

Publication by the Nordic Chamber of Commerce in Croatia







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#### Letter from Executive Director



May 2013, No. 1

#### **Nordicnews**

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Dear members, Dear readers,

The spring, as a symbol of new period, new beginnings and generally the creation of a new life, fills us directly with new positive energy, dynamics and enthusiasm. Croatia is at the beginning of a completely new cycle in its history, which is going to start on 1 July with its accession to the EU as the 28th EU member. On behalf of the Nordic Chamber of Commerce, and on my own behalf, I would like to warmly welcome Croatia to the EU and wish a happy and successful future with the prosperity for all Croatian citizens and the society in general!

In the beginning of this month, The European Commission published the spring economic forecast for the period 2013-2014, in which they predicted a fall of Croatian GDP by 1 percent in the current year and a slight increase by 0.2 percent in the next year. The unemployment rate is estimated to reach 19.1 percent by the end of the year and 20.1 percent in 2014. At the same time, the recession is predicted to continue for the whole EU. According to the report of the European Commission, it is expected that the private investment will continue to fall in Croatia by a slower rate, while the economic recovery is forecasted for 2014. Positive elements that could have a stimulating impact on attracting investment, the Commission sees in the new Corporate Income Tax Act, Law on strategic investments and Croatia's accession to the EU. By entering the EU, Croatian companies can expect increased competition, while ending the membership in CEFTA may have an impact on the trade with regional partners.

Considering the fact that friendly investment and business climate is a crucial factor for the development of every economy, the Nordic Chamber of Commerce, together with six other international business organizations, started in 2012 an initiative for the improvement of business climate in the Republic of Croatia. We have identified five measures, which can fast and efficiently improve business climate that is necessary for the economic growth and creation of new jobs. The initiative was presented to the responsible Ministries. More on the initiative can be found on page 10.

The Nordic Chamber of Commerce sees that the Government is taking a series of measures in order to improve the investment climate. We welcome the positive examples of these measures such as the establishment of the Agency for investment and competitiveness, Government work-groups for private investment, as well as the proposal of the new Law on strategic investments. Regardless of the positive steps, it is necessary to continue working hard and speed up the initiated processes, especially the public administration reform, by which the public administration has to become fast and more efficient. So far, the investments have been carried out mostly in the fields of privatization and takeovers, while the most needed 'Greenfield' investments have been very rare. We believe that Croatia primarily needs private investments, both domestic and foreign, in the area of new technologies and sectors that will create

#### **Editorial**

new jobs. This is the only way to achieve economic growth, reduce the unemployment rate, establish competitive market, and also to stimulate small and medium enterprises, which are important drivers of economy in the creation of social and economical welfare, as is the case in the Nordic countries and many other European economies.

Entering the common EU market of 500 million people provides many opportunities for Croatia, but it is necessary to stress that the benefits of joining the single EU market exceed the risks of the EU integration if the accession is perceived as a process and not a single episode. This means that the country has to continue doing the reforms and providing a stable legal framework. At the same time, Croatian business community has also an

important task, which is to invest necessary efforts in the search of new market opportunities and in the defining of new business strategies.

In this issue of Nordic News we have prepared for you numerous interesting topics, among which we would like to highlight the following few. We are honored to bring you a short overview on page 4 of State visit from Sweden to Croatia, by Their Majesties King Carl XVI Gustaf and Queen Silvia of Sweden. We are also pleased to congratulate our company member, Ericsson Nikola Tesla, the celebration of the 60 anniversary of cooperation and the signing of the first license contract between LM Ericsson and the former Nikola Tesla company. On this special occasion we bring you the interview with Mrs. Gordana Kovačević, the President of Ericsson Nikola Tesla on page 5 and we wish Ericsson Nikola Tesla a lot of success in their future business. Furthermore we are happy to welcome our new members Telektra d.o.o., MojPosao, SELECTIO Kadrovi d.o.o. and Hilton Cluster Croatia – DoubleTree by Hilton Zagreb & Hilton Imperial Dubrovnik by introducing them to you on page 8. In the section Events in brief you will find the overview of some of the most interesting activities organized by the Nordic Chamber and its members.

I wish you a pleasant reading of this issue of Nordic News.

Sincerely,

Gordana Fuštar Executive Director





#### State visit from Sweden to Croatia



Their Majesties King Carl XVI Gustaf and Queen Silvia are welcomed by President of the Republic of Croatia Ivo Josipović and Professor Tatjana Josipović. Photo: Antonio Bronic/Reuters/Scanpix

His Majesty King Carl XVI Gustaf of Sweden and Queen Silvia paid an official State visit to Croatia at the invitation of Prof. Dr. Ivo Josipović, President of the Republic of Croatia President on 16-18 April 2013. The purpose of the State visit was to further strengthen the relations between Croatia and Sweden, including the further development of the region, in view of upcoming accession of Croatia to the European Union. Another goal was to promote export and investments, especially in the field of energy and environment sector, but also infrastructure. "Today, conditions are ideal for actively continuing to build links and friendship between our two countries." said His Majesty King Carl XVI Gustaf in the speech during the dinner at the Presidential Palace in Pantovčak, hosted by President Josipović. (source: www.kungahuset.se)

During the three-day official tour, Their Majesties King Carl XVI Gustaf and Queen Silvia attended the ceremony of opening an exhibition of Swedish sculptor Carl Milles in the Meštrović gallery, visited the company Ericsson Nikola Tesla, which is an example of a role model example of successful business cooperation between Sweden and Croatia, and also Croatian company DOK-ING, a company that is a world leading manufacturer of remote-controlled mine clearance robots. Apart from this, Their Majesties held talks with Prime Minister Zoran Milanović and Speaker of the Croatian Parliament Josip Leko. On the last day they also visited Zadar.

Their Majesties King Carl XVI Gustaf and Queen Silvia were accompanied by Minister of Foreign Affairs Carl Bildt, Minister of Environment Lena Ek and the Swedish business delegation. In the business delegation there were representatives from 20 Swedish leading companies such as Ericsson, Securitas, Volvo, Saab, Fortum, etc who met with Prime Minister Zoran Milanović before the opening of the Swedish-Croatian business forum.

On Wednesday 17 April, at the hotel Westin, His Majesty King Carl XVI Gustaf and President Josipović took part in a seminar entitled: "Croatia's EU accession from a business perspective - how can Sweden and Croatia be partners?" After the opening speech held by the Swedish Minister of Environment, Lena Ek, and the Croatian Deputy Prime Minister and Minister of regional Development and EU Funds, Branko Grčić, who introduced the possibilities of further strengthening of the economic cooperation between Sweden and Croatia, the Swedish business delegation, with representatives from 20 Swedish leading companies such as Ericsson, Securitas, Volvo, Saab, Fortum, etc had an opportunity to meet with top Croatian business managers and representatives of different companies with whom they discussed environmental engineering and environmental research, efficient use of energy within the vital transport and infrastructure sector.

#### Interview



#### Interview with MSc Gordana Kova**č**evi**ć**, the President of Ericsson Nikola Tesla

Mrs. Kovačević, this year is the important year for Ericsson Nikola Tesla. It has been 60 years since Ericsson and Nikola Tesla started successful cooperation in March 1995. How didyou celebrate the event?

The distinguished guests especially honored us with their presence at the Jubilee ceremony.

The celebration, organized to mark the 60th anniversary of collaboration and signing the first Licensing Agreement between LM

Ericsson and the then the firm Nikola Tesla, was enhanced by the presence of the Swedish Royal Couple, the President of the Republic of Croatia Ivo Josipović, and his wife, Prof Dr Tatjana Josipović. Their Majesties, King Carl XVI Gustaf of Sweden and Queen Silvia, were paying the state visit to Croatia, April 16-18, at the invitation of the President of the Republic of Croatia and his spouse.

As a part of the official delegation of the Kingdom of Sweden, the company was visited by Carl Bildt, the Minister of Foreign

Affairs, Lena Ek, the Minister for the Environment, Hans Vestberg, the President and CEO of Ericsson Corporation, and the delegation of the leading Swedish businessmen, as well as heads of many companies from Croatia and abroad. The strategic goal of this state visit is to intensify and deepen the current excellent relations between the two countries.

I am proud of a fact that Ericsson Nikola Tesla through its long-term partnership with the Ericsson Corporation was chosen for a role

#### Interview



Distinguished guests in the Technology Road

model as the best and the firmest bridge of the business collaboration and friendship between the Kingdom of Sweden and the Republic of Croatia.

Along with the ceremonial part of the program, guests and journalists showed a great interest to take the newly opened Technology Road Tour, which gives a concise and effective view of the wide rang of its portfolio and the contribution to the quality of life of an individual and society as a whole, as well.

What aspects would you point out as a main "key" behind this indeed successful cooperation between Ericsson and Nikola Tesla?

It was long ago, in 1953, when Ericsson, the world technology leader, signed one of the first license agreements with the then Croatian factory "Nikola Tesla". By signing that Agreement started this unique and good quality collaboration, in which both

sides showed a high level of technological competencies, professionalism and innovativeness. This was all primarily based on mutual respect and encouragement for development and growth.

This collaboration evolved into a proprietary relationship, when in 1995, Ericsson became the biggest single owner of the company. Throughout all these years, both parties showed an enviable level of technological leadership needed for challenging global business environment. Now more then ever, we share Ericsson's vision of the Networked Society and the transformative impact of ICT.

As you were part of the management team of the company already from the beginning of this cooperation, could you please tell us what have been the most significant changes/successes of the company since then?

For the past 60 years, Ericsson Nikola Tesla passed the long development path, but

thanks to the connections with Ericsson, it was always at the top of the world technology. Crossbar, semi-electronic and digital systems, packet switching and, the state-of-the-art network solutions based on IP technology and user mobility, have always, in time when becoming the technological reality of the company, simultaneously been revolutionary with respect to global telecommunications, and a new step forward to the better and safer future.

Since 1995, with Ericsson as the biggest single owner, Ericsson Nikola Tesla started to adopt the new business philosophy and to bring in the line its organization and business operations with the corporation strategy and standards.

During the last decade, the company changed its profile into the "knowledge supplier", and along with other members of the powerful global Ericsson Group, it operates in the field of modern communications technologies, and

#### **Interview**

participates in creating the world trends in communications.

The Company has always been, and remained among the largest suppliers of telecom solutions in the Central and Eastern Europe. Its contribution to the permanent technological modernization of telecom network was recognized as a contribution to the Croatian economy development, as a whole.

In April Croatia received a state visit from His Majesty Carl XVI Gustaf, King of Sweden, and you were awarded the royal decoration the 'Polar Star' for the management of the company. What does this mean for the company Ericsson Nikola Tesla and you personally and your career?

First of all, it is a great honour and recognition to both my personal leadership style and results, and to organization. Furthermore, I am happy to see that the business cooperation between Ericsson and Ericsson Nikola Tesla, that is beneficial for the development of both Croatia and Sweden, was awarded for exceptional contribution. I am grateful to my colleagues for their exceptional contribution, and feel even more motivated and inspired in my leading tasks in the future.

The year 2013 is also important for Ericsson Nikola Tesla for the signing of HRK 45 million export contract. What does this mean for the company (as it employs 1600 people and is one of the largest company in Croatia) and Croatia?

This new export contract confirms that we strengthened our market share and implemented a few strategically important projects and contracts, respectively, which show that continuous market presence and listening to the needs of our customers combined with technological leadership and competent expert resources bring the results

The revenue structure by markets is significantly changed in favor of export markets needed for such a big organization. It will not be possible without permanent investment into our experts' competences, and R&D and other expert centers' activities.

In addition, I would like to emphasize that our permanent focus on our people innovations gives excellent results. Our employees are recognized by the Ericsson Group for our quality, innovation processes and creativity, which are also confirmed by global awards won by our teams and individuals. Having wide competences, encouraged by permanent learning and development of innovations, Ericsson Nikola Tesla employees are competitive in global ICT arena.

What will change in the strategic position of Ericsson Nikola Tesla when Croatia joins the EU?

By recognizing the needs of modern people for permanent use of innovative ICT solutions, as well as the need for sustainable development of the society and the industry, EU is a big opportunity for us. At Ericsson Nikola Tesla, we share the vision of a

networked society, due to our awareness of its impacts on human life, productivity and sustainable development, and develop innovative and advanced e-solutions such as e-Health. The Climate Group and Global E-Sustainability Initiative included the e-Health Croatia solution in global SMART 2020 report as the one of the 25 world's best solutions for people and environment. So, I believe we have quality projects to offer.

How do you see the future of the company?

Ericsson Nikola Tesla is focused on further strengthening of the position in domestic, Ericsson and export markets, on further expanding of the customer base, acquiring new responsibilities and offering the cutting edge solutions, products and services. Therefore, our strategic priorities are focused on the areas with a potential to grow, such as mobile broadband access, services and operational and business support systems.

In your opinion, how could business cooperation between Nordic region and Croatia be better explored in the future?

As agreed on several occasions during the recent Swedish State visit, areas of transport, sustainable development and energy efficiency, and the areas of application of new technology are exceptionally good opportunities for cooperation. The future partners could be led by Ericsson and Ericsson Nikola Tesla good example.

#### Introducing new members

#### Telektra d.o.o.



The company Telektra, with headquarters in Zagreb, through 28-year old tradition and in accordance with the system of quality management and norm ISO 9001:2008., is the leading company on the market in designing of lighting solutions and lighting management systems (LMS), with emphasis on energy efficiency.

We are exclusive distributors for the territory of the Republic of Croatia for reputable European producers of lighting fixtures and lighting control equipment, and together with the Electrical contracting department we follow investment through the entire process.

Excellent knowledge, constant education and advanced tools, active participation of our experts as lecturers at seminars and conferences, as well as extensive experience shown through references confirm our quality.

#### MojPosao

#### MojPosao

MojPosao is a leading job site and the most trusted source for people seeking jobs and companies who need great employees in Croatia. From year 2000, when it was founded, more than 140.000 people found their job and closely 30.000 clients started their recruitment process through ads on MojPosao. Today, MojPosao is among 20 most visited web sites in Croatia, with more than 600.000 visitors monthly.

 $Moj Posao\ is\ operated\ by\ Tau\ on-line\ Ltd.\ which\ is\ part\ of\ Alma\ Media\ Group\ since\ November\ 2012.\ In\ addition\ to\ being\ a\ part\ of\ one\ of\ the\ leading\ European\ media\ companies\ MojPosao\ is\ associated\ with\ most\ relevant\ job\ sites\ in\ region\ of\ SE\ Europe.$ 

Its most successful projects are regional Virtual Career and Education Day, Best Employers award, HR Days annual conference and Salaries survey. Among other projects excel EduCentar.net - leading web site for educational programs in Croatia and MojPrviPosao.net - web site focused on promotion of student practices and first employment.

MojPosao is recognized as source of relevant information on Croatian labor market trends and has a significant role in various projects regarding human resources management.

#### Introducing new members

### Hilton Cluster Croatia – DoubleTree by Hilton Zagreb & Hilton Imperial Dubrovnik





#### DoubleTree by Hilton Zagreb - where the little things mean everything

Experience warm hospitality within the inviting, modern surroundings of DoubleTree by Hilton Hotel Zagreb. Ideally located near historic city center and in the heart of Zagreb's business district, the hotel is set within the Green Gold complex. With a variety of guest rooms DoubleTree by Hilton Zagreb will meet every need, from single business travellers to full families. The hotel offers its own amazing dining with OXBO Urban Bar & Grill where you can enjoy the best US steaks in Zagreb.

#### Hilton Imperial Dubrovnik - a hotel that welcomes guests to an urban retreat brimming with thoughtful amenities and genuine hospitality

Dominating the approach to the historic Old City of Dubrovnik, this celebrated hotel overlooks the ancient walls and historic terracotta roof tops of the city's palaces. Its enviable location, just steps from the Pile Gate, the main entrance to Old City, allows guests to hop on and off while exploring this magnificent historic and cultural site. Interesting start of your day would be seasonally-inspired fare crafted including local ingredients at Porat Restaurant, later a coffee or quick midday snack at the Lobby Bar and as the day comes to a close, celebrate it with cocktails in the stylish Lounge Bar.

#### SELECTIO Kadrovi d.o.o.



SELECTIO Kadrovi Ltd. is the leading Croatian company specialized in executive search. Excellent understanding of Croatian labour market, presence in all segments and industries, capacity to deliver and business ethics are the main qualities of our approach to business. SELECTIO Kadrovi has been successful on most demanding projects in regards to recruitment volumes and complexity. In addition, we have a unique experience in recruiting start up teams for companies entering Croatian market.

As a part SELECTIO Group (SELECTIO Ltd. Human Resources Management, SELECTIO Kadrovi Ltd., Electus Human Resources Ltd., Electus DGS Ltd. for temporary employment with strategic partner MojPosao), we are the leading provider of human resources management services on Croatian labour market.



#### **Events in Brief by Nordic Chamber of Commerce**

#### 10.12.2012

#### General Assembly of the Nordic Chamber of Commerce in Croatia

Nordic Chamber of Commerce in Croatia held on 10 December 2012 its annual General Assembly in the presence of representatives from member companies and Nordic Ambassadors (H.E. Fredrik Vahlquist, Ambassador of Sweden, H.E. Bo Eric Weber, Ambassador of Denmark and H.E. Juha Ottman, Ambassador of Finland). The Assembly was an opportunity to summarize the work of the Chamber in 2012 and also to present the business plan for 2013. In addition, the new members of the Board of Governors were elected.

In 2012, Nordic Chamber of Commerce continued to successfully implement its 2010-2013 Strategy which outlines the continuous efforts of the Chamber to further strengthen its role of the Nordic-Croatian platform, as the basis for enhancing existing and establishing new Nordic-Croatian business relations. At the General Assembly, management of the Chamber presented also the Strategy for the period 2013-2015 with emphasis on further efforts in increasing trade, commerce and successful business relations between Croatia as a new EU member state and Nordic region. The business plan for 2013, presented at the Assembly, envisages a number of events and activities to be implemented by Chamber and its company members, including further efforts in line with its Strategy.

The Board of Governors elected for a one year period are:

President: Mr. Darko Eisenhuth (ABB) Treasurer: Mrs. Dijana Spalatin (Cargotec) Executive Director: Ms. Gordana Fuštar

#### Board members:

Mr. Haris Boko (Energy Institute Hrvoje Požar) Mrs. Ivana Radić (Dalekovod) Mr. Tibor Jerger (Individual member) Mr. Tonči Peović (Zračna luka Zagreb)



#### 14.02.2013



### Business climate improvement initiative presented to Ivan Vrdoljak, the Minister of the Economy

Nordic Chamber of Commerce is part of the joint international business organisations in improving the business climate in the Republic of Croatia. On February 14 a meeting was held with Ivan Vrdoljak, the Minister of the Economy, to present and discuss the document about business climate improvement of eight Chambers and Embassics

#### **Events in Brief by Nordic Chamber of Commerce**

#### 19.04.2013



The Nordic Chamber of Commerce together with six other international business organisations in Croatia proposed five measures for business climate improvement

From left to right: Andrea Doko-Jelušić, American Chamber of Commerce in Croatia, Zrinka Božić, German-Croatian Chamber of Industry and Commerce, Roman Rauch, Austrian Trade Commission, Igor Bošković, British-Croatian Chamber of Commerce, Gordana Fuštar, Nordic Chamber of Commerce, Tana Maroević and Vesna Krmpotić Baljak, Italian Institute for Foreign Trade. *Photo by Nenad Dugi / Cropix* 

International business organisations in Croatia, among them Nordic Chamber of Commerce, proposed five measures for the Croatian business climate improvement at the press conference on Friday, 19 April 2013, at the Hotel Esplanade in Zagreb.

An initiative for Croatian business climate improvement started in autumn 2012 by international business organisations, which are in charge of the commercial cooperation between entrepreneurs and investors from the respective countries and the Republic of Croatia. These organisations are: American Chamber of Commerce in Croatia, Austrian Trade Commission, British-Croatian Chamber of Commerce, Canadian-Croatian Business Network, Consultative Committee of the Italian Entrepreneurship in Croatia, German-Croatian Chamber of Industry and Commerce and Nordic Chamber of Commerce in Croatia.

The group of seven represents around 1500 companies, or around 50% of foreign direct investment in Croatia. Together they have identified five measures, which could fast and without major financial and structural changes improve the business climate and help the economical growth and new job creation.

 $The \,proposed \,measures \,for \,business \,climate \,improvement \,are:$ 

Legally Binding Tax Opinions, Public Procurement Auctions Online, Deadlines for Permit Decisions, Improved Regulations and Reduced Parafiscal Fees.

The above measures were addressed to the competent Ministries. Apart from the presented measures the organisations have also identified, in contact with their member companies, a number of investment friendly local administrations, among which Koprivnica, Prelog and Varaždin provide an example of investment friendly communities. Furthermore, the organisations welcome the establishment of Agency for investment and competitiveness as the body that will contribute to faster and more efficient investments.

For more information about the document on the business climate initiative, please see below.



From left to right: Gordana Fuštar, Nordic Chamber of Commerce, Andrea Doko-Jelušić, American Chamber of Commerce in Croatia and Zrinka Božić, German-Croatian Chamber of Industry and Commerce, *Photo by Nenad Duai Cronix* 

#### BUSINESS CLIMATE IMPROVEMENT INITIATIVE – SUPPORT BY INTERNATIONAL BUSINESS ORGANISATIONS IN CROATIA

Background: Based on advice from Croatian and Foreign companies represented by our Chambers, we recommend a few specific, achievable and potentially "game changing" steps that the Government can implement in order to make Croatia's business environment more competitive and attractive for businesses and investors. This list of recommendations is not exhaustive and will not solve all of Croatia's economic problems. However, if implemented, these steps will help increase commerce and investment, which will help grow the economy and increase the number of jobs. We are ready to support the Government's efforts, including with technical assistance and advice.

Legally Binding Tax Opinions – The lack of predictability of tax assessments impedes business. A system such as those adopted in most EU countries, in which opinions obtained from tax authorities are legally binding, would allow companies to predict tax obligations.

Public Procurement Auctions Online – Establishing a transparent online system for public procurement auctions, similar to that used in the United Kingdom, Austria, and at least forty other countries worldwide, would significantly reduce the costs associated with public procurements while improving transparency.

Deadlines for Permit Decisions – The difficulty of obtaining permits from government is a major impediment to business. Requiring government offices to abide by the deadlines for the review and resolution of permit applications established by the law would greatly reduce delays.

Improved Regulation – Bureaucratic obstacles to businesses could be greatly reduced by empowering of a single government entity to receive and effectively address complaints from local businesses about regulatory and bureaucratic inefficiencies. As a common practice, new legislation affecting business should not be adopted without prior consultations with the business community.

Reduced Parafiscal Fees – Continued reducing or eliminating parafiscal fees and other hidden administrative costs would increase Croatia's attractiveness as an investment and business destination.

Supported by: American Chamber of Commerce in Croatia, Austrian Trade Commission, British-Croatian Chamber of Commerce Canadian Croatian Business Network, Consultative Committee of the Italian Entrepreneurship in Croatia, German-Croatian Chamber of Industry and Commerce, Nordic Chamber of Commerce in Croatia



#### KONČAR delivered compact generator for the polar circle



Photo: GIM Norway

#### Company KONČAR – Generators and Motors Inc. has delivered a synchronous generator of 4900

Company KONCAR – Generators and Motors Inc. has delivered a synchronous generator of 4900 kVA for a small hydro power plant Langdalselva in Norway.

The hydro power plant is situated on the far north of Norway, on the river Lagdal near the town of Alta – in the polar circle on 70th parallel north. The delivery was carried out as a part of the contract with the Norwegian company Smakraft AS which also includes the delivery of a 5 MVA generator for small hydro power plants in Norway.

Source: KONČAR-ELEKTROINDUSTRIJA, d.d.

#### DNV Business Assurance joins Green Industry Platform

DNV Business Assurance, a global certification body, has joined the Green Industry Platform, a global multi-stakeholder partnership convened by the United Nations Industrial Development Organization (UNIDO) and the UN Environment Program (UNEP).

The Green Industry Platform assists countries and companies in greening the manufacturing process and creating green industries for the production of goods and services for domestic use or export.DNV Business Assurance works with companies to assure the performance of their organizations, products, people and facilities through

certification, verification, assessment and training. With its 1,800 employees worldwide and being a part of DNV Group with 17,000 employees it helps customers to build sustainable business performance and create stakeholder trust. Luca Crisciotti, CEO of DNV Business Assurance stated that by joining the Green Industry Platform, DNV Business Assurance can give valuable input into the platform's work to ensure more sustainable business practices in manufacturing and that the aim of this collaboration is to make a difference in increasing efficiency and minimizing the negative environmental impacts of today's businesses globally. Also,





KONCAR

by joining the platform, DNV Business Assurance aims to support sustainable business practices globally and contribute to a greener development for new and existing industries.

In common with the other members of the Green Industry Platform, DNV Business Assurance has committed to work towards and advance the shared objectives of the initiative.

Source: Det Norske Veritas Adriatica d.o.o.

### ABB successfully completes construction of the substation 110/10 kV Prishtina 7

Substation Prishtina 7 provides electric energy supplying of Prishtina new town part. It will be of the great significance for the water pump stations nearby, for the consumers at the medium voltage level, as well as for the hospital getting a redundant power supply ensuring energy in emergency situations. New substation will decrease the load of the existing substations 110/10kV Prishtina 2,



35/10kV Prishtina 2, Prishtina 3, and Badovac.

Besides the construction of new substation 110/10kV Prishtina 7 with two new 40MVA power transformers, ABB's project scope of supply was also a 4x2MVA compensation system, as well as a 110kV busbar system extension in 220/110kV substation Prishtina 4, including control and protection cubicles with



Power and productivity for a better world™



an extension of the existing SCADA workstation, and construction of a building with 10kV plant, AC/DC power supply system, 110kV protection and control system cubicles, and SCADA workstation for supervision, data acquisition and control.

Project was done as a "turn-key", and was completed within one year.

Source: ABB d.o.o.



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#### **Events in Brief**

### Saab signs agreement for the next generation fighter Gripen E and receives development order



Gripen two-seat development aircraft flying in Switzerland

Defence and security company Saab has signed an agreement with the Swedish Defence Materiel Administration (FMV) for Gripen E. The agreement includes development and modification of Gripen E for Sweden during the period 2013-2026 and a possible order for new production of Gripen E from Switzerland. FMV has today placed an initial development order of SEK 2.5 billion for operations during 2013-2014. Remaining orders from Sweden are expected in 2013-2014. The total value of possible orders under the agreement amounts to a total of SEK 47.2 billion.

The Swedish Parliament, has with a broad majority, decided that Sweden will acquire Gripen E. The agreement signed leads to an initial delivery of Gripen E to Sweden in 2018.

The agreement with FMV includes several parts. The first part, ordered today, relates to development of Gripen E in 2013-2014 and is worth SEK 2.5 billion. The remaining parts of the agreement include orders as follows: Remaining development work for Gripen E to Sweden of SEK 10.6 billion – expected in the first quarter 2013.

Modification of 60 Gripen C to Gripen E with first deliveries to Sweden in 2018 – expected in the fourth quarter 2013 at the latest.

Mission-specific equipment and support and maintenance for Gripen E to Sweden with initial deliveries in 2018 – expected in the fourth quarter 2014 at the latest.

In Switzerland, a possible acquisition of 22 Gripen E is to be processed in the parliament. The agreement therefore includes provisions of delivery of 22 brand new Gripen E, and related equipment to Switzerland, if Switzerland decides to acquire Gripen E.

All orders under the agreement, including a possible order from Switzerland via FMV, amounts to a total value of approximately SEK 47.2 billion and will be booked when each order is received.

The agreement includes rights for FMV - conditional to certain pre-requisites - to fully or partly make cancellations. If so, Saab has the right to compensation for costs already taken and costs for discontinuation. The agreement also includes sections regulating the



conditions should Switzerland decide not to acquire Gripen E.

"This is an historic event for Saab. We are proud to continue to deliver a world-leading fighter aircraft to the Swedish Air Force. Gripen has long been the backbone of the Swedish Air Force as well as for several other countries. This next step also creates more opportunities in the export market for many years to come. Our existing customers that operate the Gripen C/D version will also be able to take advantage of some of the development in their future upgrades," says Saab's President and CEO Håkan Buskhe.

"We are now entering a development and test phase which will occupy many of our existing employees. We also anticipate that we will need to recruit. The production will take place in Sweden with suppliers from several countries," says Lennart Sindahl, Head of business area Aeronautics, and adds:

"With this agreement we continue to develop the successful Gripen concept with our own innovative and unique design as well as our own software combined with sub-systems from different suppliers around the world."

Gripen E has a substantially developed capability compared to previous versions. The aircraft is based on the same smart design and innovative technological solutions, which leads to considerable savings compared to other alternatives. Gripen E has a more powerful engine with the capacity to operate for a longer duration and carry more weapons and payload. New electronic radar, upgraded presentation systems in the cockpit and modern avionics (aircraft electronics) enhances the ability to perform successful missions. The technological steps that have been taken with Gripen E have been proven in the Gripen 39-7 E/F (see picture above) demonstrator program, where the test aircraft has flown more than 250 hours in Sweden, the UK, India and Switzerland among others since 2008.

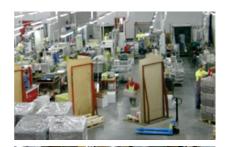
Through upgrading both hardware and software, Gripen E becomes a modern system that is easy to further develop for the future.

Source: Saab International AB



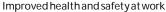
#### Hartmann Croatia - New print shop in Croatia



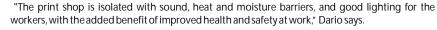


Hartmann Croatia has set up a new print shop in the existing factory space to make the production flow more efficient, improve the service and ensure healthier working conditions.

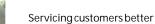
The new print shop is organised better and smarter than the old arrangement. The existing five print and labeling lines now run in parallel and are joined by a new labeling line for wide products.



"Our new space takes into account the future automatic packing possibilities of finished goods, and when the investment will allow this can easily be adjoined to the new set-up," says Dario Sumiga, Project & Maintenance Manager and head of this project.



The old set-up with two lines placed next to the drying ovens had become non-compliant with working environment regulations due to very high temperatures and side equipment blocking the internal transport flows.



"It all comes down to proper preparation", says MelitaBači, General Manager of Hartmann Croatia. "Having the right print and label layout is key to servicing our customers. Our previous set-up followed an increased market demand for labeled products, while the new flow proactively supports the future growth more efficiently," she says.



The new area also houses a proper supporting area for print tools, a washing area for print heads, new label storage and mechanical workshop all positioned next to the lines, with increased capacity of work area, space storage and closeness to the print processes.

The new 1400 sq. meter print shop of six print and labeling lines lies next to the intermediary goods warehouse with the finished goods being stored in the neighboring warehouse.









#### Zagreb Airport offers FREE PUBLIC WIFI SERVICE

ZRAČNA LUKA ZAGREB Zagreb Airport

Zagreb Airport gives you free 15 minutes of wireless WiFi Internet; after its expiry, you can use this service further if you buy a voucher or pay with credit card. The vouchers are sold in Welcome Shop and BuyBye Shop at the price of HRK 30.- per hour. SSID: Free\_Public\_WIFI

Moreover, in May we plan to launch new Premium Service designed carefully to fulfull the needs of all CIP passengers traveling through Zagreb. The service will guarantee privacy and include limo service to/from the airplane.

Source: Zagreb Airport





# FREE WIFI \*15 MINUTES POWERED BY IS CON.





### Nokia Siemens Networks gave its contribution at the Mobile World Congress held in Barcelona from 25-28 February 2013





During this year's Mobile World Congress in Barcelona, which Traditionally brings together renowned representatives of the Telecom industry, NSN has confirmed its leading position in the field of TD-LTE technology by receiving GTI Market Development Award 2013, and by announcing the commissioning of the "Liquid Application" that will fundamentally change the role of base stations in the mobile network by transforming them into intelligent part of operators' mobile network, providing and delivering the local content. By Launching of "Liquid Application" NSN completes the publication related to Small cells, smart Wi-Fi, the new LTE capabilities and Liquid Radio Software Suites and Simplified operations and CEM for LTE. Building on its 1GB perday campaign that started last September, NSN's newest innovations will help operators deliver personalized gigabyte of data per day for each user by 2020. year - and deliver it profitably!

#### Nokia Siemens Networks traditional participation at Telekom Arena Conference 20.-22.3.2013, Regent hotel Esplanade, Zagreb

9th year in a row Telekom Arena 2013- the biggest Conference in fields of ICT and Telecom is behind us. Traditionally Nokia Siemens Networks was honored to participate at the Conference as main partner. As always everybody's expectations were met and answers to many questions and information regarding current and future situation in Telecom sector in the region were provided.

During opening day focus was put to Telecommunications industry regulation issues in the context of the forthcoming opening of the European Union market.

Round Tables with fruitful discussions were held on topics like: availability of Broadband Internet, end user focus, identification of current market challenges of Telecommunication Industry and providing efficient solutions which can put a stop on income decrease....

Despite the fact that all the symptoms indicate that the "health" of the telecommunications

industry is getting worse, by applying appropriate "medicaments", operators will by using innovative technologies and solutions create the conditions for capitalization of mobile broadband and thereby stop the decline in revenues caused by the decline in revenue from voice services. The global experience of Nokia Siemens Networks says that the key to the higher profitability is in the continuous monitoring and management satisfaction and expectations, together with OTT service providers, increasing the efficiency of operator's organization, and increasing capacity utilization of the network, as it will ultimately allow operators to control the data "tsunami "that will approach them soon" - said Nives Sandri Board Member of NSN Zagreb, adding that it is not a single solution, but a whole series of them - some are there to withdraw speed networks, some worry about the quality and signal strength while the third is intended solely to improve

Without a mistake we can say that the key to a



successful future business lies in optimizing and balancing of the necessary investments in the new technology as well as in improving and expanding services that will provide the satisfaction of the end users!

Let's wait for next year and 10th Telekom Arena to see whether customer's and operator's expectations were met. We are already impatient, how about you?

Source: Nokia Siemens Networks Zagreb

### In 2012 HBOR increased the amount of funds allocated for investments by 93%

Hrvatska banka za obnovu i razvitak

Despite negative developments in the Croatian economy in 2012, HBOR increased the amount of approved funds by 56% compared to 2011, i.e. 1,622 loans totalling HRK 10.2 billion have been approved. In addition to increasing the amount of loans, the loan structure has been modified in favour of funds allocated for investments, which have increased by 93%. For the first time since 2008, HBOR approved more funds for investment loans than for other purposes, i.e. 53% of total loans were approved for

investments and 47% for working capital.

Realised lending activity is a result of measures taken by HBOR over the past year to allow easier access to loans for Croatian businessmen. Repayment terms and grace period were extended; a temporary measure was introduced of lowering interest rates by 1 percentage point for new investments in agriculture, tourism, industry, environmental protection, energy efficiency and renewable energy resources. Also, the

possibility of granting loans in kuna under most programmes and new funding model ofrisk sharing with banks were introduced. In view of the good results, the duration of measures has been extended until the first half of 2013.

Source: HBOR, Hrvatska banka za obnovu i razvitak

### Ciklopea presents its Android and iOS iPhone application

In December 2012 CIKLOPEA presented its associates and clients a free Android and iOSi Phone application. The Android and iOSi Phone application enables you to be in touch with CIKLOPEA any time and anywhere. The application has advanced functions that enable you to do the following whenever you wish:

- Make an estimate of the cost of translation with the Translation Calculator function
- Order urgent professional translations up to 100 words within an hour at a fixed price

regardless of the word count (which means that the same price and delivery apply for 20 and 100 words) using the UrgentTranslationfunction

 take a photo of the document you need translated and use the application to submit it using the Translate Snapshot function

All you have to do to download the application to your smartphone is go to GooglePlay or Apple Appstore and enter the keyword "ciklopea".



By launching the smartphone application (first application of this kind in the world), CIKLOPEA once again proves its innovative spirit, desire to set higher business standards and remain the leader in the wider SEE region in terms of translation and localization services.

Source: Ciklopea



### Tetra Pak - The 2nd edition of the educational project Eko paket assembled 25 nursery, elementary and high schools from all over Croatia





ZAGREB, May 10, 2013 – The company Tetra Pak and the Association Lijepa naša have implemented the environmental project Eko paket for the second successive year. This year as many as 25 nursery schools and elementary and high schools from seven Croatian counties are participating in the project, having entered 120 works. The organizers rewarded the most creative among them.

The educational and entertaining project Eko paket was launched to teach children from the earliest age to correctly dispose Used Beverage Cartons and to inform them about the ways to recycle and reuse such packaging, thus inviting them to participate in efforts to protect the environment and their own health.

In two months of the project nursery school children and elementary and high school students collected Used Beverage Cartons separately at their schools (juices and milk product packaging) and disposed of them in Eko paket boxes provided by Tetra Pak.

All nursery schools and schools involved in the project simultaneously participated in a contest whose themes were adapted to all age groups. Designing a trademark for the campaign, painting, writing stories and making sculptures are just some of the imaginative activities that the students engaged in together with their mentors.

The most creative works and the most interesting ideas were chosen in the contest and the effort and time invested in designing additional activities and promoting the project's environmental messages were rewarded.

A panel consisting of the representatives of Tetra Pak and the Association Lijepa naša was responsible for choosing the best work in each age group and handing out valuable rewards.

The winners of this year's Eko paket contest, who were rewarded with HRK 5,000.00 each, are as follows:

Nursery School Zvirek, Stubi**č**ke Toplice in nursery school category I. Elementary School Varaždin, Varaždin
 in the category of elementary school students
 from the first to the fourth grade







Elementary School Kantrida, Nursery School Zvirek and Elementary School Vugrovec-Krašina were especially commended for their activities and the promotion of ideas and messages about the importance of environmental protection on social networks. As this year's works exceeded expectations, the organizers decided that all schools and nursery schools participating in the project would be rewarded with specially designed Eko

paket notebooks made of recycled paper. All rewards were presented at the closing ceremony held in Zagreb. Visit <a href="www.eko-paket.hr">www.eko-paket.hr</a> for additional information about the project.





#### Members to members

Through its Member to Member Program, the Nordic Chamber of Commerce offers its members a number of different benefits. Member to Member Program is a novelty in the concept of the Nordic Chamber of Commerce, an extended tool aimed to additionally link company members among themselves and stimulate their active mutual cooperation.

Henceforth, we are pleased to present you the Nordic Chamber company members offering special benefits within their business activity to other members of the Chamber.

#### CMS Reich-Rohrwig Hainz, branch office Zagreb

Legal services at privileged rates



#### Marit Holten, BKS Komunikator

Translating services at privileged rates

#### Media net

Individual presentation of company and 30% discount on a particular service within the company's media intelligence service program



#### Moto-Ris Volvo

15% discount on car service and spare parts



#### Posao.hr

Privileged rates for posao.hr services including job and educational announcements, company advertising, sponsorship packages and registration fees within posao.hr projects These terms apply only to member companies that do not already have contract with posao.hr.



#### Radisson Blu Resort, Split

Radisson Blu Resort, Split is offering exclusive discounted room rates to all members of the Nordic Chamber of Commerce in Croatia. The rates are seasonal and are subject to availability.



#### Esplanade Zagreb Hotel

Esplanade Zagreb Hotel is offering exclusive discounted room rates to all members of the Nordic Chamber of Commerce in Croatia. The rates are seasonal and are subject to availability.



#### Notice for members:

For more information about the terms for using special membership benefits or for joining the membership discount program, please contact the Executive office at: Tel: +385 1 5393 751, Email: office@nordicchamber.hr

#### **Membership information**

#### **Members of Nordic Chamber of Commerce**

- ABB d.o.o.
- AZURNA UVALA d.o.o.
- Cargotec d.o.o.
- Carlsberg Croatia d.o.o.
- Ciklopea d.o.o.
- CroNoMar d.o.o.
- Det Norske Veritas Adriatica d.o.o.
- Divjak, Topić, Bahtijarevoć
   Law Firm
- Eco Consult d.o.o.
- Elkem d.o.o.
- Embassy of Finland
- Embassy of Sweden
- Ericsson Nikola Tesla d.d.
- Hartmann d.o.o.
- Inter IKEA Centre Hrvatska d.o.o. za nekretnine
- Internet Posao Posao.hr

- Josip Vuko
- Končar -Elektroindustrija d.d.
- Law company CMS Reich-Rohrwig Hainz, branch office Zagreb
- Libertas Regis d.o.o.
- Lift Modus d.o.o.
- Marit Holten
- Media Net d.o.o.
- Moto-Ris d.o.o.
- Nokia Siemens Networks
   Zagreb d.o.o.
- Nordic Chamber Executive office
- Patria Land & Armament Oy
- Podravka d.d.
- Radisson Blu Resort, Split
- Rockwool Adriatic d.o.o.

- Royal Danish Embassy
- Royal Norwegian Embassy
- Saab/Gripen International
- TELE2 d.o.o.
- Tetra Pak d.o.o.
- Esplanade Zagreb Hotel
- Tibor Jerger
- United Nations
   Development Program UNDP
- Verdispar International Ltd
- Vukmir and Associates

#### **New members**

- · Moj Posao
- SELECTIO Kadrovi d.o.o.
- · Telektra d.o.o.
- Hilton Cluster Croatia –
   DoubleTree by
   Hilton Zagreb & Hilton
   Imperial Dubrovnik

## BE AT ONE WITH THE ROAD



The best driving is driving you don't have to think about. When everything happens seamlessly, leaving you to enjoy the ride completely. Where you don't have to fumble with distracting knobs and switches, but can cherish taking that curve just a little bit sharper. When your car anticipates your every need and you're free to have clarity. In other words, you're free to drive naturally.

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#### The Nordic Chamber of Commerce

The Nordic Chamber of Commerce is a non-profit organization established in November 2005. It is the only Chamber in the region gathering established Nordic companies. The Nordic Chamber of Commerce in Croatia has been founded with the purpose of establishing a platform for the exchange of ideas and experiences within the Nordic business community in Croatia, to promote and strengthen the network cooperation

between Nordic companies and the Republic of Croatia and to contribute to the development of business relations and activities between Nordic countries and the Republic of Croatia.

The activities in fulfilling the purpose of the Nordic Chamber of Commerce in Croatia are various: Supporting a constant improvement of the investment environment in Croatia, promoting Nordic companies in Croatia through

events, supporting and promoting activities which benefit the interest of the members of the Nordic Chamber of Commerce in Croatia, promoting economic, cultural and social relations between the Nordic countries and the Republic of Croatia, Striving for constructive solutions for trade between Nordic countries and the Republic of Croatia and organizing regular member meetings.

### Benefits of becoming a member:

#### Network

- \* Taking part in the experience groups
- \* Contact to Nordic and Croatian companies on management level
- \* Joining sector groups
- \* Attending/ socializing at dinners, breakfast meetings, presentations and social events
- \* Cooperation with Nordic embassies in Croatia

#### **Business services**

- \* Access to the contacts of members and associates
- \* Special offer to/from members and associates via Chamber publications
- \* Using Chamber services for conferences, round tables and m2m meetings
- \* Partner searches, opening new possiblities in Croatia and the Nordic markets

#### Marketing

- \* Sponsorship of business and social/networking events
- \* Advertisements to other members and associates
- \* Direct mailing by the Chamber to members and associates
- \* Promotion in our publications and on the web page

### Membership categories:

Nordic member (patron, corporate, business, individual), Associated member (institutional, business)



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