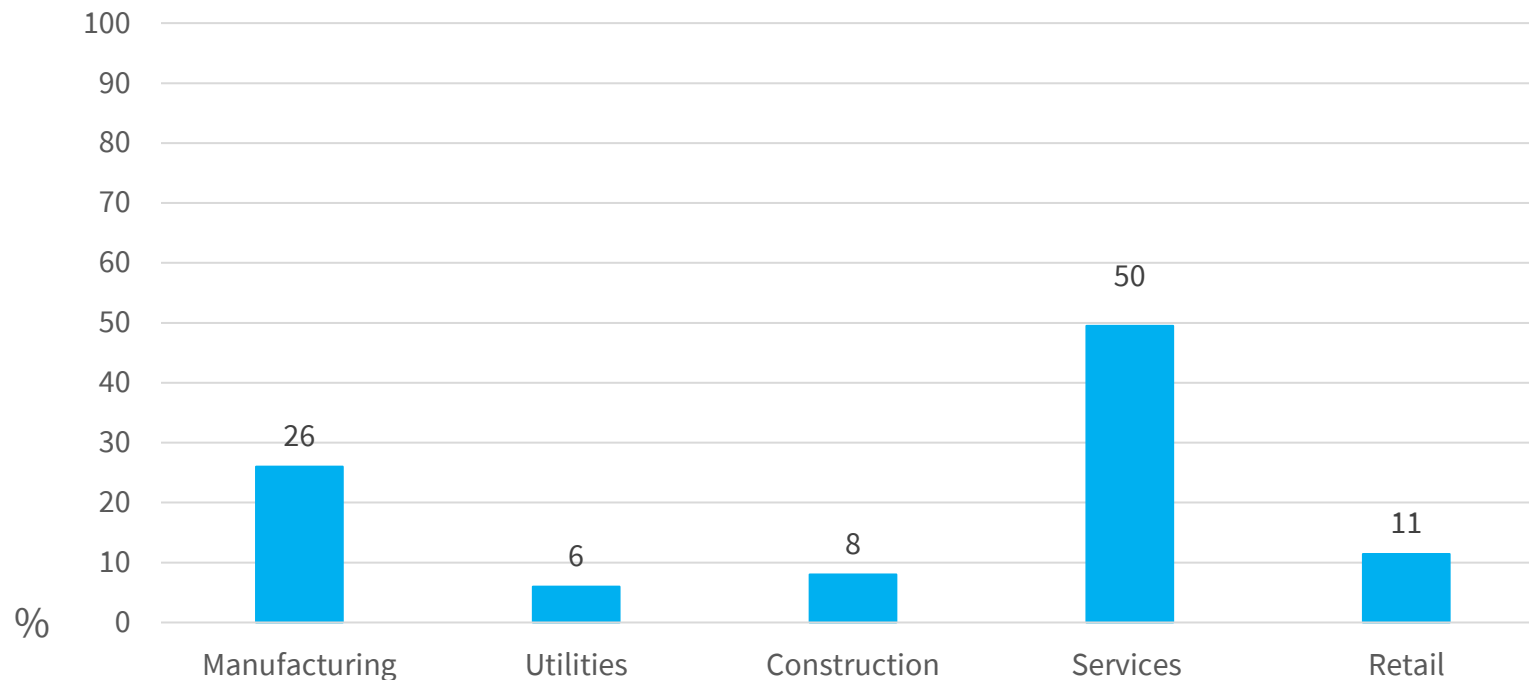
4 To deepen the impact of our advocacy

5 To ultimately support the growth of our member companies

- Survey on economic and investment conditions in Croatia
- **19th year in a row**
- Provides reliable information on these markets by asking managers of companies
- Conducted jointly with Chambers of Commerce and Industry (AHK) in 16 countries across C&E Europe
- 118 companies took part in this year's survey in Croatia



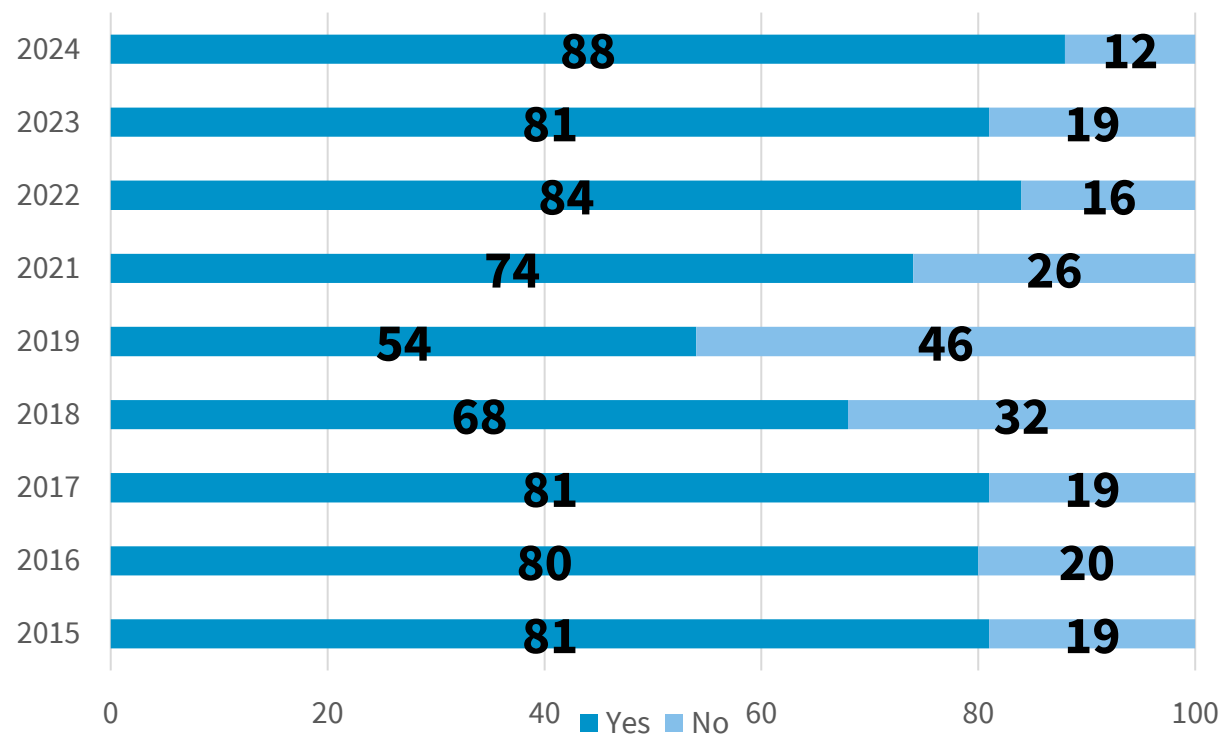
Surveyed companies' areas of operation



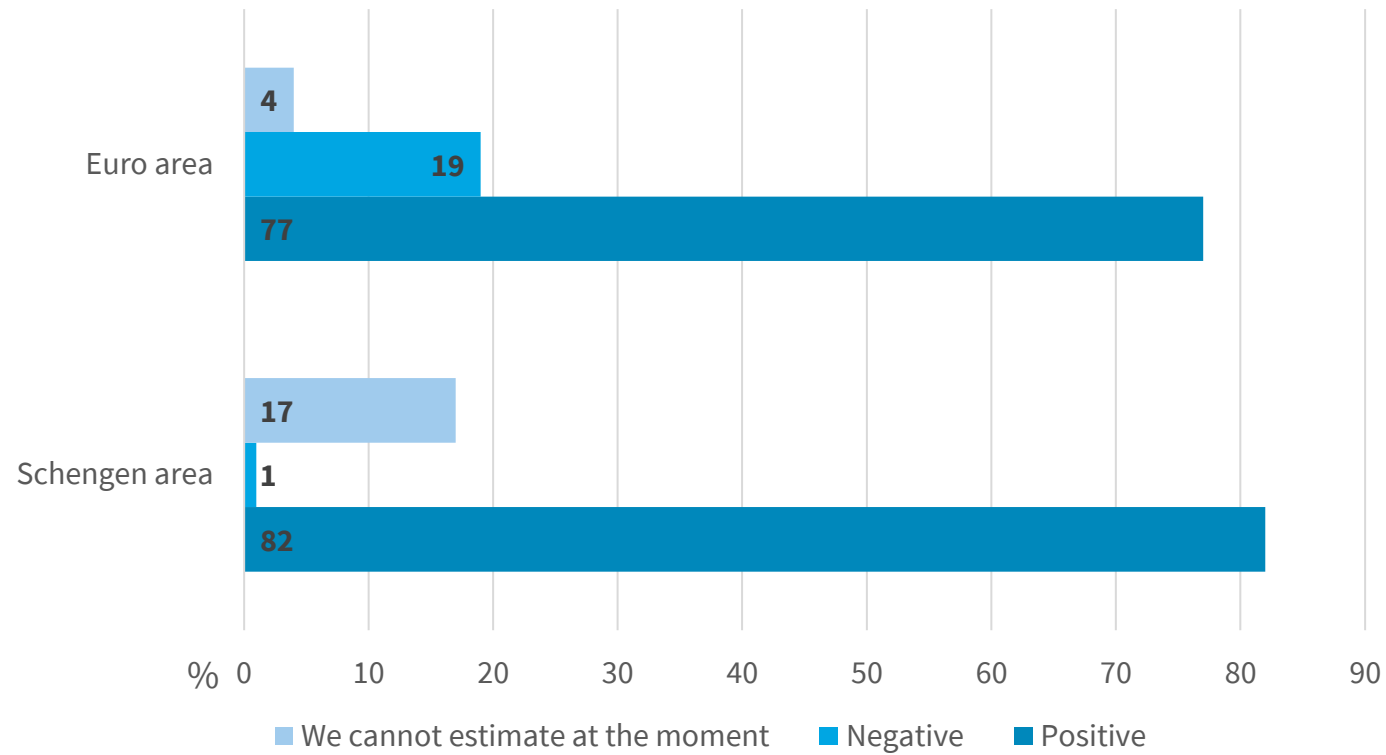
Key Messages

- There is an increase in optimism among the members since last year with continued satisfaction with the current economic situation in Croatia
- Croatia was ranked in the first 5 most attractive locations for investment among 16 countries of Central and Eastern Europe second year in a row
- There is a growing problem of a lack of qualified labor in almost all sectors
- Employers are more active in investing in education, raising wages, increasing automation and digitalization of business operations, along with increasing bonuses and various subsidies

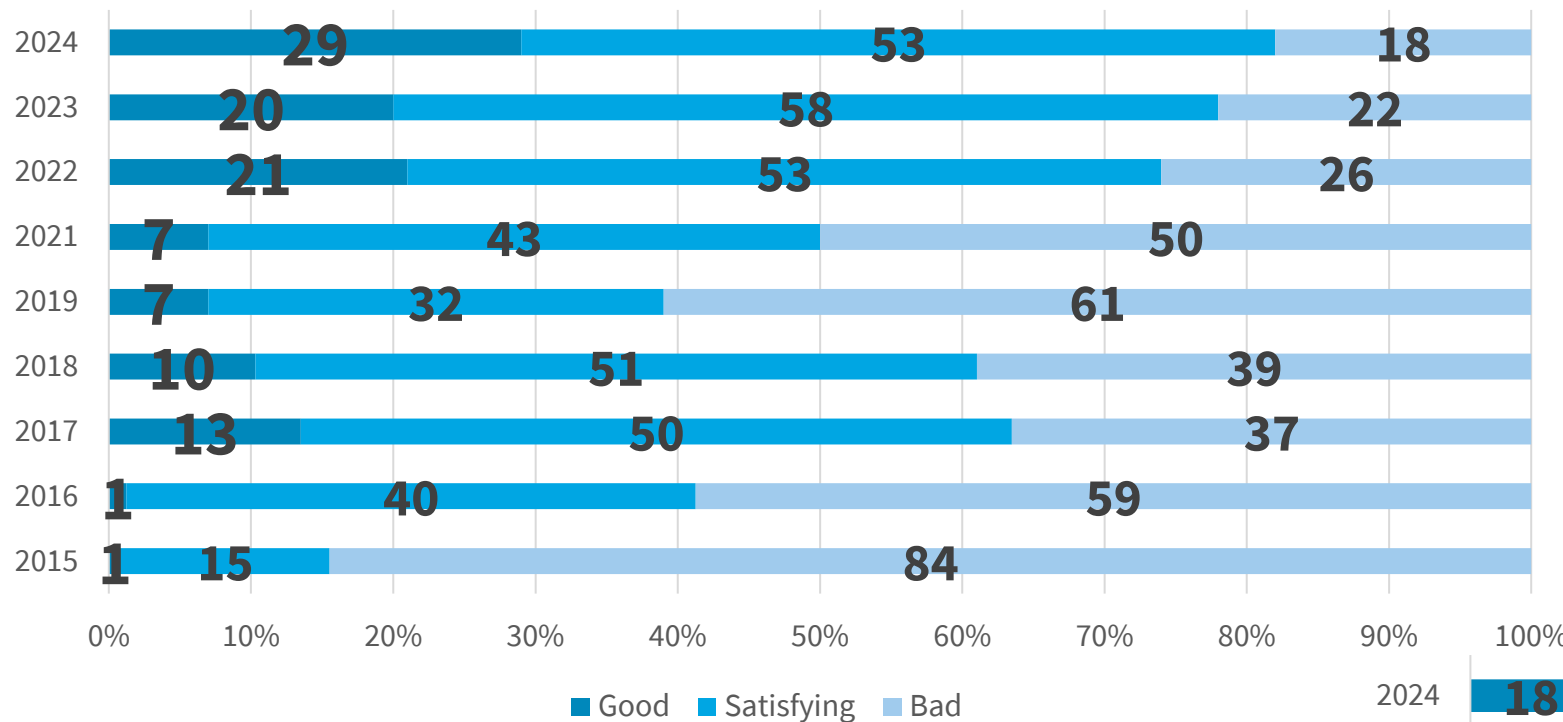
Would you again choose Croatia as preferred location for your investment? (%)



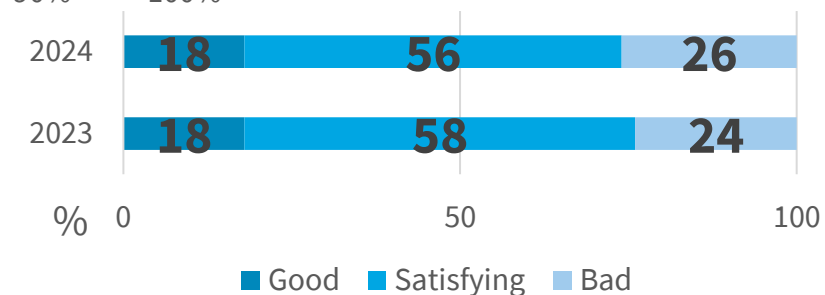
Schengen and eurozone area



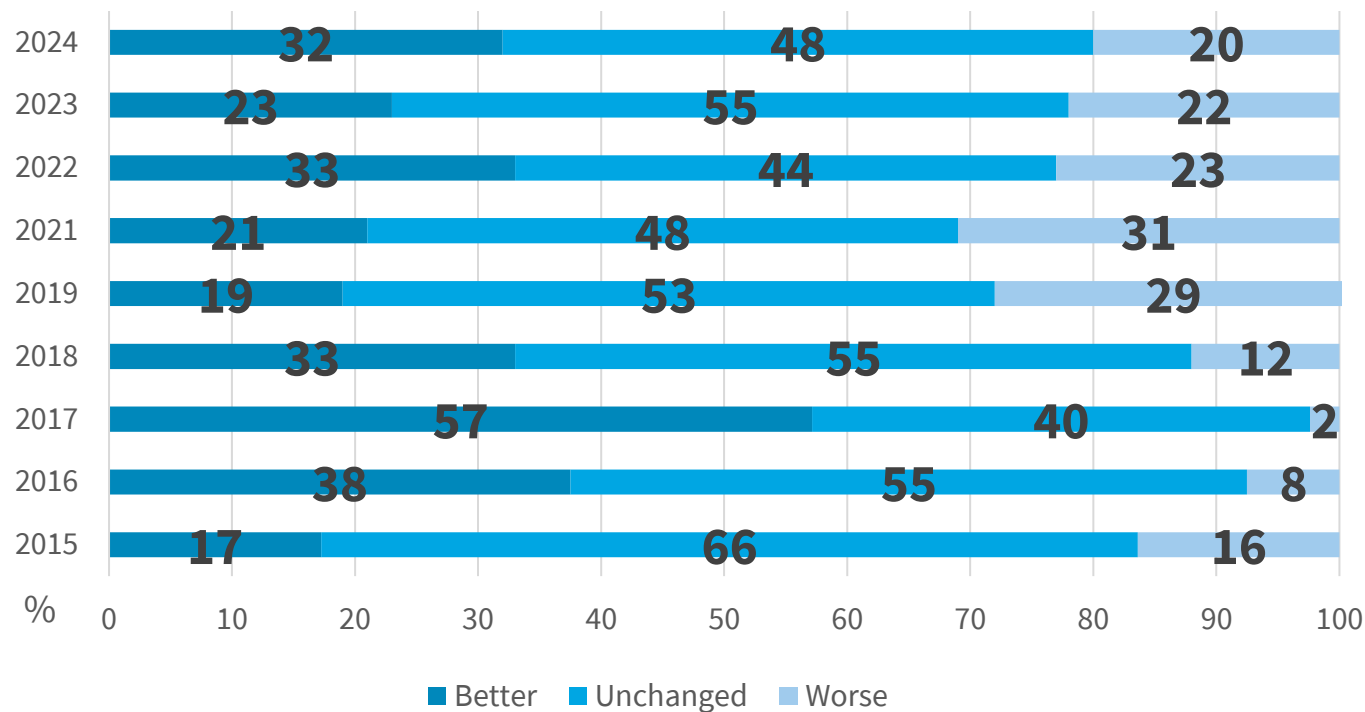
Current economic situation in Croatia



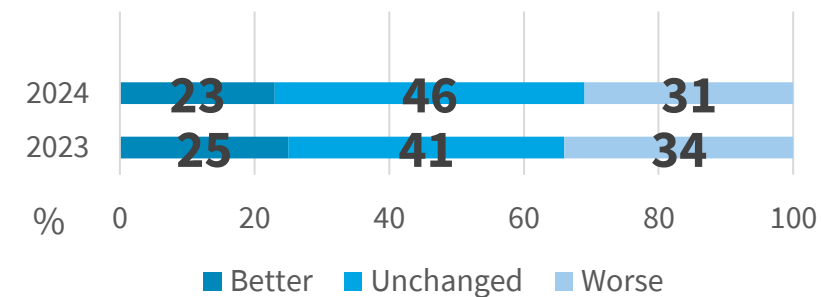
CEE average



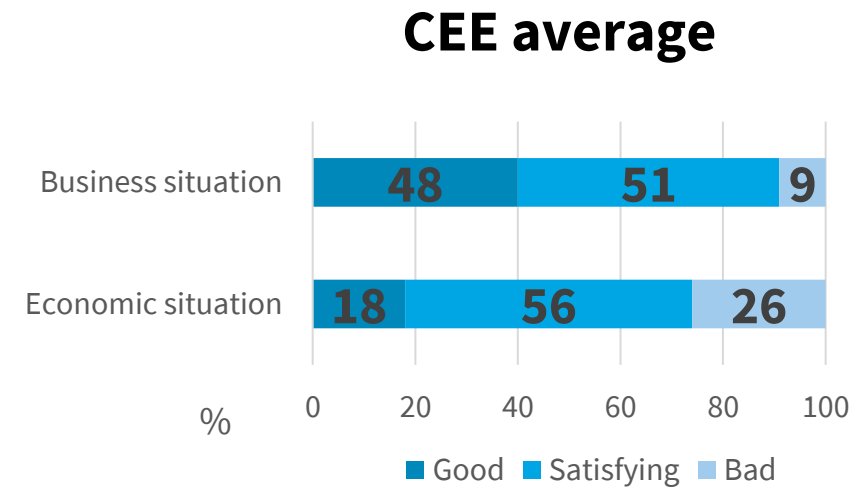
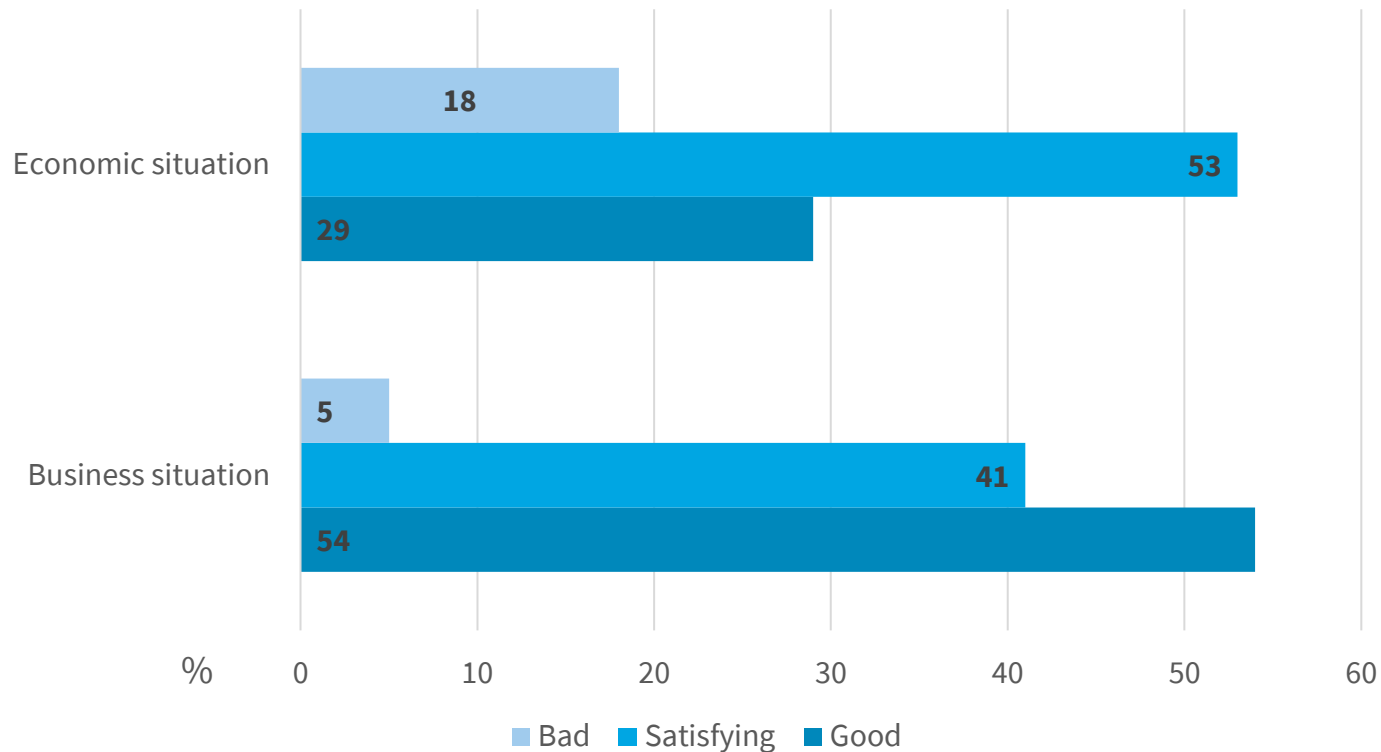
Outlook for Croatian economy vs. previous years



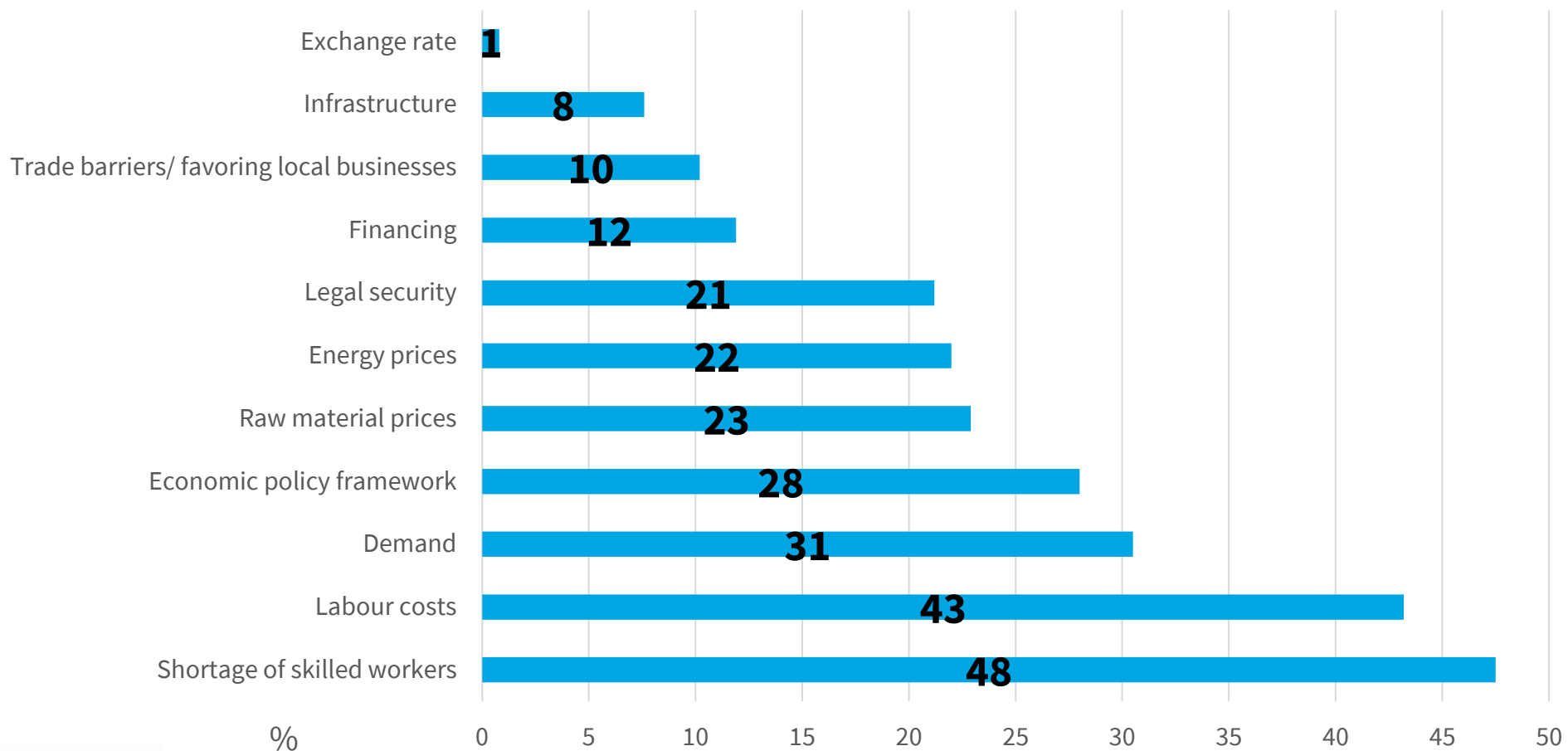
CEE average



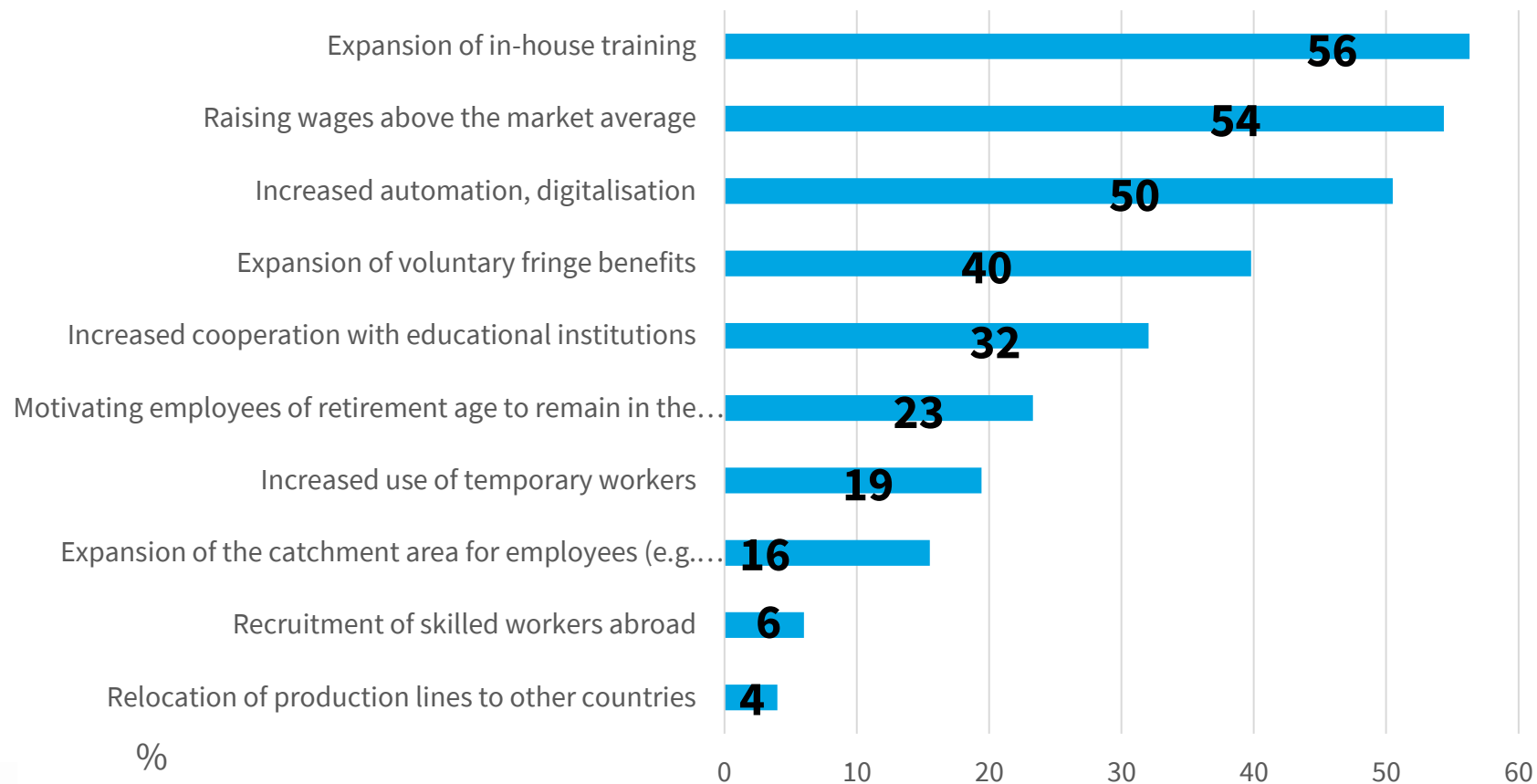
Economic vs. own business situation



Potential threats to own business in 2024



What measures have you taken or do you plan to take soon to mitigate the consequences of the shortage of skilled workers?



Top 5 business conditions	5 worst business conditions
1. Membership in the EU	1. Insufficient fight against corruption
2. Communications (network quality, services)	2. Public administration
3. Energy supply	3. Transparency of public tenders
4. Traffic, transportation, logistics	4. Tax authorities, tax system
5. Quality and availability of local suppliers	5. Availability of professional workforce

Average grade on 25 business conditions in Croatia

3,06

(1 = very satisfied, 6 = very unsatisfied)

**THANK YOU FOR YOUR
ATTENTION!**