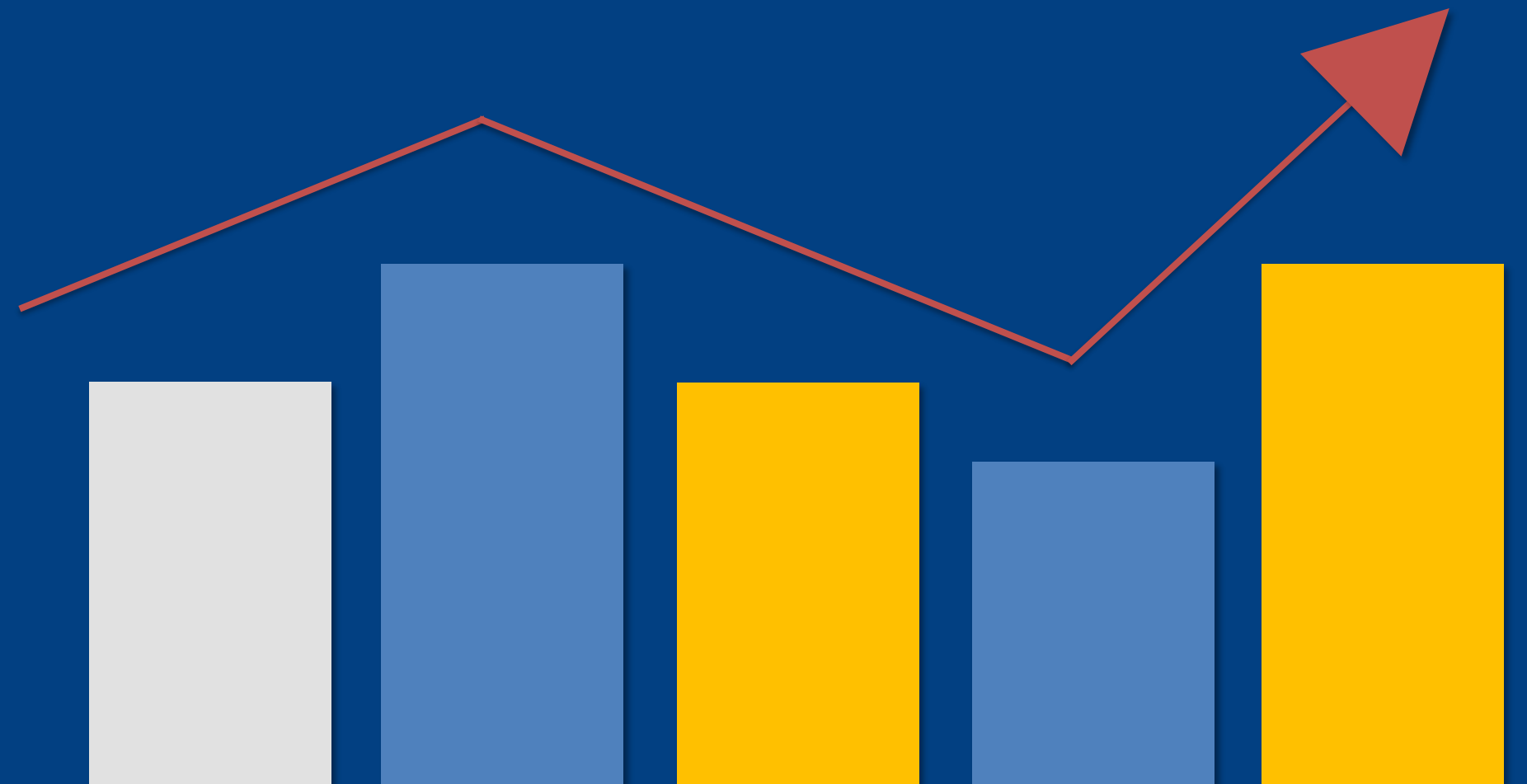


May, 6th 2025

Economic Survey 2025



Federal Ministry
for Economic Affairs
and Climate Action



AHK

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

This year's results will be presented by:



Timo Pleyer
*Director of German-Croatian
Chamber of Industry and Commerce*



Marjan Vučak
*President of German-Croatian
Chamber of Industry and Commerce*



Dr. Thomas Sichla
*Board member of German-Croatian
Chamber of Industry and Commerce*

Why these surveys?

1

To keep track of the contentment of our members

2

To identify strengths, weaknesses and threats

3

To enhance the scope of our chamber

4

To deepen the impact of our advocacy

5

To ultimately support the growths of our member companies

ECONOMIC SURVEY 2025

**Survey on economic
and investment
conditions in Croatia**

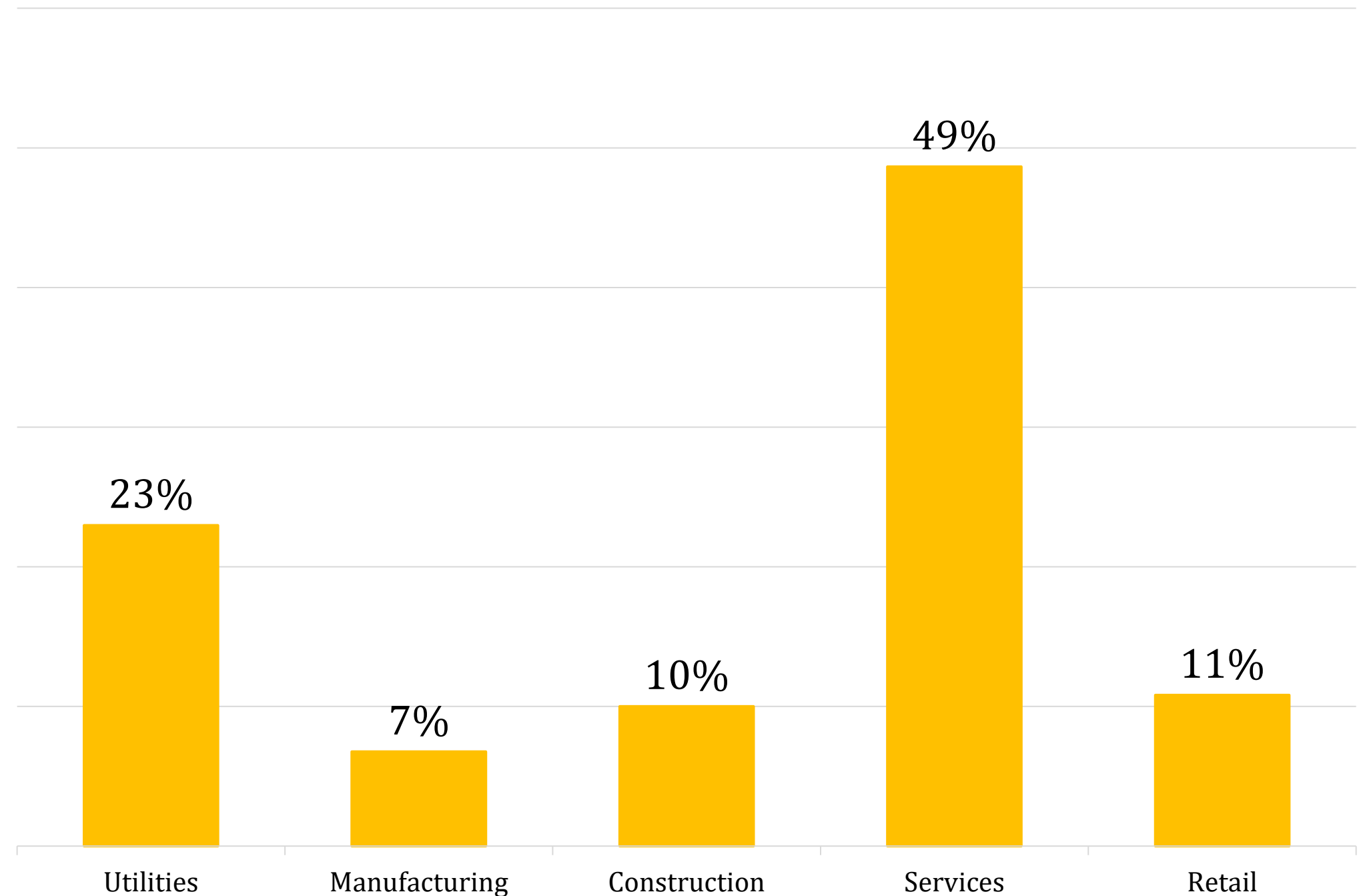
20th year in a row

**Reliable information on
these markets directly
from managers**

**Conducted jointly in 16
countries across C&E
Europe**

1.420 companies in total

Surveyed companies' areas of operation



Key insights

This year, there is a **visible surge of realistic expectations**, whereas optimistic forecasts for the near future have somewhat declined compared to the previous period.

Croatia's **strategic position** is recognized as one of its greatest advantages, along with **EU membership** and **transportation connectivity**.

The greatest dissatisfaction has been expressed regarding the **fight against corruption** in Croatia.

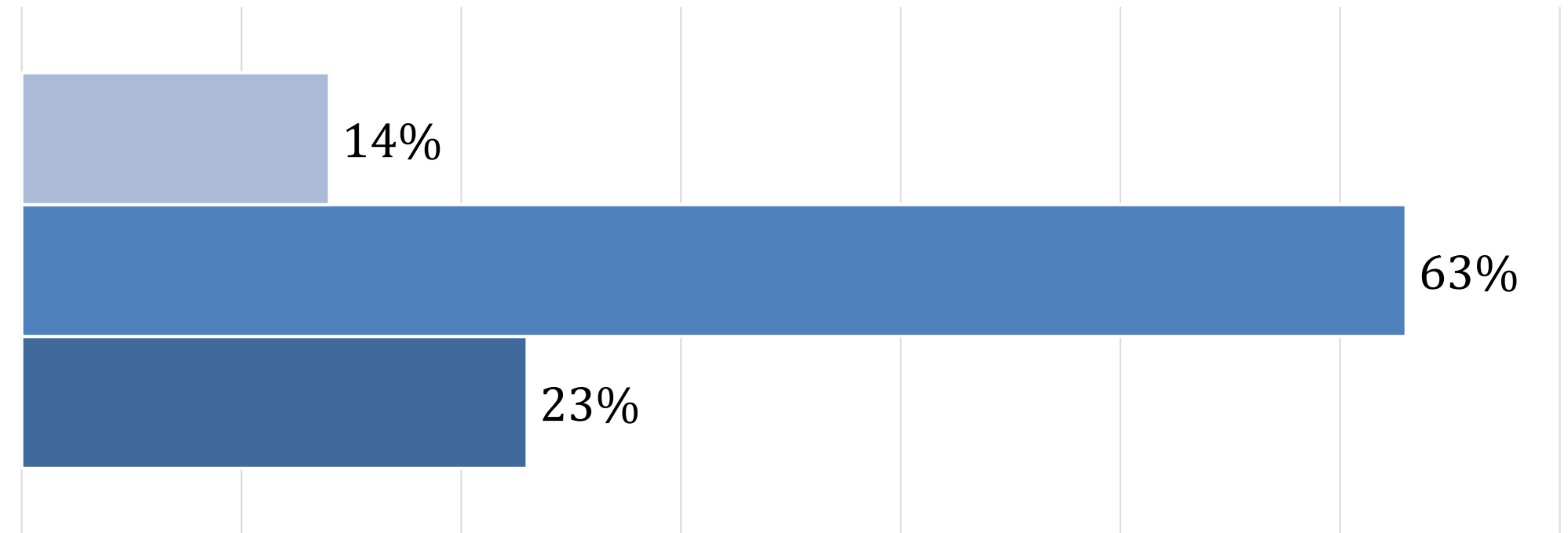
The **lack of skilled labor** remains the main risk for the future economic development of businesses in Croatia.

The biggest challenges in the next five years will be **inflation** and **digital transformation/AI**.

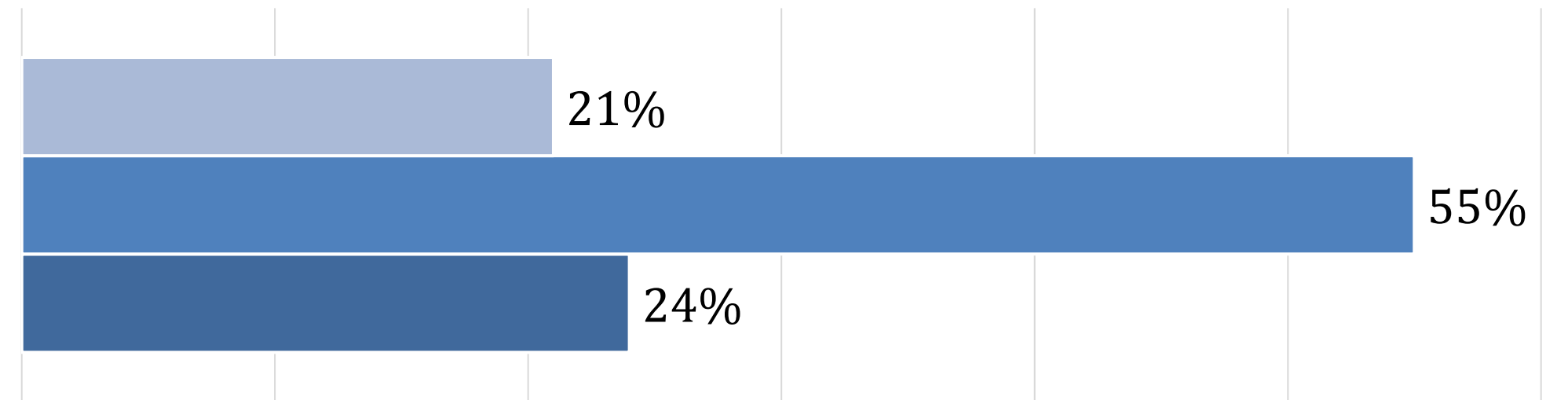
More than half of the examinees believe that the **new trade policy of the USA** will have a **mild impact** on business operations.

Assessment of the economic situation in Croatia

Current economic situation in Croatia

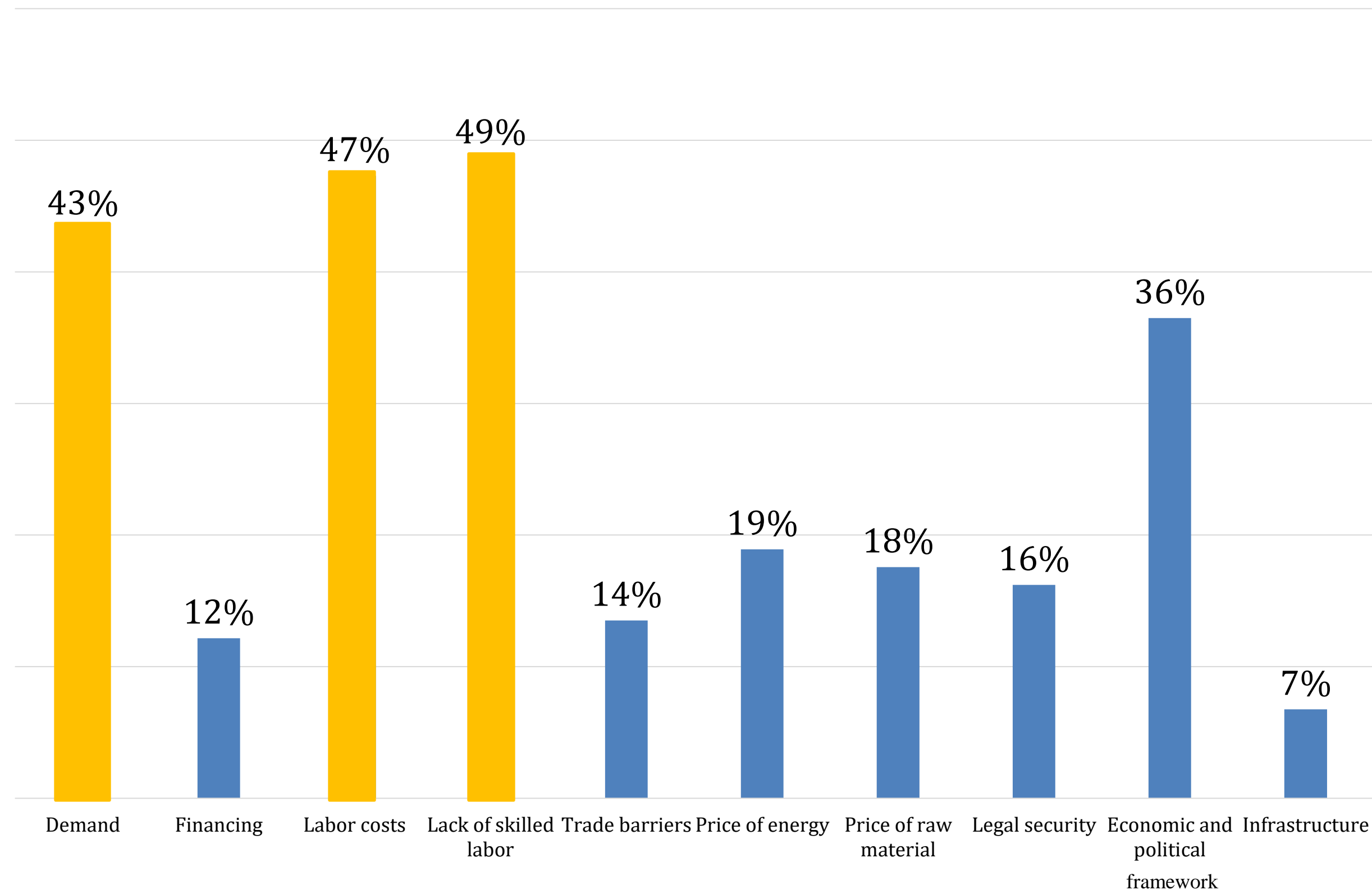


Future economic situation in Croatia



■ Bad ■ Satisfying ■ Good

Potential business threats



Three most important advantages of Croatia

30 %

**Membership in the
EU**

28 %

Strategic location

12 %

**Transportation
connectivity**

Three suggested areas for improvement

35 %

Tax reform

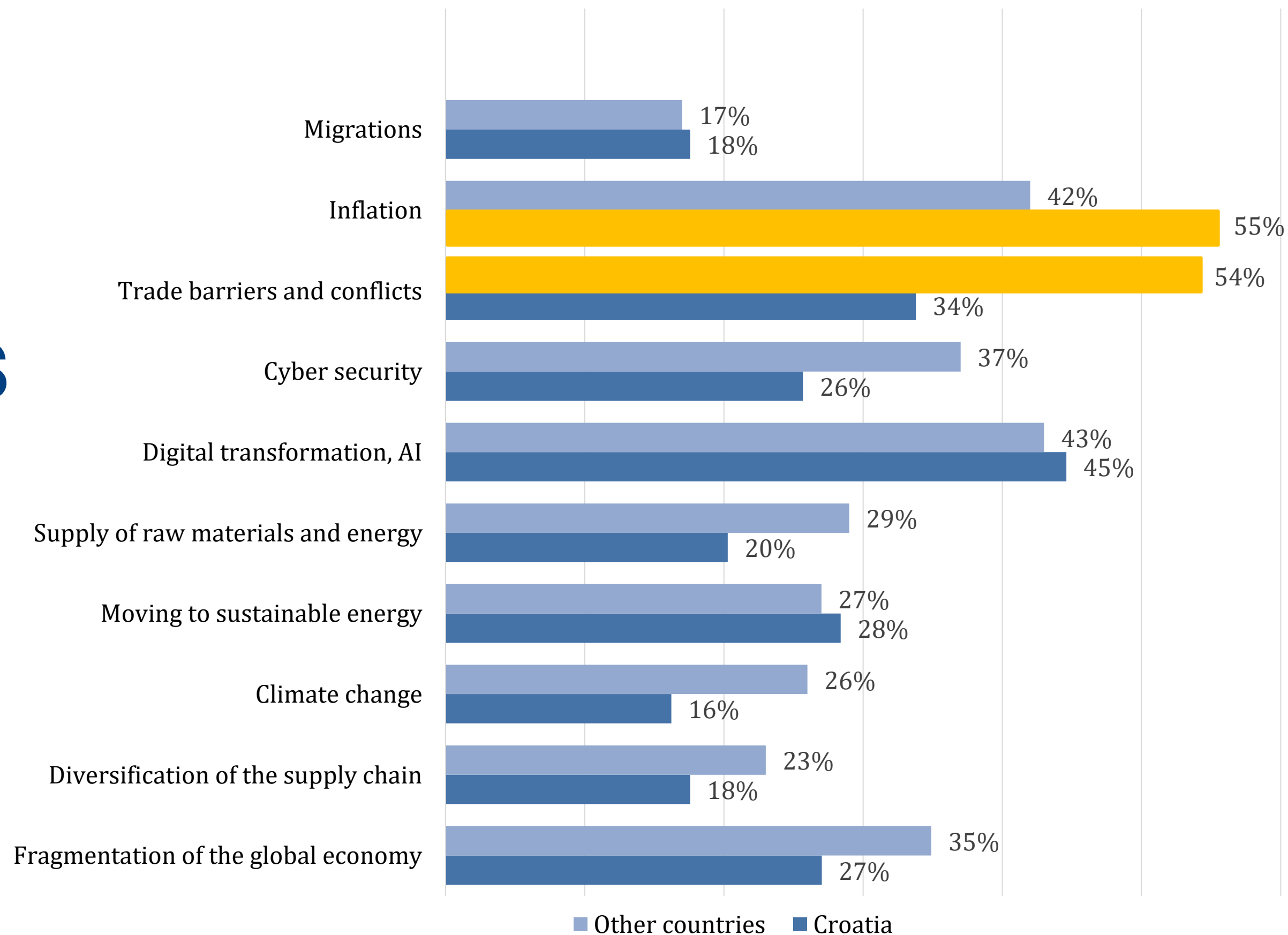
23 %

**Reducing
administration**

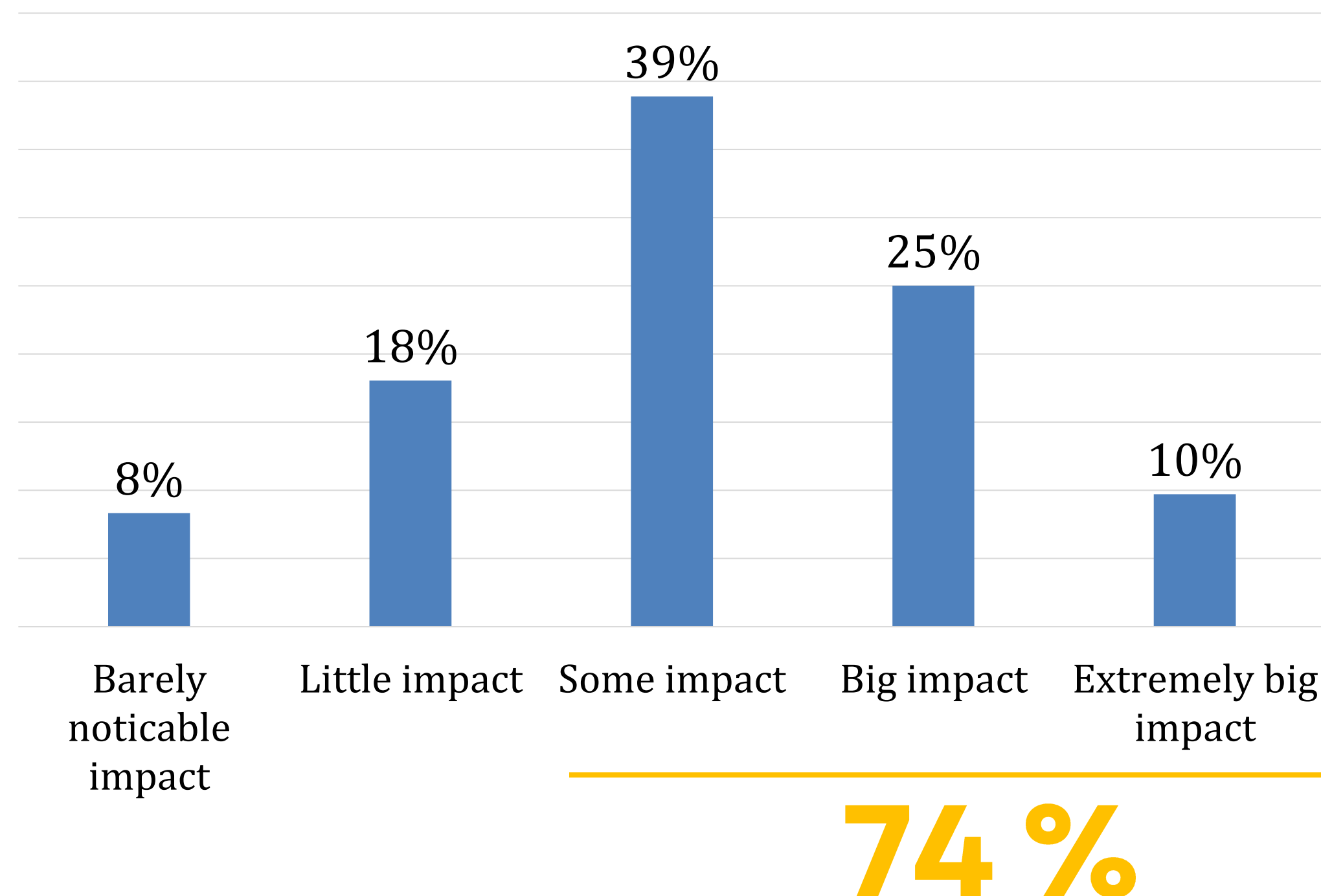
15 %

Legal security

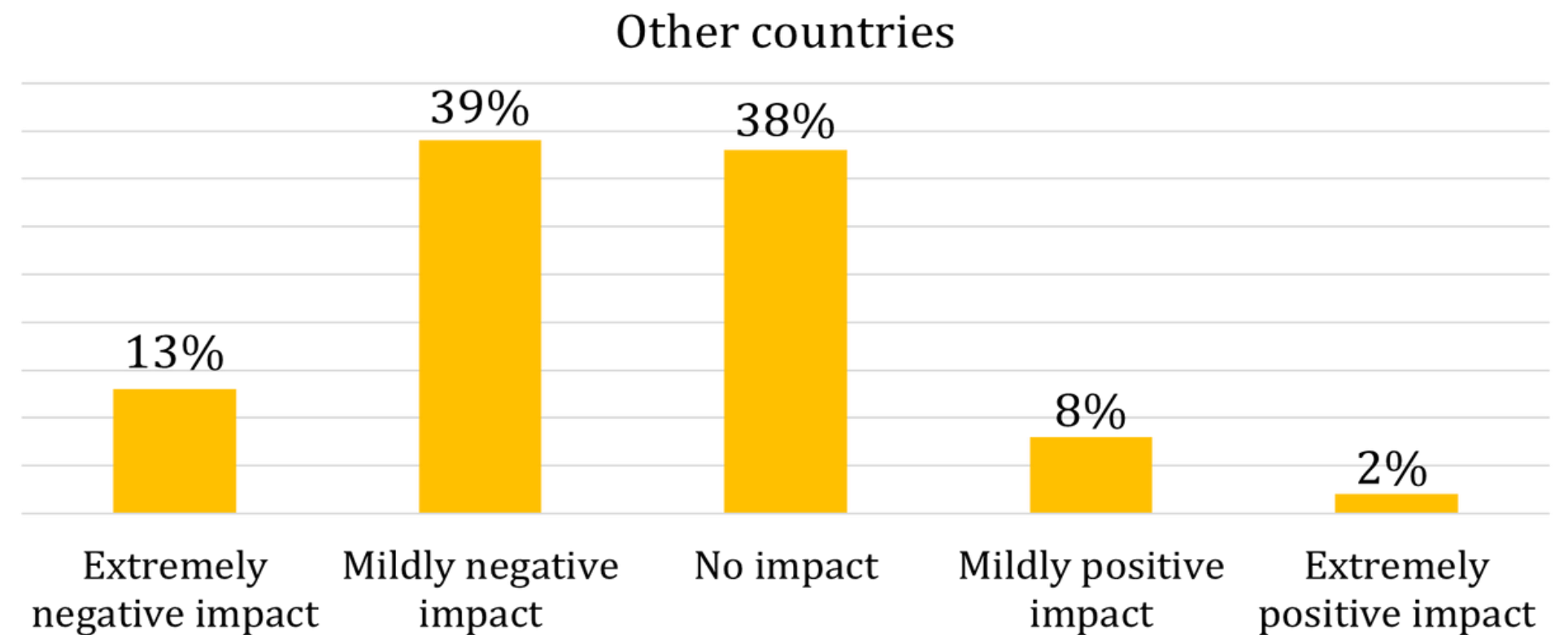
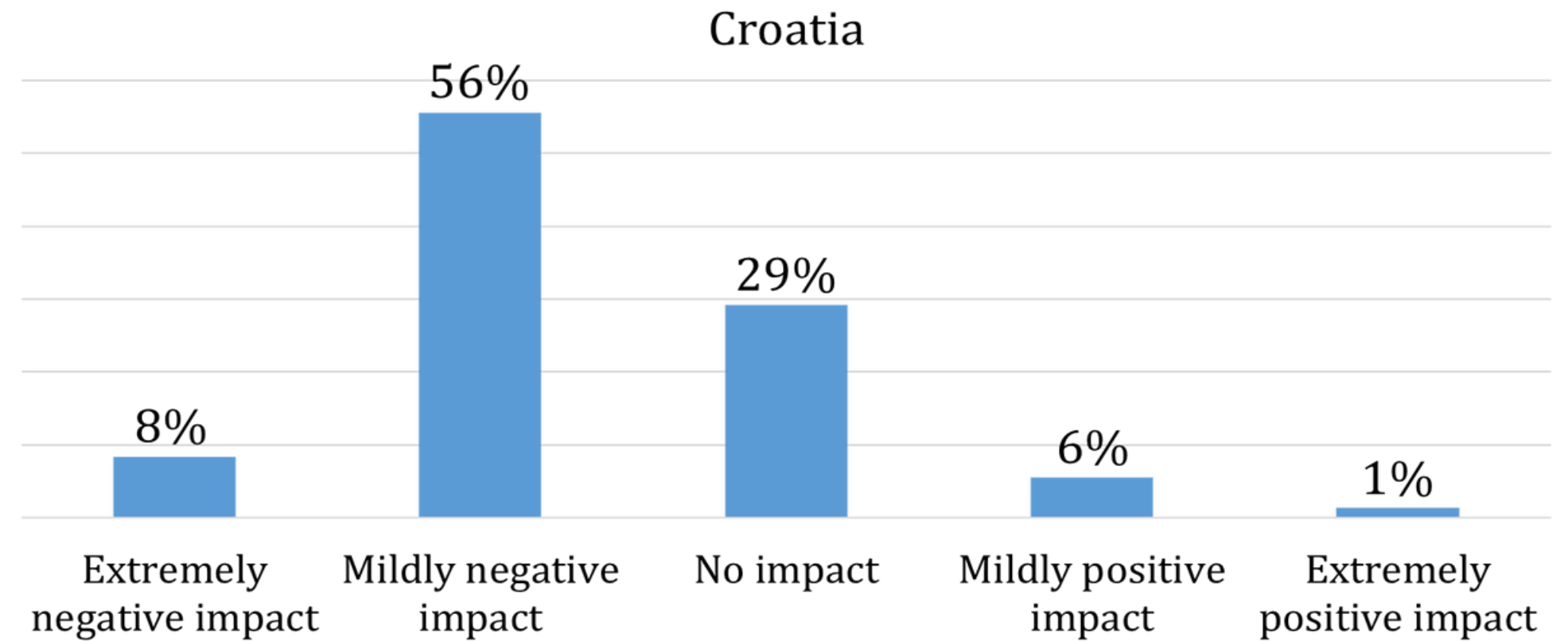
Biggest global challenges



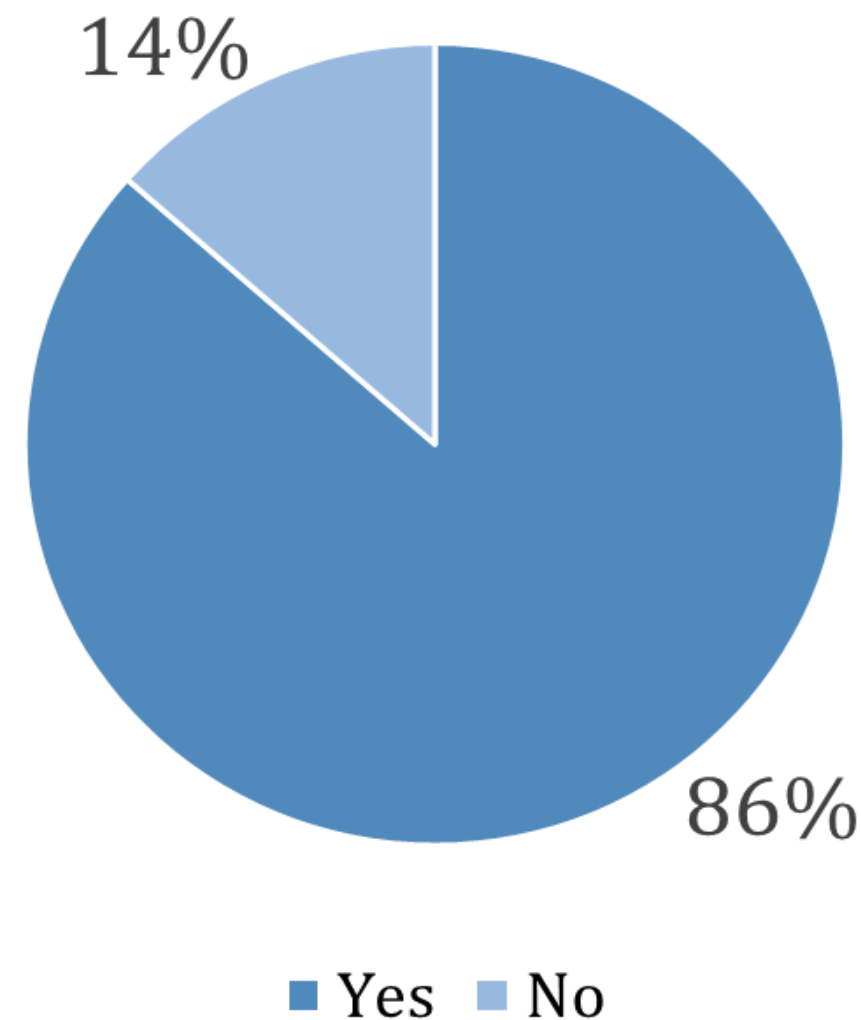
Assessment of the impact of the situation in Germany



Assessment of the impact of the trade policy of the USA



Would you choose Croatia again as a business and investment location?



Thank you for your attention!