



Economic Survey 2023

Mai, 16th 2023



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



Daniel Matić,
Board member at AHK Croatia,
CEO at Allianz Hrvatska d.d.



Schalk Opperman,
Board member at AHK Croatia
CEO at Merck d.o.o.

- Survey on economic and investment conditions in Croatia
- **18th 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
- 141 companies took part in this year's survey



Key Messages

- Businesses evaluate the business situation in the country positively despite the complex economic conditions in which they operate
- Croatia was ranked in the first 5 most attractive locations for investment among 16 countries of Central and Eastern Europe
- For almost 80% of respondents, Croatia's entry into the euro area and the Schengen area will have a positive impact on their company's operations in 2023
- Insufficient activities against corruption, tax burdens, tax system and inefficient public administration stand out this year as the unfavorable business conditions in Croatia

Survey segments

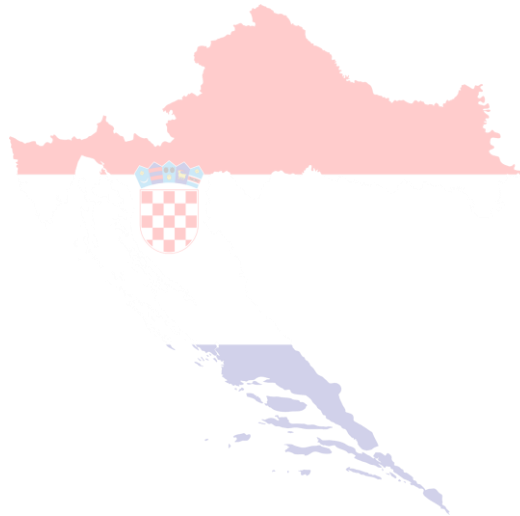
1.Block

Economic situation and Expectations



2.Block

Location quality

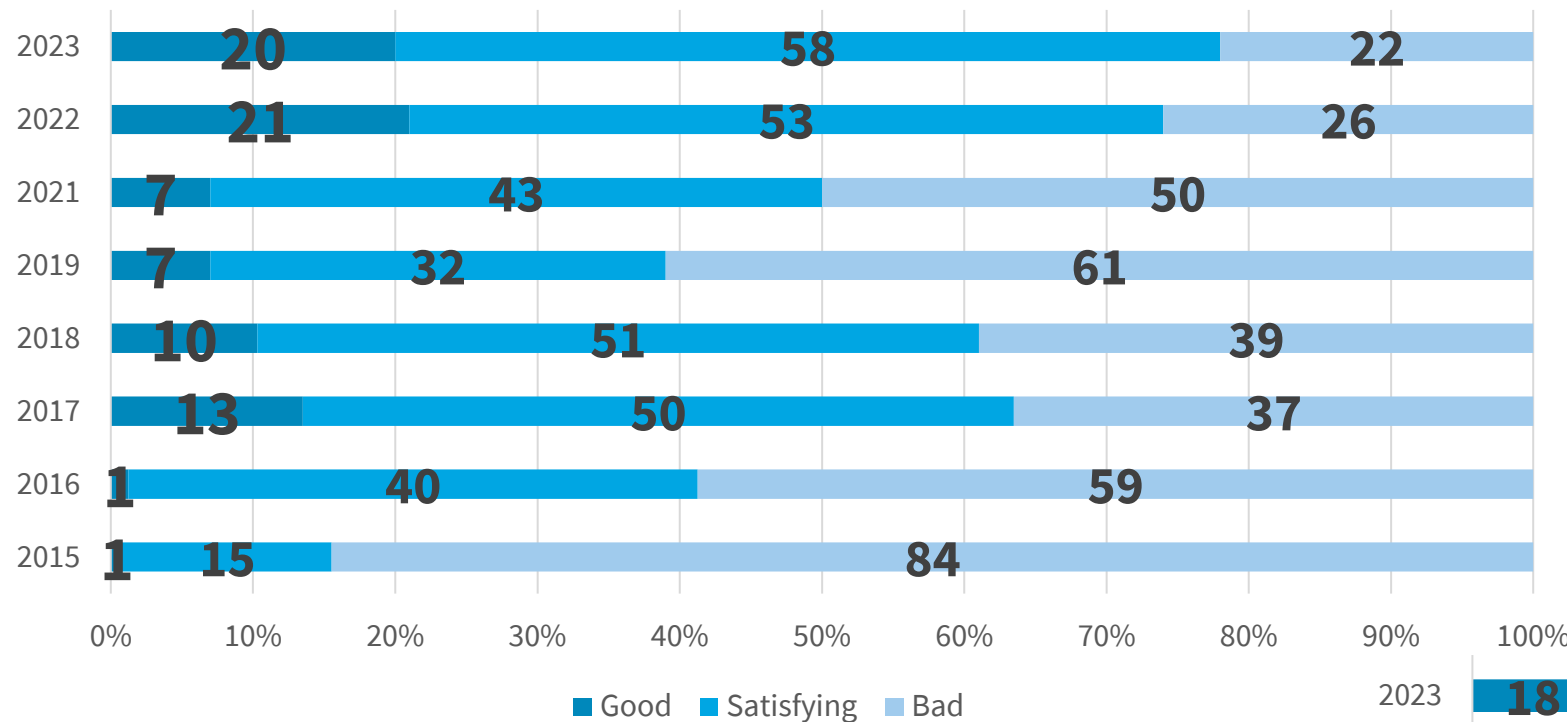


3.Block

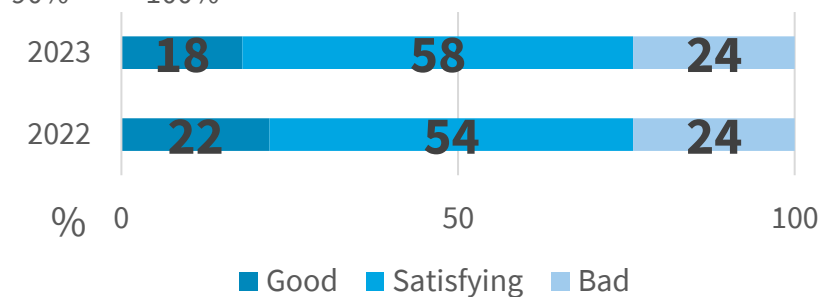
Consequences of the Russian invasion of Ukraine



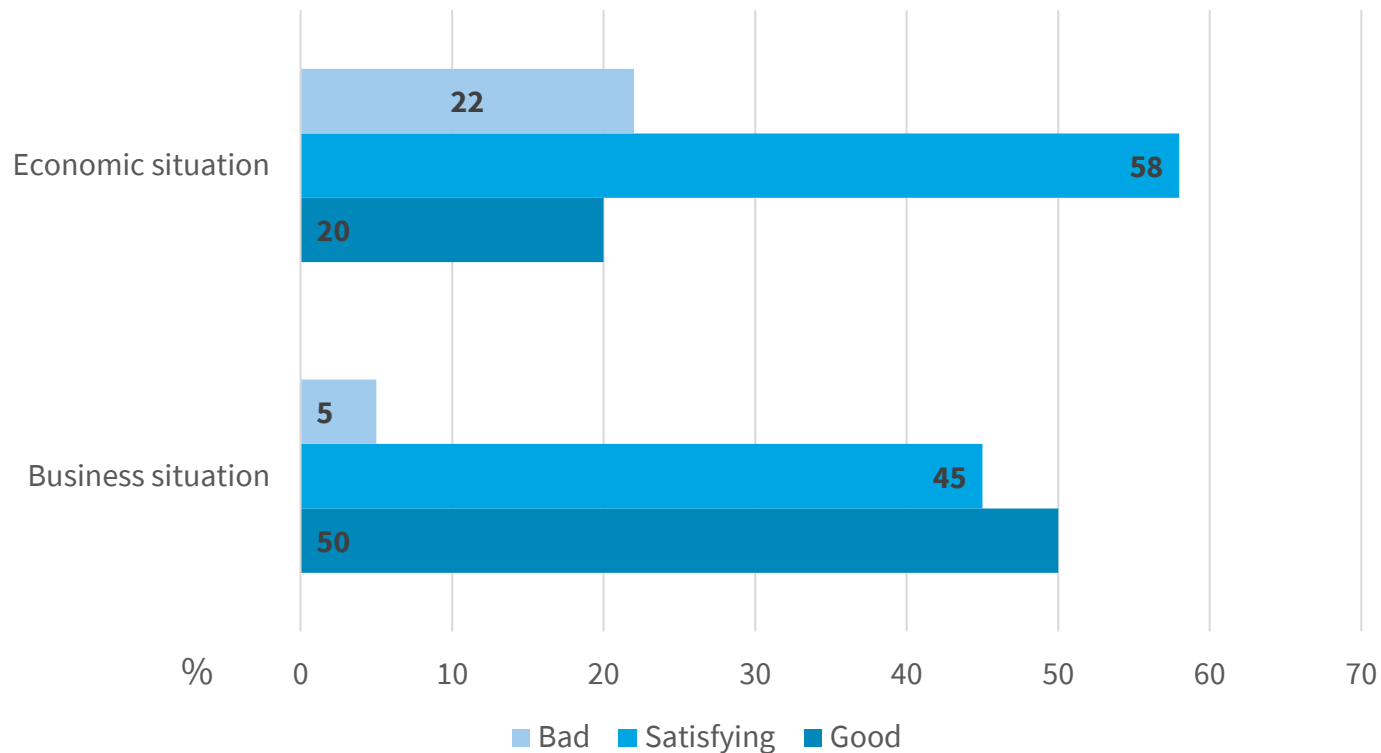
Current economic situation in Croatia



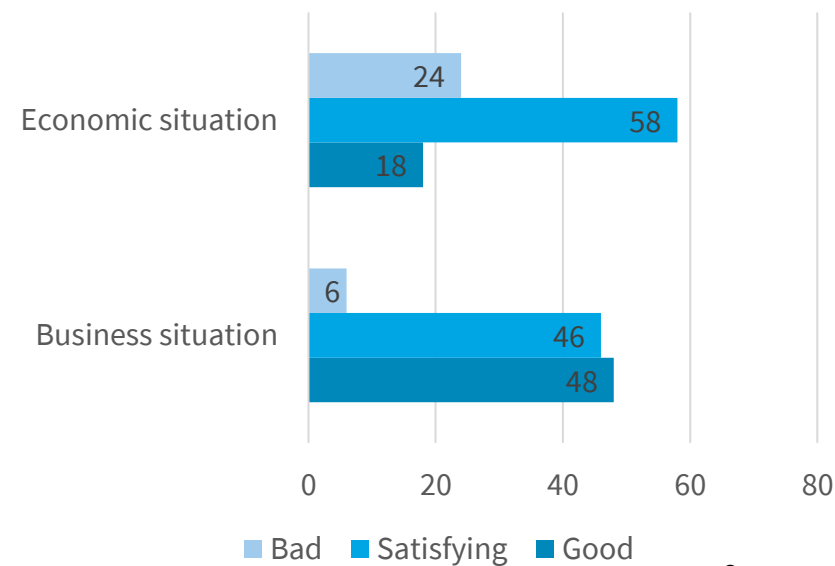
CEE average



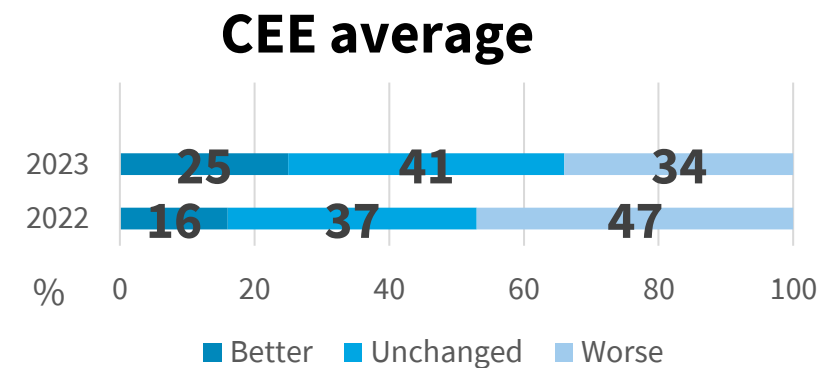
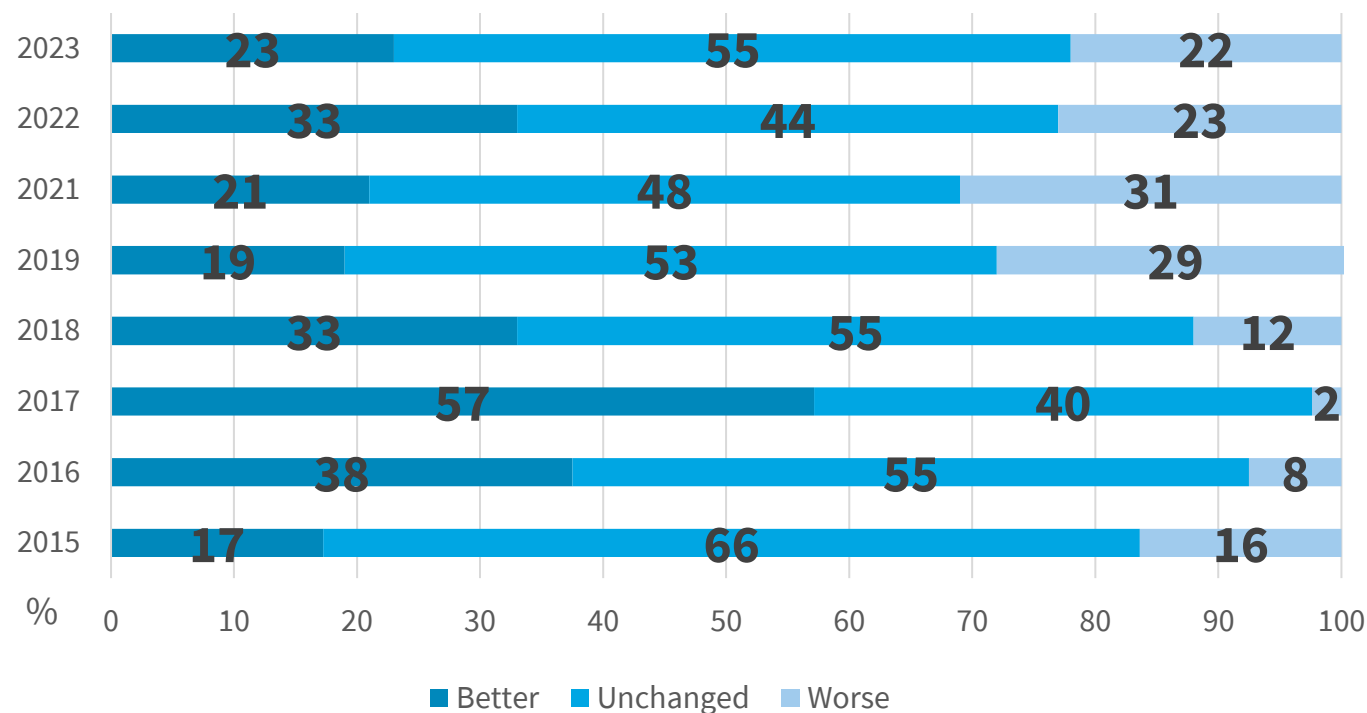
Economic vs. own business situation



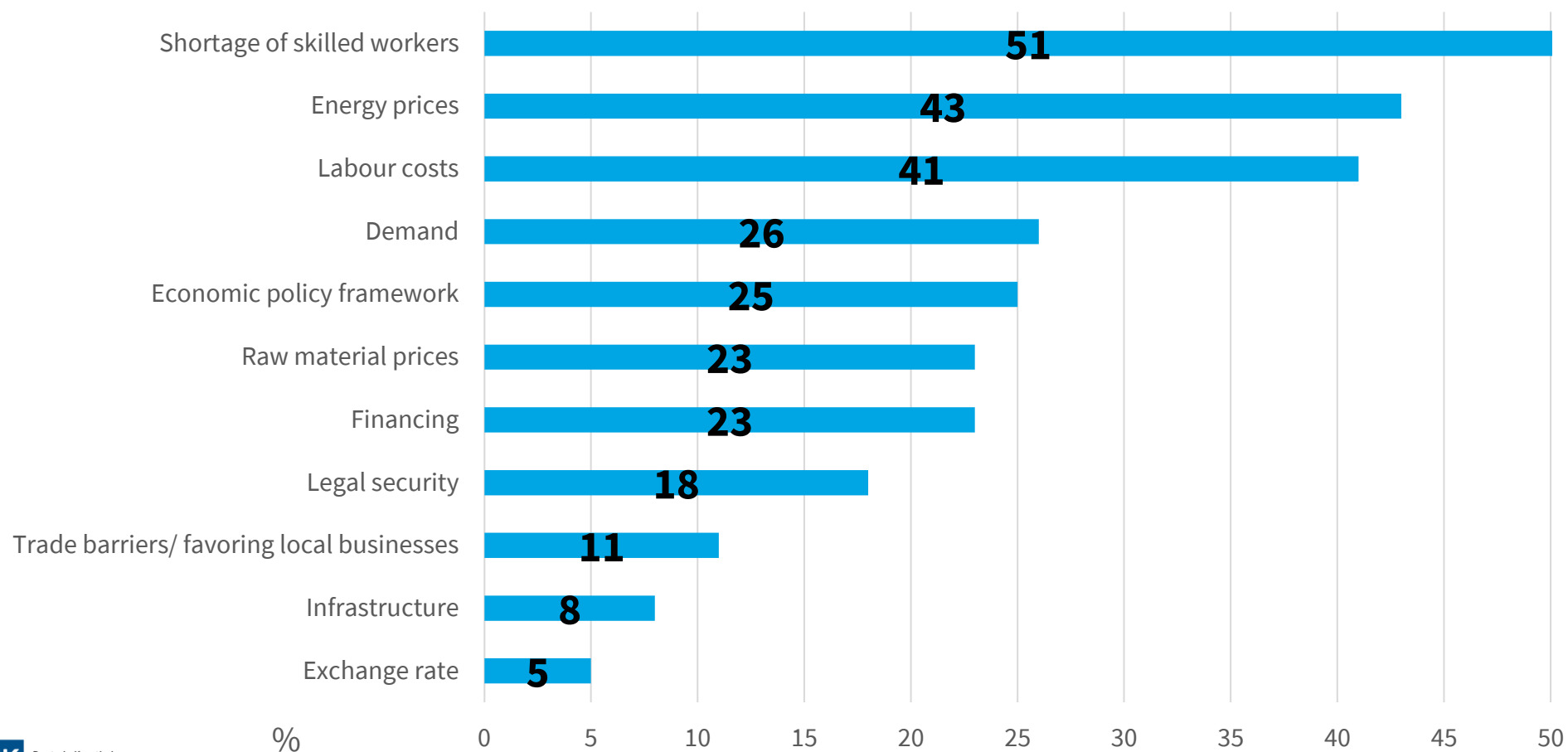
CEE average



Outlook for Croatian economy vs. previous years



Potential threats to own business in 2023



Survey segments

1.Block

Economic situation
and Expectations



2.Block

**Location
quality**



3.Block

Consequences of
the Russian
invasion of Ukraine



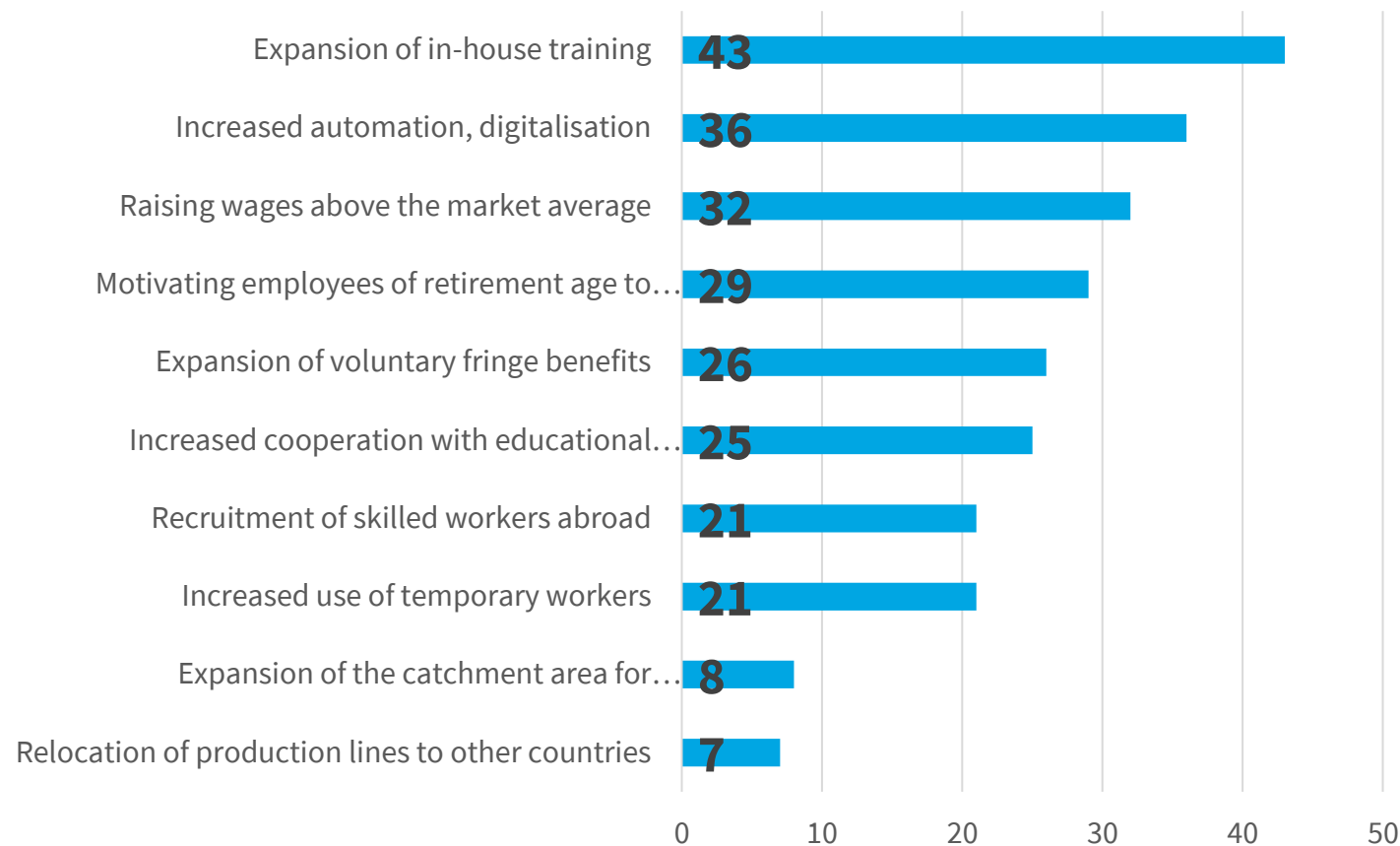
Top 5 business conditions	5 unfavorable business conditions
1. Membership in the EU	1. Insufficient fight against corruption and crime
2. Qualification of employees	2. Tax burden
3. Adequacy of higher education	3. Tax authorities, tax system
4. Payment behaviour	4. Public administration
5. Infrastructure	5. Transparency of public procurement

Average grade on 21 business conditions in Croatia

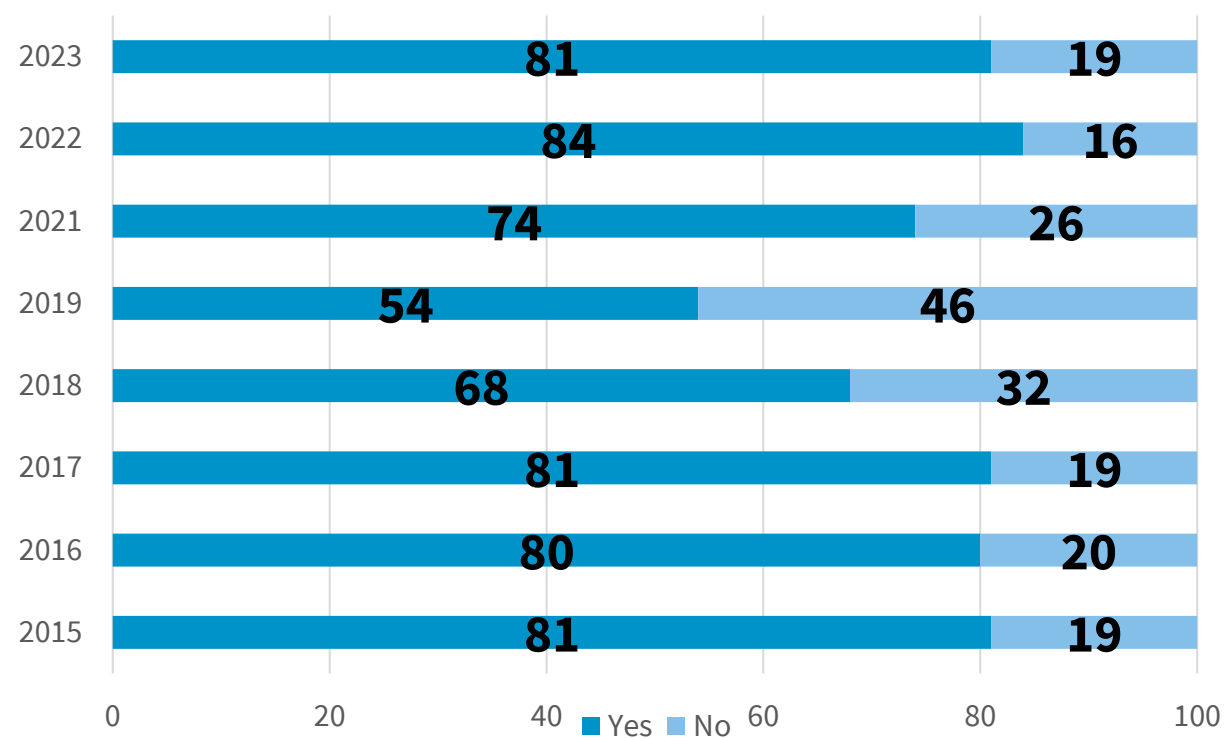
3,16

(1 = very satisfied, 5 = very unsatisfied)

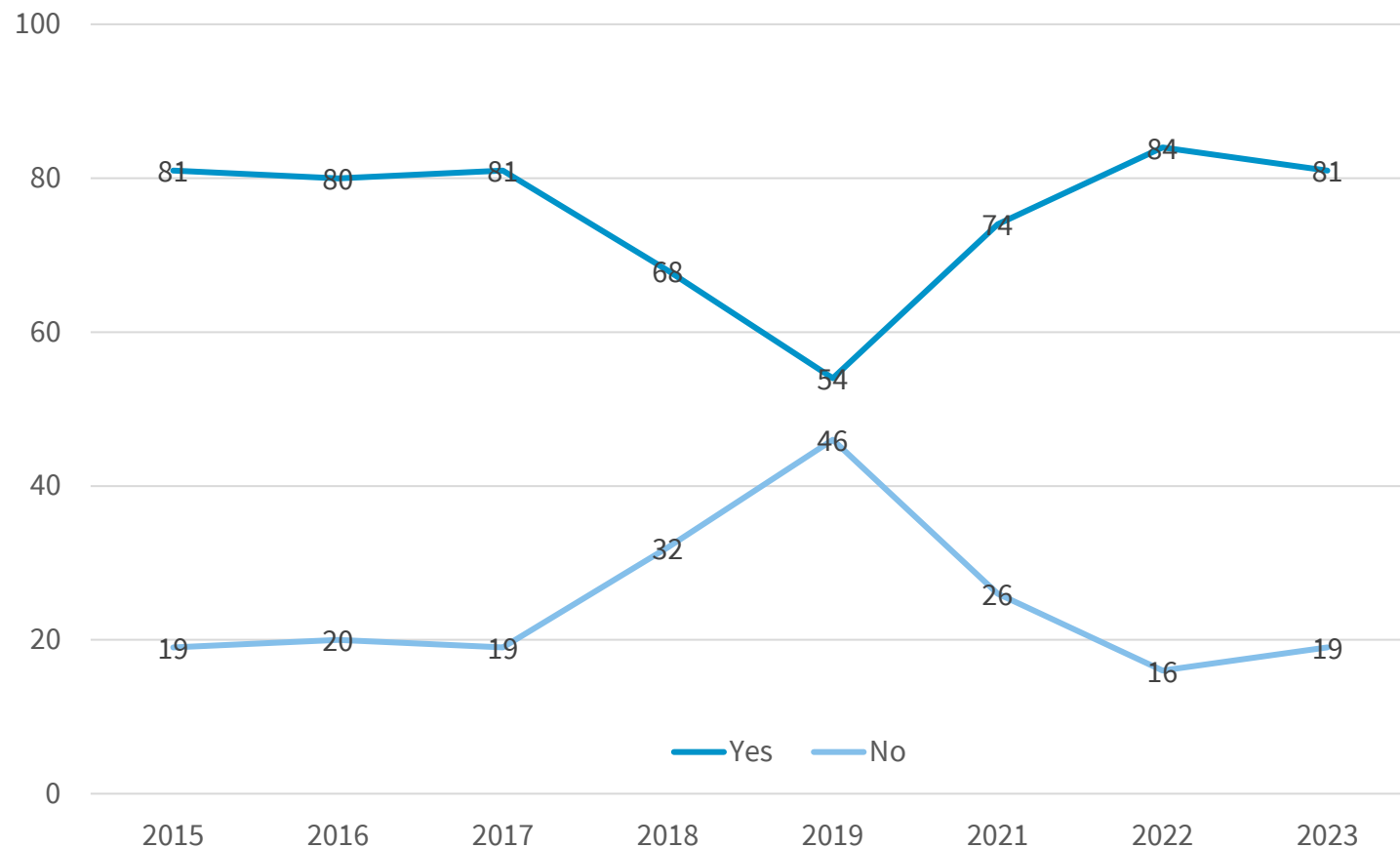
What measures have you taken or do you plan to take soon to mitigate the consequences of the shortage of skilled workers?



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



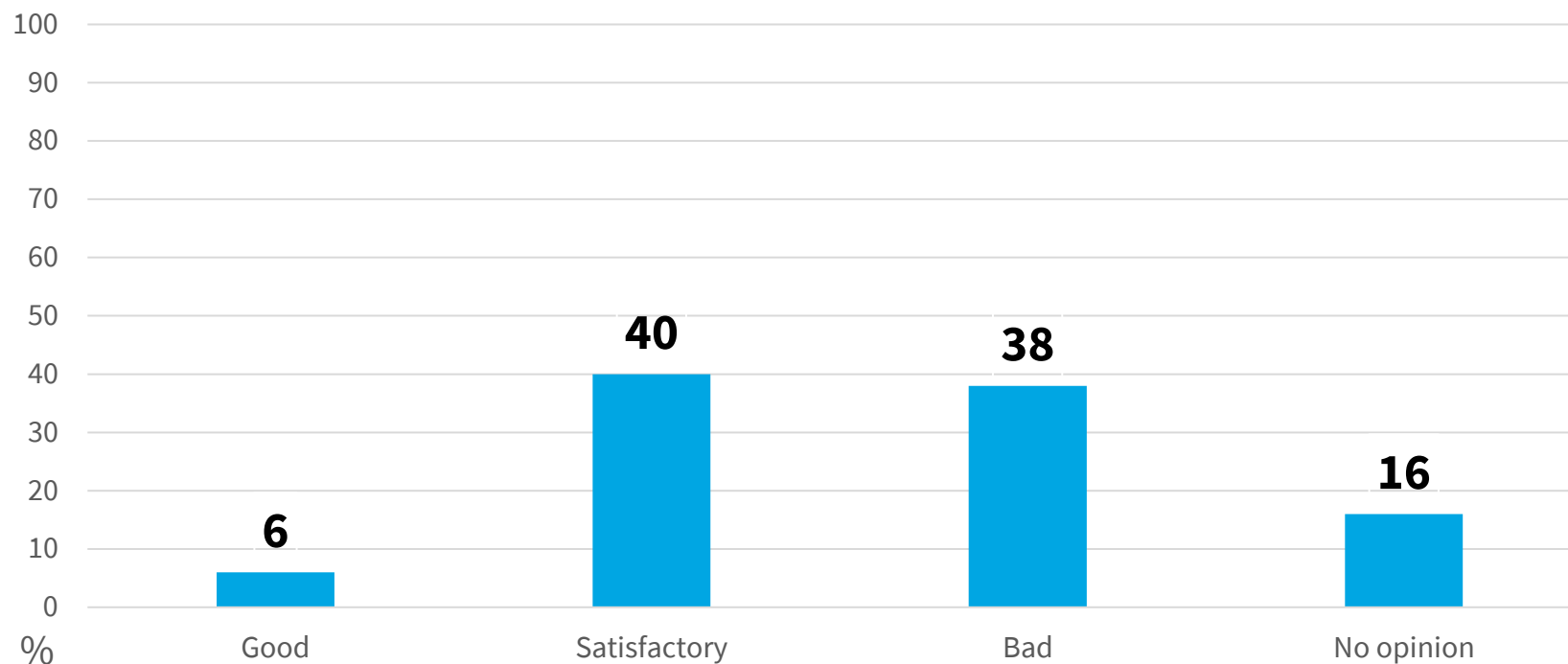
Would you again choose Croatia as preferred location for your investment? (%)



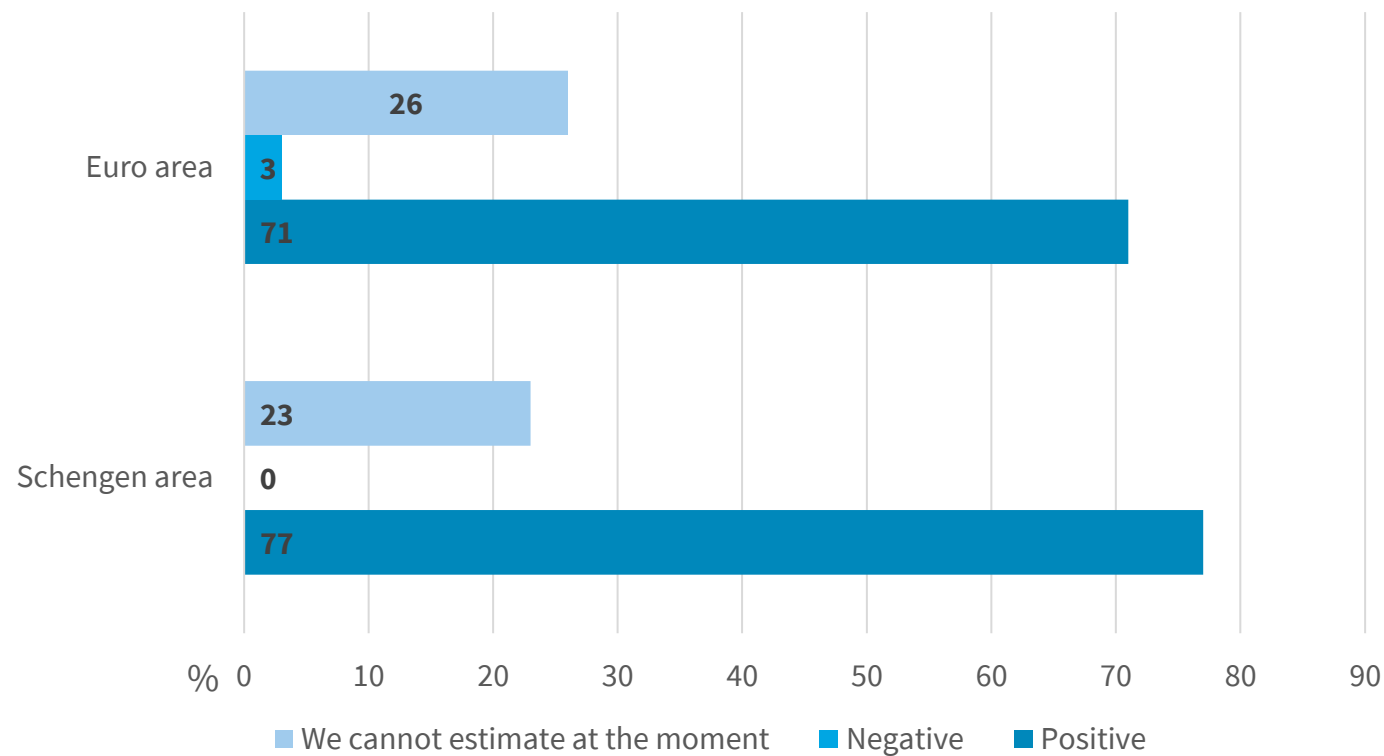
Attractiveness as investment location 2015 – 2023

Rankings 2015-2023	2015	2016	2017	2018	2019	2021	2023
Estonia	3	4	4	3	1	1	4
Czech Rep.	2	1	1	1	2	2	3
Poland	1	2	2	2	3	3	2
Slovenia	4	3	3	4	4	4	1
Slovakia	5	5	5	5	5	5	6
Latvia	6	6	6	6	6	6	7
Lithuania	7	7	8	7	7	7	8
Croatia	8	8	7	8	8	8	5
Romania	9	9	9	10	9	9	9
Hungary	10	10	10	9	10	10	10
Serbia	11	11	11	11	11	11	12
Macedonia	12	12	12	12	12	12	13
Bulgaria	13	13	14	13	13	13	11
Bosn.-Herzeg.	17	17	17	17	17	17	14
Albania	16	16	18	18	18	18	15
Kosovo	18	19	20	20	19	19	16

Performance of current government



Eurozone area and Schengen area



Survey segments

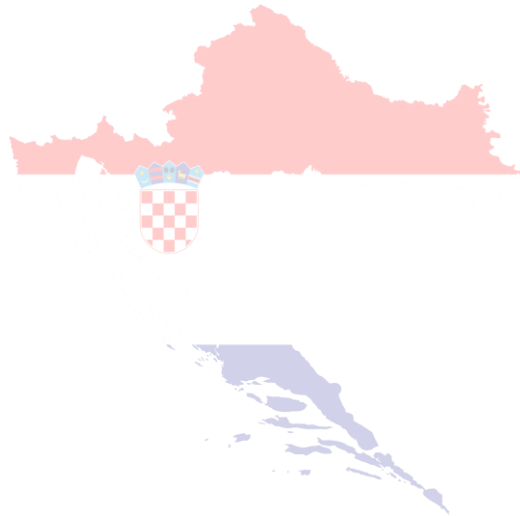
1.Block

Economic situation
and Expectations



2.Block

Location quality

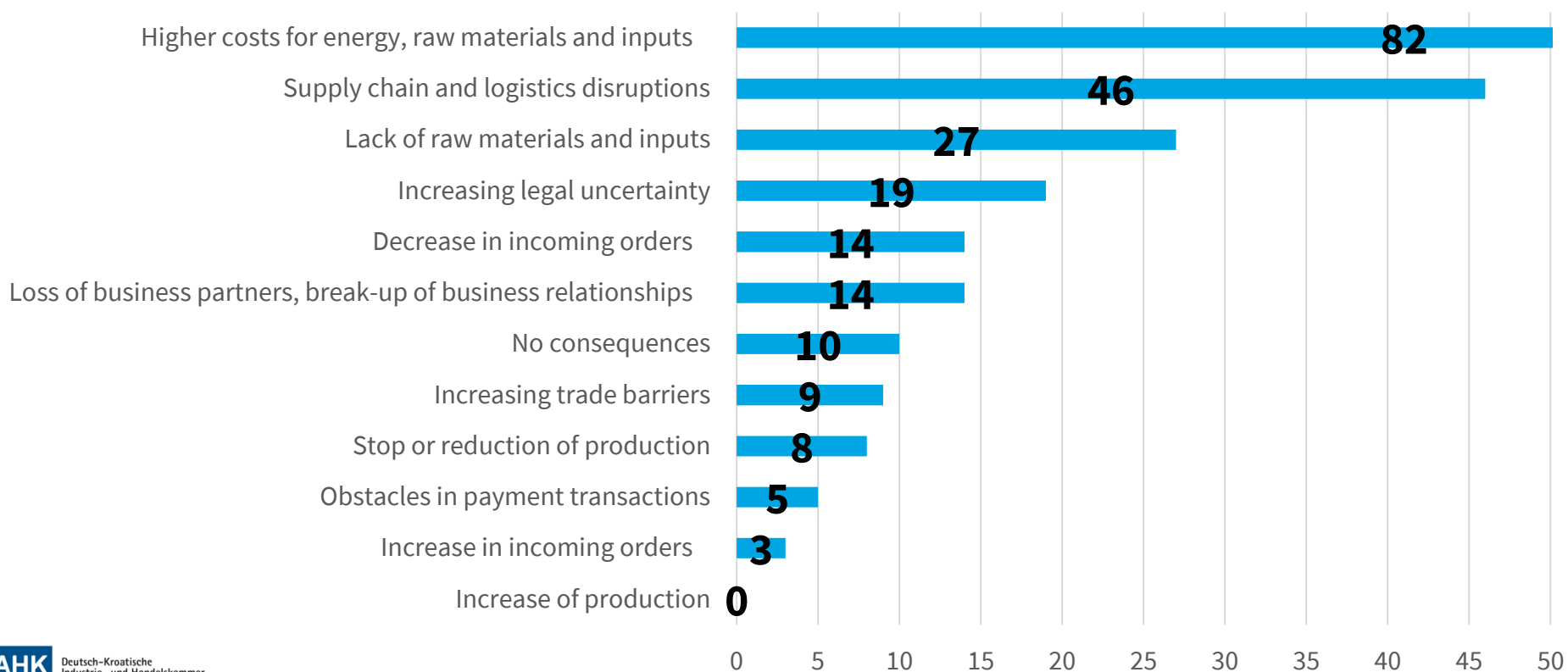


3.Block

**Consequences
of the Russian
invasion of
Ukraine**



What short-term economic consequences of the Russian invasion of Ukraine do you experience or expect for your company?



**THANK YOU FOR YOUR
ATTENTION!**