



# OSIJEK - Croatia

Investment overview

# City of Osijek



Administrative center of Osijek-Baranja County and economic, educational and cultural center of Eastern Croatia

4th largest city in Croatia with around 100.000 inhabitants

Excellent geostrategic location (proximity of borders of Hungary, Serbia and Bosnia and Herzegovina)

Heritage: natural, hystorical-cultural, and industrial-artisan (technical knowledge and social capital)

University city with 11 faculties, Art academy, 5 university departments and 15.000 students





# Osijek ECO City

<https://gradonacelnik.hr>

The city of Osijek is the winner of the "Eco city" award for the best solutions in the development of green policies (the portal Gradonačelnik.hr) out of 27 registered cities.

Availability of containers for waste separation to all households in the city. Residents of Osijek separate plastic, metal, biowaste, paper and glass at their doorstep.

Osijek has three recycling yards at their disposal, the construction of the fourth has just been completed. Residents of Osijek are only ones in Croatia who can choose between electric cars and bicycles in public transport.



City of Osijek is modernizing the tram infrastructure and acquiring new low-floor buses and trams.

When it comes to withdrawing money from European Union funds for energy efficiency projects, Osijek has so far implemented 21 projects with the largest share of energy renovation of schools and kindergartens.

There are 57.5 kilometers of bicycle paths in the area of Osijek, and 95 percent of public lighting meets energy efficiency criteria.

# Sakuntala Park in Osijek was chosen as the most beautiful park in Croatia!

Sakuntala Park in Osijek won, while the park on Ban Šokčević Square in Vinkovci won second place. The third most beautiful park in our country is the city park in Virovitica.



Sakuntala Park was built in 1890 in the Art Nouveau era, and boasts a rich variety of flowers and impeccably maintained green areas, thanks to the hard-working employees of the Unikom company who also maintain other parks and green areas in the City of Osijek.

The beautiful large park covers 3,744 square meters and is adorned with 7,000 saplings, named after Sakuntala, a girl from Indian mythology who lived according to the philosophy of living in harmony with nature, and her statue is located in the central part of the park.



## In 2021, Osijek had the most beautiful Advent in Croatia!

He won more than 27,000 votes in the selection for the best Advent in Croatia.

In a tense finale, Osijek and Varaždin alternated, Osijek won in the finale with 27,225 likes.



Congratulations to all participants. The activation of people who voted and motivated others - the togetherness we showed is the biggest victory of this Advent! Congratulations to all who came to Advent with us!" -

Osijek Mayor  
Ivan Radić



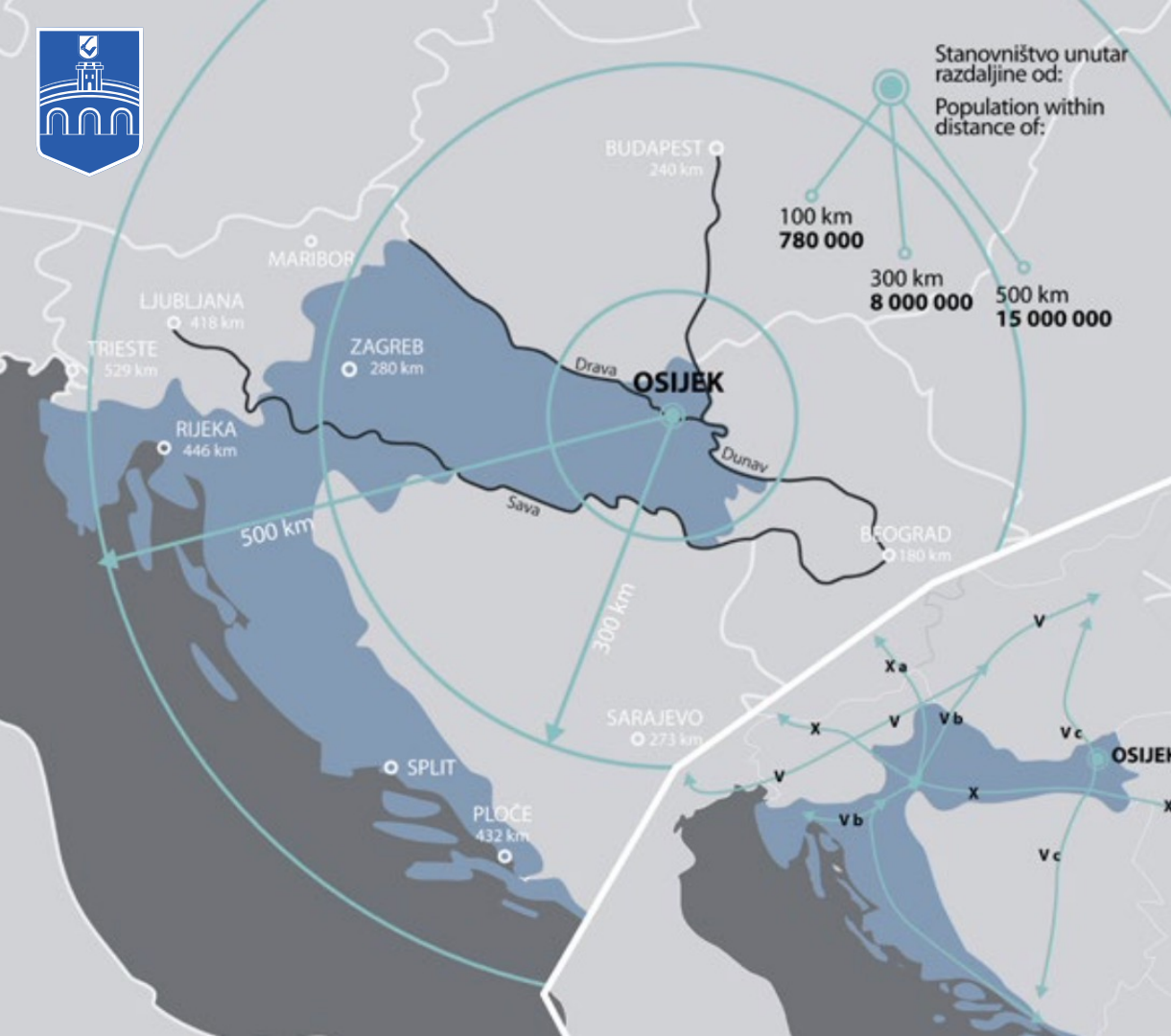


# Osijek

## Location

Zagreb, Sarajevo, Budapest and Belgrade and their related markets – are located within a 280-kilometre range.

Osijek is an important intersection of waterway, road, rail and air routes that connect Europe with Croatian ports on the Adriatic Sea, as well as with other Balkan countries.





# Osijek Airport

- Located on the state road Osijek-Vukovar, 20 kilometres from the City of Osijek
- One 2,500-metre-long and 45-metre-wide runway
- Equipped for ground handling of aircraft weighing up to 190 tonnes
- Terminal with an area of 1,800 m<sup>2</sup> enables a flow rate of 200 to 400 passengers per hour and
- 100,000 to 150,000 passengers a year
- Flights to München and London (Monday and Friday)
- Flights daily to Zagreb, Pula, Split, Zadar, Dubrovnik, Rijeka



# J.J. Strossmayer University of Osijek





# Josip Juraj Strossmayer University of Osijek



Main strategic objectives are focused on development and assurance of high quality research and teaching, internationalization and promotion of student and staff mobility, promotion of international ties with partner institutions, involvement in European trends (ERA, EHEA), contribution to social, cultural and economic life of the region and further infrastructure development.

UNIOS offers studies according to the Bologna principles in all scientific fields. There are university undergraduate studies, university graduate studies, integrated undergraduate and graduate studies and postgraduate professional studies within the lifelong learning program, as well as postgraduate doctoral studies offered by UNIOS.

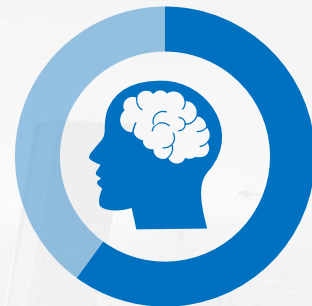


**Established in 1975, it has 15. 000 students and ca. 1500 members of academic staff.**



# University today

12 Faculties, 1 Academy of Arts and Culture, 4 Departments



- Faculty of Agrobiotechnical Sciences
- Faculty of Civil Engineering and Architecture
- Faculty of Electrical Engineering, Computer Science and Information Technology

Biology

- Faculty of Medicine
- Faculty of Dental Medicine and Health
- Faculty of Economics

Chemistry

Mathematics

- Faculty of Food Technology
- Faculty of Education
- Faculty of Humanities and Social Sciences

Physics

- Faculty of Kinesiology
- Faculty of Law
- Catholic Faculty of Theology in Đakovo
- Academy of Arts and Culture



# World famous Companies in Osijek



Mobile Communication  
Systems

In Osijek since 2018.  
2.500 employees Croatia

UNITED COLORS  
OF BENETTON.

Textile Industry

In Osijek since 2000.  
400+ employees

Transcom

Call Centre

In Osijek since 2006.  
500+ employees



Manufa. of detergents  
Private company in Osijek  
1998.  
750 employees



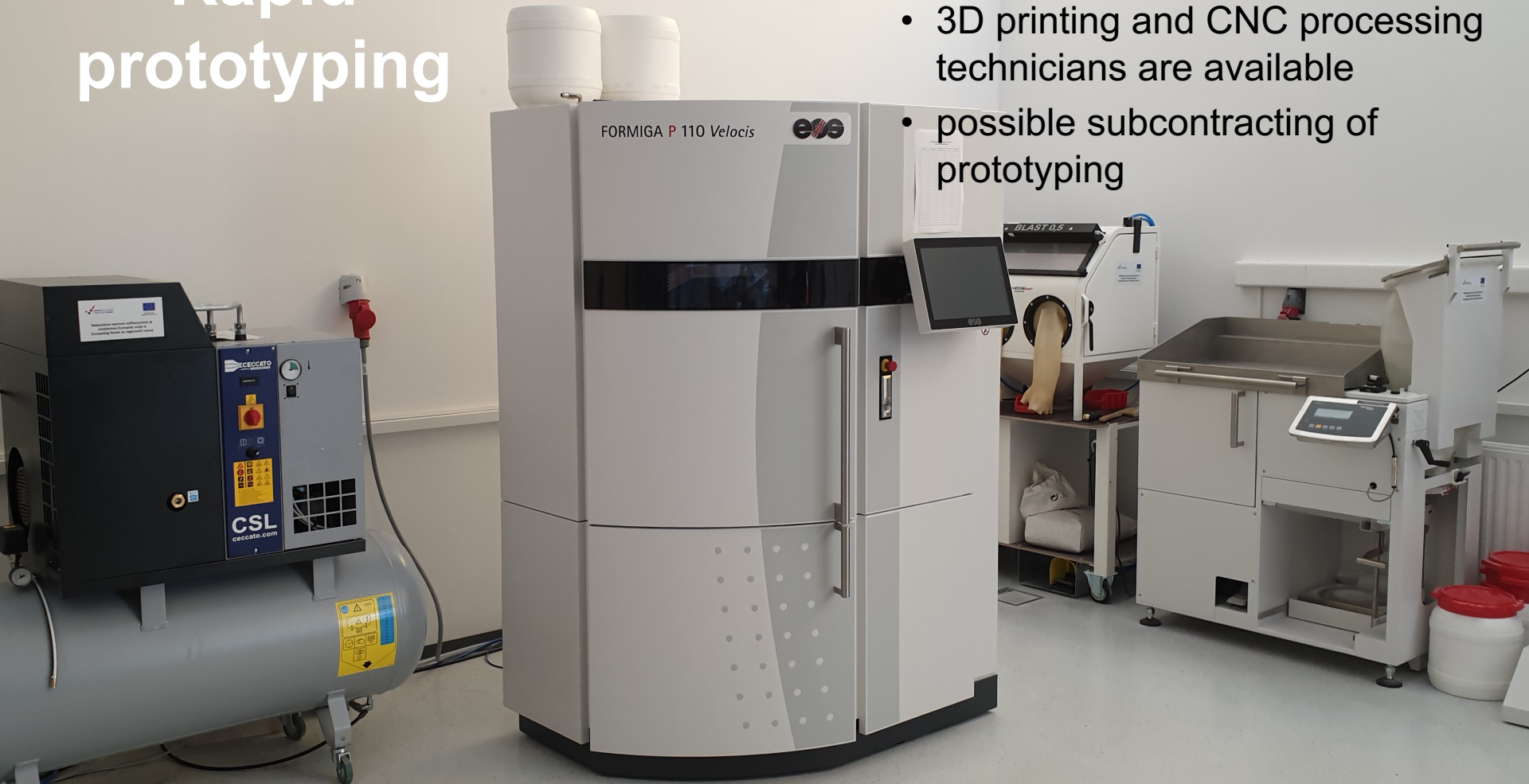


# Business incubator BIOS

[www.inkubator.hr](http://www.inkubator.hr)

# Rapid prototyping

- using of hardware lab
- 3D printing and CNC processing technicians are available
- possible subcontracting of prototyping







## BIOS - TODAY

- **Technology incubator**
- **3 facilities (two newly built and one renovated)**
  - EU co-financed – 4.418 m<sup>2</sup>
- **Hardware lab**
- **42 tenants with about 250 employees**
  - 26 IT companies
  - 8 manufacturing companies (4 technological)
  - 4 service provided companies
  - 4 partner institutions (Center for Entrepreneurship, FERIT, Renewable Energy Sources, Student Incubator)
- **40 virtual tenants**
- **20 coworking users**







Osijek Software City





# Osijek Software City

[www.softwarecity.hr](http://www.softwarecity.hr)

Osijek Software City project was launched in early 2012 by which Osijek IT companies act towards the local community.

## Project goals:

- Increase the attractiveness of the development profession in Osijek.

There are a number of IT companies in Osijek, some of which have been operating successfully on the international market for many years.

- Increase the competitiveness of developers in the market.
- Encourage entrepreneurship in the ICT sector.

These companies employ professionals, produce quality software and export to many markets around the world.

Mihael Tomić  
President of the Association  
Email: [mihael.tomich@gmail.com](mailto:mihael.tomich@gmail.com)  
Tel: +385993761833



# OSIJEK SOFTWARE {ITY\_



AGROKLUB D.O.O.



AIOS INTEGRATED LAND  
SYSTEMS D.O.O.



ALGEBRA D.O.O.



ALPHA SCORE



BAMBOO LAB



BASE58 D.O.O.



BIOS



COBE



EDUNOVA



ESCAPE



FACTORY



FIVE



GIDEON BROTHERS



HORIZONT SOLUTIONS



INCHOO



INOVATIVNI TRENDОВИ  
D.O.O.



INSTITUT RT-RK OSIJEK  
D.O.O.



MINUS5



MONO



OFIR



ORKA



OSVIT



PROTOTYP



SIMPLICIO



# INVESTIN CROATIA

[investcroatia.gov.hr](https://investcroatia.gov.hr)



**REPUBLIC of CROATIA**  
Ministry of Economy and  
Sustainable Development

T: +385 1 6106 444

E: [invest@mingor.hr](mailto:invest@mingor.hr)

W: [investcroatia.gov.hr/en](https://investcroatia.gov.hr/en)





# Business zones

Nemetin, IT park, Tenja, Jug





## Business zones in Osijek

- **Business zone Nemetin** (Phase I finished, Phase II currently - and in the future and Phase III large zone with emphasis on industry and production)
- **Business zone "IT park"** (now 10 plots - 9 + 1 city where our central building with coworking and similar facilities is)
- **Business zone Tenja** (small zone for production / business / catering purposes = filled and intended mainly for micro and small entrepreneurs; possibility of expansion into phase II)
- **Business zone S cesta** (development of the zone, given the location and construction of the Economic Center, with emphasis on the retail sector and its support sectors)





## IT PARK



The City of Osijek founded the "IT park" area on the surface of 26,000 m<sup>2</sup> and the area contains:

- 10 parcels that are fully equipped with infrastructure
- 9 parcels are offered to IT companies and on one parcel City of Osijek will build an IT Business Center
- The IT Business Center is intended for renting premises to small and medium-sized companies. IT Business center also has coworking space and space for education.
- „IT park” has an excellent location near the city center and the university, and is well connected by public transport.



## NEMETIN Business Zone

- Nemetin ranks second among national business zones in the Republic of Croatia.
- The Zone is primarily intended for medium- sized and large enterprises, to be used by them for production plants in the processing industry and for large-scale industrial plants that require larger surfaces areas and/or proximity of water purifier.



## NEMETIN Business Zone

- An outstanding incentive programme for investors
- Parcels ranging from 2.500 to 50.000 m<sup>2</sup>
- Excellent traffic connections (motorway corridors, airport and river port, railway)
- Immediate proximity of the city of Osijek and excellent cross-border location (Hungary, Serbia, Bosnia and Herzegovina)
- Professional support by local government





# NEMETIN MAP



## 1<sup>ST</sup> PHASE

1. 2.868 m <sup>2</sup>	6. 3.878 m <sup>2</sup>	11. 3.550 m <sup>2</sup>	16. 7.364 m <sup>2</sup>	21. 21.190 m <sup>2</sup>
2. 5.401 m <sup>2</sup>	7. 4.570 m <sup>2</sup>	12. 28.103 m <sup>2</sup>	17. 7.593 m <sup>2</sup>	22. 10.585 m <sup>2</sup>
3. 4.976 m <sup>2</sup>	8. 4.630 m <sup>2</sup>	13. 22.689 m <sup>2</sup>	18. 15.942 m <sup>2</sup>	23. 10.533 m <sup>2</sup>
4. 3.304 m <sup>2</sup>	9. 4.056 m <sup>2</sup>	14. 22.054 m <sup>2</sup>	19. 15.889 m <sup>2</sup>	
5. 3.186 m <sup>2</sup>	10. 3.196 m <sup>2</sup>	15. 15.398 m <sup>2</sup>	20. 18.986 m <sup>2</sup>	

**TOTAL : 239.941 m<sup>2</sup>**



## 2<sup>ND</sup> PHASE

24. 10.592 m <sup>2</sup>	29. 11.101 m <sup>2</sup>	34. 46.560 m <sup>2</sup>
25. 10.619 m <sup>2</sup>	30. 21.430 m <sup>2</sup>	35. 46.550 m <sup>2</sup>
26. 11.240 m <sup>2</sup>	31. 21.781 m <sup>2</sup>	
27. 11.007 m <sup>2</sup>	32. 38.124 m <sup>2</sup>	
28. 11.154 m <sup>2</sup>	33. 29.530 m <sup>2</sup>	

**TOTAL : 269.688 m<sup>2</sup>**



## Benefits and incentives program for investors in the Business Zone Nemetin

The communal contribution for economic activities is completely free from 12/2021.

So far, it has ranged from 10,6 EUR to 2 EUR and is now free in all zones.

The last estimate of the market value of land in the area of the Nemetin Industrial Zone was 33 EUR per square meter.





# Osijek Culture of Living







## **The Croatian National Theater**

**Osijek can be proud of its theatrical tradition, which dates back to 1735, when the first theatrical play in Latin was performed at the Jesuit Gymnasium.**



Osijek is a city made by people for people – pleasant, well-organized and connected, active throughout the year and always welcoming to foreigners. You can spend a day in one of 17 perfectly maintained parks, covering a total area of almost 400,000 m<sup>2</sup>, or at the ZOO. You can also take a bike ride through the city and walk on the longest Riverwalk in Croatia, along the Drava River. Alternatively, you may visit the Kopački Rit Nature Park (a birdwatcher's paradise, with a large expanse of wetlands where the Danube and Drava join together) or the Papuk Nature Park, Zlatna Greda adventure park or simply enjoy in rickshaw tours around Osijek.





Osijek – projects & development





# Value of investments in the City of Osijek

- Investments that are currently being realized in the public sector that realize a certain added value - expansion of spatial capacities, investment in various business processes, introduction of innovative concepts, investment in green/digital/sustainable business
- Total value (public sector) = EUR 350.000.000,00
- **The city of Osijek is the Croatian record holder in withdrawing money from EU funds**
- The city of Osijek has withdrawn the most European funds in the past nine years, according to the latest analyzes of the success of cities in the use of EU funds based on data from the Ministry of Finance.



## Financial results of entrepreneurs based in Osijek. for the year 2023 (FINA)

- During the observed period, entrepreneurs in Osijek made a net profit in the amount of EUR 185.0 million, compared to the previous business year in which they made a net profit in the amount of EUR 134.0 million (a 38% increase).
- The realization of total revenues is 3.0 billion EUR, which is an increase compared to the previous year by 9.1%, or EUR 246.7 million.
- In the area of Osijek, according to the criterion of the number of workers, the dominant role is played by entrepreneurs from the fields of activity C - Manufacturing, F - Construction and G - Wholesale and retail trade.
- During 2023, entrepreneurs based in the city of Osijek exported 489 million euros and imported 389 million euros. As a result of the above, a positive trade balance of EUR 100 million was achieved (twice as much as in 2022).



## Osijek employment / unemployment

A total of 52,681 people worked in Osijek during May 2024:

- 25,615 were women
- 27,066 were men.

In Osijek during May 2024, a total of 3,013 people were unemployed:

- 1,711 were women
- 1,302 were men.





## Jabil – the largest foreign investment in Osijek

- Jabil is a global manufacturing company operating in 100 locations in 25+ countries. Jabil produces for 300 of the world's largest brands in all markets, from healthcare, packaging, smartphones to cars and household appliances.
- Among 17 potential cities in Europe, the Jabil company chose Osijek.
- A facility with an area of 48,000 m<sup>2</sup> is being built on 170,000 m<sup>2</sup>, where 1,500 people will work.
- The city of Osijek sold the mentioned land for EUR 5,375,000.
- [www.jabil.com](http://www.jabil.com)



# Entrepreneurial grants provided by the City of Osijek

1. Subsidies for the start-up of the economic activity of novice entrepreneurs
  2. Subsidies for the purchase and installation of machines and equipment
  3. Support for product and process certification and business compliance with GDPR
  4. Support for traditional and artistic crafts
  5. Grants for the preparation of project proposals for co-financing from European Union funds
  6. Grants for exhibiting at fairs and going to fairs and conferences as a visitor
  7. Grants for professional education and training of employees
  8. Support for the digitization of business
- Grants by year: 2021 EUR 562,900.00 / 2022 EUR 597,252.64 / 2023 EUR 623,797.00
  - Tender for 2024 EUR 686,000.00, which is an increase of 10% compared to 2023.  
Published on June 20, 2024. and lasts until September 20, 2024.



## Scholarships to stimulate the economy

- The scholarship project in the function of stimulating the economy  
CITY - ENTREPRENEURSHIP EXCELLENCE SCHOLARSHIP The City of Osijek with its entrepreneurial partners started for the academic year 2022/23, and continued in the academic year 2023/24.
- Beneficiaries of the scholarship are students in the regular education system of the academic year 2023/2024. who are regularly enrolled for the first time in the first year of the scientific-teaching component of J. J. Strossmayer University, namely:
  - Faculty of Electrical Engineering, Computing and Information Technologies Osijek,
  - Faculty of Medicine Osijek,
  - Department of Physics,
  - Faculty of Applied Mathematics and Informatics, Osijek
  - Informatics study program at the Faculty of Philosophy, Osijek.
- The total amount of the scholarship per student is EUR 150.00 per month from the business entity and EUR 300.00 from the City of Osijek, and the total amount of the scholarship is EUR 450.00.
- [www.najzanaj.osijek.hr](http://www.najzanaj.osijek.hr)





## IT companies in Osijek

- According to the data from the business database InfoBIZ - FINA for the year 2023 for the area of the city of Osijek and the operations of companies registered for the following activities: 61 - Telecommunications, 62 - Computer programming and consulting, 63 - Information service activities - the following data were obtained:
- A total of 444 companies are registered in the area of the City of Osijek.
- The total number of employees for 2023 is 1,409
- Total income in 2023 amounts to: €89,390,000
- Total profit for 2023 amounts to: €9,220,000
- Total exports in 2023 amount to: €46,650,000
- [www.softwarecity.hr](http://www.softwarecity.hr)



INVEST IN OSIJEK - video

<https://youtu.be/qcsXwLIQHUC>





Thank you!

[igor.medic@osijek.hr](mailto:igor.medic@osijek.hr)

[www.osijek.hr](http://www.osijek.hr)

[www.osinvest.hr](http://www.osinvest.hr)