Croatian Competitiveness Clusters: Platform for Smart Specialization and Growth of Priority Sectors

Agency for Investments and Competitiveness

13th September 2017, Thessaloniki, Greece
Promoting Croatia as a desirable investment destination;

Proactive attracting and implementation of investment projects of large companies;

Enhancement of the competitiveness of the Croatian economy on the global level.
CLUSTERS IN CROATIA

Improving competitiveness of Enterprises
Ministry of Entrepreneurship and Crafts

Improving competitiveness of Croatian Economy
Ministry of Economy

AGENCY FOR INVESTMENTS AND COMPETITIVENESS
Agencija za investicije i konkurentnost

Competitiveness Clusters
Connecting Industry, Government and Universities
CROATIAN COMPETITIVENESS CLUSTERS

Sector specific **non-profit organization** which brings together the business, scientific and policy making communities in a formal structure

Stakeholders in combination, represent the ‘Triple Helix’ concept

**Intention** - to gather the best players in their field – SMEs, business clusters, public and science and research institutions in order to **develop synergies** and **cooperative efforts**

**Final outcome** - **increased national sector competitiveness**
OBJECTIVES:

TO BOOST THE COMPETITIVENESS OF THE CROATIAN ECONOMY AND TO RAISE THE PROFILE OF IMPORTANT AND RELEVANT SECTORS IN CROATIA BY:

- Supporting Government of Croatia’s economic development and ‘smart specialization’ strategies
- Lobbying at the regional, national and EU level
- Developing human resources
- Developing and utilizing efficiently regional infrastructure
- Marketing and branding the sector on national and international markets
- Encouraging multi-sector networking and internationalization of sectors
- Attracting and using appropriate EU Structural Funds
- Targeted attraction of domestic and foreign investments
- Making the 'Triple Helix' concept work

OBJECTIVES:
CROATIAN COMPETITIVENESS CLUSTERS

- Food-processing sector
- Wood-processing sector
- Automotive sector
- Maritime industry
- Defence industry
- Textile, leather goods and footwear industry
- Electrical and mechanical machinery industry and technology
- Creative and cultural industry
- Personalized medicine
- Health industry
- Industry of chemistry, plastics and rubber
- Construction industry
- ICT industry
For the programming period 2014-2020, from the ERDF, Croatia has received a total of €330 mil. for research, development and innovation:

- Supporting implementation of cluster initiatives (7.5 mil. €)
- Supporting establishment of innovation networks for industry and innovation platform (7.5 mil. €)
- Supporting development of centers of competence (110 mil. €)
- Supporting R&D activities of the private sector (205 mil. €)
PROJECTS OF NATIONAL INTEREST

- Innovation Project Concept
- Multi-sectoral Project Concept
- R&D Infrastructure Project Concept

EVALUATION CRITERIA

- Priority Sector Project
- Complied with Europe 2020 Strategy
- Growth Potential
- Focus on Key Competitiveness Drivers
- Triple Helix

DEVELOPED PNI

APPROVED
PANNONIAN WOOD COMPETENCE CENTER
ACHIEVEMENTS 2013-2017

- 12 sectoral guidelines
- Smart specialization strategy
- More than 500 members in 13 sectors
- Analysis of export markets
- Over 70 project proposals received
- 50 projects of national interest (total amount of cca 300 mil €)
THANK YOU!

We are standing at your disposal for any additional questions:

MARINA PERIŠIĆ
Coordinator Specialist in Division for Competitiveness Clusters

marina.perisic@aik-invest.hr

www.aik-invest.hr