



# Nordicnews

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### Calendar of activities

#### September

Business breakfast, Workshop

#### October

Business breakfast

#### November

Business breakfast

#### 2 - 4 November

Nordic Days 2009

#### Dear members and friends,

I am pleased to present you the new issue of the Nordic News that is in many ways a summer issue. The expected long and warm summer is in front of us and some of you may have already started the vacation, while for most of you the summer break and vacation are yet to follow. The celebration of Midsummer through which we have welcomed the arrival of summer time and the beginning of a new life cycle is behind us. The event that was primarily humanitarian, gathered around 400 guests of all ages, and the feedback we received is extremely positive. We would like to take the opportunity to express our gratitude to all the sponsors as well as guests/participants who have supported this humanitarian event. All the proceeds collected at the event will be donated to the vocational high school Kralj Zvonimir Knin for the reconstruction and modernization of its library. In order to contribute to the summer atmosphere, its cheerful colours and overall summer spirit, we have prepared for you a selection of photos from this year's Midsummer celebration that took place on 6 June at Lake Bundek. We hope that the photos will bring you a bit of cheerful Midsummer atmosphere.

In the past two and a half months some organizational changes occurred in the Nordic Chamber of Commerce. Ms Jasmina Zečević, now past Executive Director has left this position and the new Executive director, Ms Gordana Fuštar has taken over this position.

Meanwhile, Mr Jorgen Jorgensen, President of the Nordic Chamber Board of Governors also left this position due to a new business engagement abroad. We wish Mr Jorgensen and Ms Zečević lots of success in accomplishing and achieving new challenges in both, professional and private life.

First half of the year that has brought us all one common characteristic, global economic crises, is behind us. Ever since at the end of the last year, the recession was officially announced on all the continents, every country, social community and company, as well as individuals, have been trying to overcome the existing crisis in different ways. The consequences of the recession are inevitable and numerous, and according to the announcements of experts and analysts, the world economy will continue to strive against the current crisis for some time on. Based on this, the autumn is certainly not bringing major positive changes in the global economic world but also in our

geographical surrounding. Many Croatian economists express their concern on how to overcome difficulties they are coping with on daily basis and which are found among other in the form of insolvency and longer payment terms. In spite of the existing problems, optimism and faith in a better and more stable perspective, which will surely come, should be kept. Therefore, the ongoing activities should be continued with even more dedication in order to be able to deal with the current crisis and its consequences but also with its post phase. It is known that only those that are most ready will be able to timely and effectively respond when the world and Europe exit the existing economic crisis.

In this issue we present you our member, company Tetra Pak and its activities in Croatia. We take the opportunity to congratulate the company on the received award for its hard work and achievements within the area of environmental protection in Croatia. More information on this distinguished award can be found in this issue of the Nordic News. Since from 1 July Sweden has taken over the EU presidency we have dedicated one topic to this occasion in order to more closely introduce to you the objectives of the Swedish Government during the next six month period.

In addition, we are bringing you a company profile of RELINK as well as the interview with Mr Kim Bretting, RELINK founder and director. RELINK has recently become a member of the Nordic Chamber together with Trast, logistics company and Ancona, furniture company.

Further on, you can find the announcement of World Class Croatia that will from September open the door of another centre and offer its services in the very city centre, hotel Westin. For the beginning of November we are announcing the sixth Nordic Days, one of the biggest projects of the Nordic Chamber. The Chamber and representatives of the Nordic Embassies in Croatia are working hard on organization of this well known and appreciated project. More details on this distinguished and recognized business conference can be found in this issue while more specific information will be brought to you in the autumn edition of the Nordic News.

Finally, I wish you a pleasant reading of the forthcoming Nordic News pages as well as a nice, long and warm summer!

Sincerely,  
Gordana Fuštar  
Executive Director  
Nordic Chamber of Commerce



# Events in brief

## 6.6. 2009. Nordic Midsummer Celebration, Lake Bunderk, Zagreb

Nordic Chamber of Commerce in cooperation with UNHCR Croatia organized for the second year the celebration of Midsummer at Lake Bunderk in Zagreb. The event took place on 6 June 2009 from 13:00 to 19:00.

In addition to celebrating this typically Nordic tradition and bringing it closer to the local people, the event also supported a humanitarian cause in cooperation with UNHCR. All proceeds from the sale of food, drinks and raffle tickets will be donated to the High School Kralj Zvonimir library in Knin.

The donation is to help improve the quality of education of high school students in the wider Knin area and also to support social integration of students of different ethnic and cultural background.

In spite of bad weather conditions prior to Saturday, it was decided to take a small risk of few rain drops later in the afternoon. The risk proved worth taking since the dark clouds from early morning disappeared together with rain. Yet, the wind was slightly more persistent and during most of the day it was determined to make things for the organizers and participants a bit more than just difficult.

However, once the program started the wind was forgotten. The opening started around 14:15 with the welcome address by Ms Rebecca Söderberg, First Secretary, Embassy of Sweden; Mrs Tanja Kale, UNHCR Croatia; Mr Krešimir Antonio Paliska, Vice President, Nordic Chamber of Commerce and Ms Gordana Fuštar, Executive Director of the Nordic Chamber of Commerce.

The host of the event, Josipa Pavičić continued the introductory part and announced the rest of the program inviting the participants to enjoy the rest of the afternoon.

The first part of the program was also the central part of the event since it included the decoration of Maypole, key component of the tradition. Children were especially excited to participate in this activity



and the Maypole soon reappeared in a more lively-flowerish look. The decoration was accompanied by traditional Swedish choir songs performed by students of Scandinavian languages from the Faculty of Philosophy, Zagreb.

The second part of the event included many different activities for both, children and adults. While adults preferred enjoying barbecue, beer and coffee children moved to the part behind the

stage were interactive games took part. The games were organized by Terra Mystica, sponsor of the event and the prizes for children were provided by One2Play and Kika.

In addition to these games, children were also able to enjoy in pony rides and carrousel rides as well as Cedevita candies and drinks.

In between the activities, guests were able to visit exhibitors' stands: Volvo

cars by Moto Ris, Oriflame, World Class Croatia and Moj Doktor.

During the entire time the guests were able to buy raffle tickets and in this way contribute to the overall amount of the donation. In addition, the prizes were also very attractive and when the drawing started at 16:45 everything stopped for a while. Raffle by raffle the prizes were drawn and handed to the luckiest guests.

Although the general feeling was that the celebration should continue, the program ended around 19:00.

Finally, it is hard to imagine this year's event without the kind support of sponsors whom we express special gratitude:

Zagrebački holding – Podružnica upravljanje sportskim objektima, ABB, Moto Ris, DNV, Oriflame, Atlantic Grupa, Nescafé, Mesna industrija Braća Pivac, MmD, The Agency, Global Health Consulting and Moj Doktor, Kalničke vode, Jana and Cvjećarna Lanište. The raffle prizes were provided by:



Terra Mystica, SAS Scandinavian Airlines, IKEA, Sixt Rent-a-Car, World Class Croatia, NOKIA, the Regent Esplanade, Lufthansa, Oriflame, Posao.hr. and

Edukacija.hr, Carlsberg, SMS, Dona and Egmont.

We wish you a nice summer vacation and see you next year!

## 29. 4. 2009. Business break- fast on Modern Leadership

Nordic Chamber of Commerce organized a business breakfast on the topic of Modern leadership. The guest speaker was Ms. Kristina Sjostrand Ilievska, General Manager of World Class Croatia. The topic raised great interest and an interesting discussion followed after the presentation.



## 19. 6. 2009. Energy Development Strategy of The Republic of Croatia

The Government of the Republic of Croatia has at its session from 19 June 2009 adopted the Energy Development Strategy til 2020. The Strategy envisages that within this period around 15 billion EUR will be invested in energy sector, i.e., it is expected that the sector will participate in Croatian GDP growth with between 1 and 2% per year. According to Mr Polančec, Vice Prime Minister and Minister of Economy, Labour and Entrepreneurship, the Strategy envisages construction of two ther-

mal power plants firing natural gas and two firing imported hard coal as well as the construction of hydro power plants. It is also expected that by 2012 final decision on the construction of nuclear power plant in Croatia is made. These plans are based on the estimation development that the increase of energy consumption in Croatia by 2020 will reach 3.1% per year of which the electricity consumption will increase by 4.3% and gas fuel energy by 4.7%. (Press Release, Croatian Government)

## 27. - 29. 4. 2009. SGE- 27th Working Conference

Within project Systematic energy management in cities and counties in the Republic of Croatia-Sustainable development of cities - 27th Working Conference took place in Zagreb Some 300 - 400 county and city mayors, investors in the building sector, heads of city planning offices, and other city and business representatives attended the event. The organizers were the City of Zagreb, the United Nations Development Program (UNDP) and North-West Croatia Regional.





# Introducing

## Swedish EU Presidency

On 1 July, Sweden takes over the Presidency of the European Union. The Swedish Prime Minister, Fredrik Reinfeldt, presented on 23 June the work programme for Sweden's six months in "driver's seat" of the EU.

**- The most important thing is to ensure that we are able to gather the EU together to respond to the challenges that people care about and where strong European cooperation can make a difference. Together we must deal with the financial and economic crisis and tackle the rising unemployment that is currently affecting the whole of Europe. Together we must also do our bit and bring together the whole world to tackle climate change. These two priorities will dominate our Presidency, said Prime Minister Reinfeldt, when presenting the programme.**

Sweden is taking over the Presidency during special circumstances. The financial and economic crisis has hit Europe and the rest of the world hard. At the same time, it is the Presidency's task to represent the EU in the fight against global climate change. In addition to this, the next six months will be characterised by institutional change, with a newly elected European Parliament, a new Commission during the autumn, and continued uncertainty surrounding the Treaty of Lisbon.

But there are also other challenges facing Europe, challenges that the Swedish Presidency will be taking on. One is the development and strengthening of EU cooperation on justice and home affairs in the Stockholm Programme. Another task is to adopt an EU strategy for the Baltic Sea region, in order to deal with environmental problems and increase the region's competitiveness, along with continuing the work to de-

velop the European Neighbourhood Policy and EU enlargement. The Swedish Presidency will also work to strengthen the EU's role as a global actor with a clear agenda for peace, development, democracy and human rights.

**- Sweden is a strong supporter of a continued enlargement of the EU, says Fredrik Vahlquist, Ambassador of Sweden to Croatia. The enlargement process is of strategic importance to ensure peace and progress in an open, united Europe. The Swedish**

**Government emphasizes in its work programme that the EU must stand by its commitments and the established principles also in the area of enlargement.**

**- Croatia's negotiations with the EU could enter a final stage during the autumn, underlines Ambassador Vahlquist. Sweden will do its utmost to advance the negotiations and we encourage Croatia to press on with the reform process, as the pace of the EU integration process will be determined by the progress of reform.**



# Member profile

## Tetra Pak

### About Tetra Pak

Tetra Pak is the world's leading food processing and packaging solutions company, developing own state-of-the-art processing solutions and designing and servicing complete plants. Production of packaging material and closures is organized at 43 plants, supplying hundreds of different types of carton packaging that suits customers' needs, and there are 41 market companies and 74 sales offices around the world.

Working closely with its customers and suppliers, Tetra Pak provides safe, innovative and environmentally sound products that each day meet needs of hundreds of millions of people around the world.

With over 20,000 employees and operations in more than 150 countries, Tetra Pak believes in responsible industry leadership and a sustainable approach to business. The company motto, "PROTECTS WHAT'S GOOD,"<sup>™</sup> reflects its vision to make food safe and available, everywhere. More information about Tetra Pak is available at [www.tetrapak.com](http://www.tetrapak.com)

### Tetra Pak in Croatia

Tetra Pak as a company, with its products and services has long tradition in Croatian market. First filling machines have been installed at local dairy customers already in 1967. Ever since, Tetra Pak has the outstanding relationship with its local customers,



ers, displaying more than 40 years of commitment to Croatian market.

Thus, when Tetra Pak founded its representative office in Zagreb by the end of 1992, it provided the local technical support to Croatian business partners. The representative office was transformed into the local company, Tetra Pak d.o.o., in 1998, and today it employs competent and highly motivated team, able to respond to any business challenge.

Parallel with development of the local of-

fice, Tetra Pak also expended the business volume with Croatian customers, as well as in the region. Today, Tetra Pak works with all leading dairy customers, focusing on strategic customer partnership and providing innovative system solutions. In every aspect, the local Tetra Pak d.o.o. follows up corporate business philosophy, which besides responsible industry leadership, also incorporates responsibility towards environment through promoting consumer recycling programmes.



# Member profile

## Tetra Pak in Croatia won Grand Prix for Corporate Social Responsibility

ZAGREB, 4 June 2009



The project of environmental education for kindergarten children "Adventures of Vrečko and Smečko" which Tetra Pak runs in Croatia since October 2008, has been awarded by Croatian Association for Public Relations with Grand Prix, as the best project in the category of corporate social responsibility. Grand Prix is the most prestigious award for public relations in Croatia, so it is a great recognition to Tetra Pak and their work in the field of corporate social responsibility.

Tetra Pak in Croatia has engaged the actors' studio Tirena to produce environmental play for kindergarten children. Tirena has a proven record of educational performances for youngsters, so based on brief how to flatten and where to dispose empty beverage cartons, have created the environmental educational play. Besides attractive songs about beverage cartons' life-cycle, the play is inter-active: before the play children get juices in Tetra Pak packages, which they consume during the play. In the end, they

are invited to flatten beverage cartons and dispose them into the appropriate bin placed on the stage. They also discuss with actresses how they are doing it at home and what they have learned.

After the play, a filmed performance on DVD is distributed to teachers, and colourbooks with the nice characters from the play are given to each child for later work; also to remind them of what they have learned.

Tetra Pak has started the project in Zagreb, where it has been played 40 times so far. In 2009 the project has also been extended to Rijeka and Pula, where collection and sorting of beverage cartons had been organized by local municipal waste manager. Thus, the play comes as practical support and engagement Tetra Pak provides in environmental education, from children towards their parents. More than 4.000 children have participated in the program so far, and it is expected to continue.





# Introducing

## New members

In the following section new members who have recently joined the Nordic Chamber of Commerce are introduced RELINK Ltd., Trast d.d. and Ancona

### RELINK Ltd.

#### About RELINK

RELINK Ltd. provides regional business support for partnerships, investment and development between Western Balkan and Nordic partners providing consultancy and training in how to get access to Euro funding. RELINK is the first provider in the region of accredited PRINCE2™, recognized as a world-class international product and the standard method for project management in many public and private projects, tenders, call for proposals focusing on project implementation.

RELINK has developed a Public Private Partnership concept (IMAP) facilitating reclamation of none used arable land to include location permits for investors and developers of renewable energy, agriculture and commercial buildings. RELINK is based on network consulting with strong partners in Denmark, Sweden, Bosnia, Serbia and Croatia. Its offices are located in Belgrade, Banja Luka and Zagreb.



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W: www.relink.hr

### Interview with Kim Bretting, Director



#### FIVE Questions for Kim Bretting, Director, RELINK Croatia

#### 1. How did the concept of RELINK develop and what is the company's main vision today?

RELINK, a regional link. The idea be-

hind RELINK developed during 3 years of innovation and entrepreneurship in Croatia, Bosnia and Serbia working with cross-border cooperation research and development for a Nordic medium size enterprise setting up agro, biotech and development projects.

South East Europe is today an emerging market, in the middle of the ongoing EU enlargement process with strong historical, cultural and commercial links to both West and East. However the business mentality, the economic infrastructure and the bureaucracy is still in transition, often becoming a major obstacle for any new idea or project in the region.

Our vision is to become a strong business support partner in the region providing partnerships, investment and development reducing initial and implementation costs, facilitating business development between Nordic countries and regional opportunities.

#### 2. Among other services, RELINK offers PRINCE2™ project management method. Could you explain the main concept of this method?

Croatia and the neighboring countries are not familiar with standard method for project and program management. The project manager in any project can easily save the entire project millions of EUR by using a standard method for project management.

Many projects in Croatia are characterized by "we know what we are doing" or "we have managed 20 similar projects before" which often results in delays, not enough focus on the business plan, weak change management, no regular reviews between phases or in worst case, a project that finds no use when it is finally completed.

PRINCE2™ is an excellent world-class international product and the standard method for project management.



The product can be scaled to almost any kind of project. It has been developed by the UK Office Government Commerce (OGC) to support tenders and project implementation based on training, examination and registered accreditation in an international database managed by APM Group. As accredited consultant RELINK is an AOT affiliated partner in partnership with SPOCE DK - one of the most experienced trainer and project management companies in Europe ([www.spoce.dk](http://www.spoce.dk)).

RELINK offers PRINCE2™ training based on both E-learning (P2 Passport) and tailored class training for companies, organizations, institutions and individuals. In addition, PRINCE2™ is closely linked to RELINK concept of urofunding, Instrument for Pre-Accession, IPA. Today the requirements for project management in an EU funded project are high with lots of project building, application writing and implementation, controlling and reporting.

RELINK organizes tailored training for organizations, companies, institutions and individuals who want to know more about how to get IPA funds. It also offers consultancy and matching of partners related to a specific project with the purpose of getting an EC donation for the project. Another important part of the services provided is monitoring and evaluation of potential tenders and calls for proposal. Perhaps the most important service is networking and matching of potential partners, signing a Memorandum of Understanding (MoU) defining each partner's role, interest, capacity and expected result after the project has ended. This will kick the start of the project up to one year before the actual project takes place. RELINK has specialized in matching partners between the Nordic countries and Cross-border Cooperation focusing on renewable energy, research, agriculture and environment.

### **3. RELINK is a regional company present also in Serbia and Bosnia. How would you in general describe and compare business environment in these two countries compared to Croatia?**

We believe in a regional approach to all kind of businesses and projects due to the close historical, cultural, language and policies targeting a regional market, benefiting from enlargement strategies with huge potential for regional export of services and products.

Working in the region for the last 4 years we have learned that being a legal entity (company, NGO, branch office) is a must, but often new investors

or developers do not see the spin-off by targeting the region from the beginning, instead focusing only on one country like Croatia.

Cross-border cooperation is the new buzzword in both public and private projects. However the cultural awareness, the differences in business mentality, the strong use of "veza" (link or connections) can be used as an advance in regional development and implementation.

The business environment is different between Croatia, Bosnia and Serbia. Most differences found in Bosnia are due to the ongoing state-entity-district dilemma and the fact that Bosnia often acts as a protectorate. If you want to do business in Republika Srpska you need to setup your organization in Banja Luka. If you want to work with the Federation you need to operate out of Sarajevo. Unfortunately, most of the commercial sections are located only in Sarajevo, which is why you won't find much support from commercial sections in RS or the Brcko district.

Serbia is the biggest of the countries in the region, with a well-developed legislation and policies, adopted directly from ex-Yugoslavia, which at first may seem attractive and effective. However the isolation, transition and ongoing Kosovo issue has reduced the business infrastructure and the public administrations, you often find none qualified civil servants. As a good example the VAT system does not work in Serbia. As a newly incorporated liability company it will be smart not to register for VAT since you will never be reimbursed under the present system.

Croatia is today the most developed and best prepared for the EU enlargement. However "veza", corruption and bureaucratic policies make it a big challenge to operate here but things are getting better day-by-day. Croatia is still a very young country with lack of qualifications in the public administration, huge administration, 20 counties and more than 500 municipalities and a number of indirect taxes!

Croatia has a special history of making rules, legislations and policies in favor of Croatian interest and at the same time preparing for EU membership preparing legislations to be in compliance with EU regulations.

### **4. What are your experiences related to the process of establishing a company in Croatia?**

Setting up a new company in Croatia is bureaucratic, expensive and time consuming. Most documents are only



**Nadica Milosavljević**  
**Director RELINK Serbia**

in Croatian and there is an intensive reporting, paperwork and stamps needed when doing business in Croatia. There are differences depending on which region of Croatia, with some regions more EU friendly and better organized, with online support to land registry and tax authorities.

Croatia business mentality is more European than in the neighboring countries but in the end of the day there are not so many differences and there is still a long way to go before reaching the Nordic transparent business mentality.

### **5. In your opinion and based on your own experience, what would you point out as crucial for the improvement of business conditions in Croatia?**

Crucial improvement when doing business in Croatia:

- Increase capacity of innovative business consultancy to support new investors
- Project management training
- Close cooperation between commercial sections at Nordic embassies and local consultants
- Feasibility studies focusing on risk management, special focus on permitting risk
- Regional approach, spin-off when investing in Croatia, focus also on Bosnia and Serbia
- Cross-border cooperation, focus on the EU enlargement process, IPA
- "Know how" sector
- Minimize administrative and financial costs
- Lobbying, networking, personal connections
- Recruitment, test of local staff (CV and references are not enough)
- Hiring younger people
- Top-Down and Bottom-Up strategy (state and local government networking).

# Introducing

## ANCONA d.o.o.



# ancona.

Ancona d.o.o. is a modern furniture factory located in Đakovo. It started its business in 2000 as a kitchen showroom specialized in Italian designs. The company started rapidly expanding its business and several showrooms were opened in different cities of Croatia. The company started its own production in 2003. Implementation of modern technology and up to date machinery supplied by HOMAG – the leading manufac-

turer of woodworking machinery grants Ancona great flexibility, enabling it to respond to the most demanding customer requests.

Ancona is independently designing its products and offers 9 different kitchen models, four of which were awarded Croatian Quality Label. Ancona's products are distributed in Croatia as well as in the neighbouring countries.

Ancona d.o.o.  
Industrijska zona bb  
31 400 Đakovo, Croatia  
Tel: +385 31 840 840  
Email: [ancona@ancona.hr](mailto:ancona@ancona.hr)  
Web: [www.ancona.hr](http://www.ancona.hr)

## TRAST d.d.



# Trast

LOGISTIKA BEZ GRANICA

Trast d.d. is the leading logistics services provider on the Croatian market. The company has reached the leading position on the market due to its 60 year successful business activity. It is the only Croatian owned company capable of offering full logistics services to its clients.

The company's long tradition and experience in the organization of transport, warehousing, express distribution and

customs clearance provides high-quality which is recognized by the satisfaction of clients in Croatia and all over the world.

The cooperation developed with international partners and long term membership in many global organizations enables Trast to cover every inch of the world. It also makes possible for the company to keep up with the innovations in modern logistics.

Trast d.d.  
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# News

## Nordic Days 2009 - Green, Clean & Sustainable

2. - 4. November 2009  
Zagreb, Belgrade  
[www.nordicdays.info](http://www.nordicdays.info)

Nordic Days 2009, a promotional conference fair of Nordic countries organized for the sixth time by the Nordic Chamber of Commerce and the Embassies of Denmark, Norway, Sweden and Swedish Trade Council, and Trade Council of Iceland will be held 2-4 November 2009.

This year's topic is Green, Clean & Sustainable with the focus on green-clean technologies and sustainable development.

The objective of the event is to bring together Nordic, Croatian and regional companies and institutions from the sectors of green-clean technologies and sustainable development, to establish new business contacts, open new investment possibilities, encourage the exchange of know-how and experience and present new technologies and products relevant to the sectors.

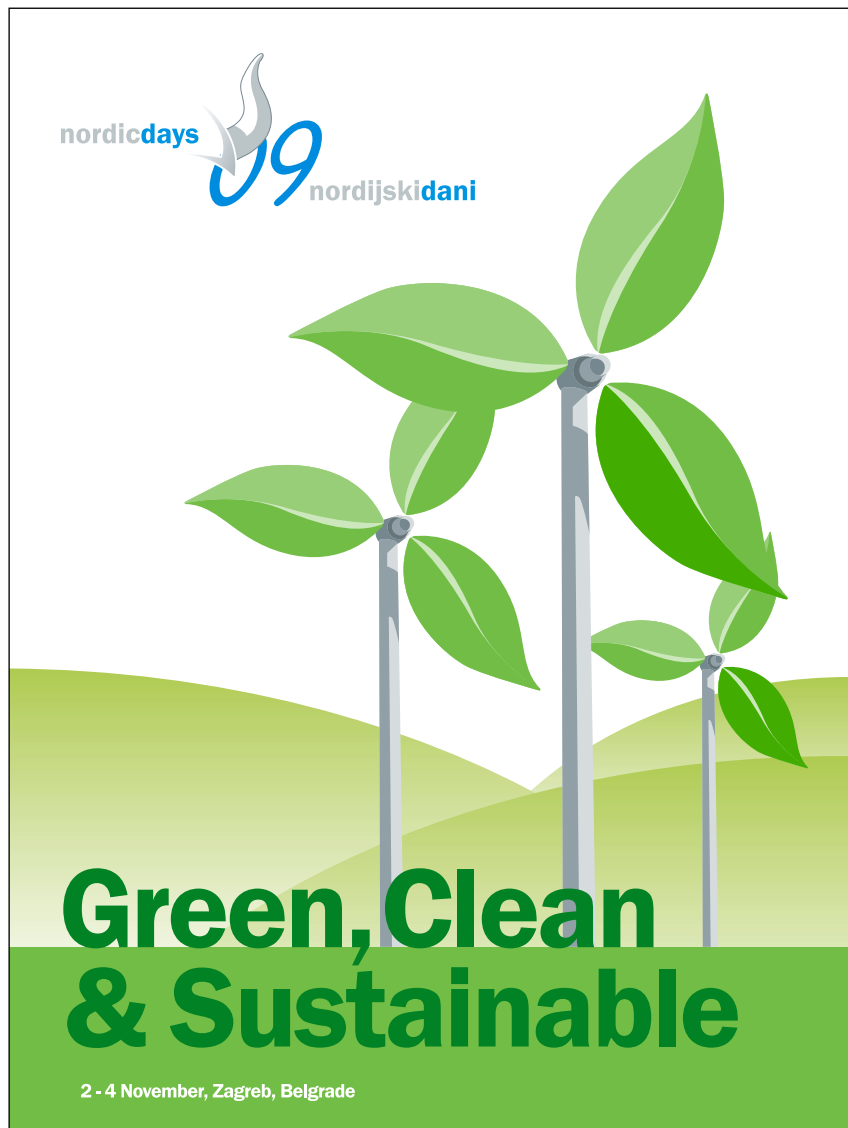
Special emphasis within the sectors will be placed on environment, energy efficiency, green-clean technologies and sustainable industries, green economy initiatives, efficient food production, consulting and competence development.

Between 60 and 80 Nordic companies and up to 500 Croatian and regional companies from the topic related sectors are expected to take part at Nordic Days 2009.

Based on partner search principle and pre-arranged schedule participating companies and institutions will be able to meet potential buyers, distributors, suppliers and other potential partners, attend educational seminars and participate at side events as part of a dynamic program made in a way to maximize the benefits of participation.

First day, 2 November takes place in Zagreb, the Regent Esplanade where all business meetings, seminars and social events will take place.

Second day, 3 November is a field trip day organized for participants to visit a sector related location. Third day, 4 November is optional and gives participants an opportunity to have business meetings with local companies in



### Program:

#### Monday, 2 November - Zagreb

- 08:00-09:00 Business breakfast presentation:  
How to do business in Croatia?  
How to do business in Nordic countries?
- 09:00-09:45 Official opening ceremony
- 10:00-13:00 Seminars

Belgrade, Serbia.

The Nordic Days 2009 have the support of the Ministry of Environmental Protection, Physical Planning and Construction, Environmental Protection and Energy Efficiency Fund, Delegation of the European Commission to the Republic of Croatia as well as many other relevant institutions within the sectors of green, clean technologies and sustainable development. It is expected that the President of the Republic of Croatia, Mr Stjepan Mesić will open the Nordic Days.

- 10:00-13:00 B2B meetings
- 13:00-14:00 Break
- 14:00-15:30 Seminars
- 14:00-17:00 B2B meetings
- 19:00-20:00 Cocktail reception
- 20:00-22:00 Gala dinner

#### Tuesday, 3 November - road trip

- 09:00-12:00 Drive to visit destination
- 12:00-14:00 Visit of site,  
presentation by hosts
- 14:00-15:00 Lunch
- 15:00-17:00 Arrival to Hotel in Belgrade

#### Wednesday, 4 November - Belgrade

B2B meetings based on personal schedules



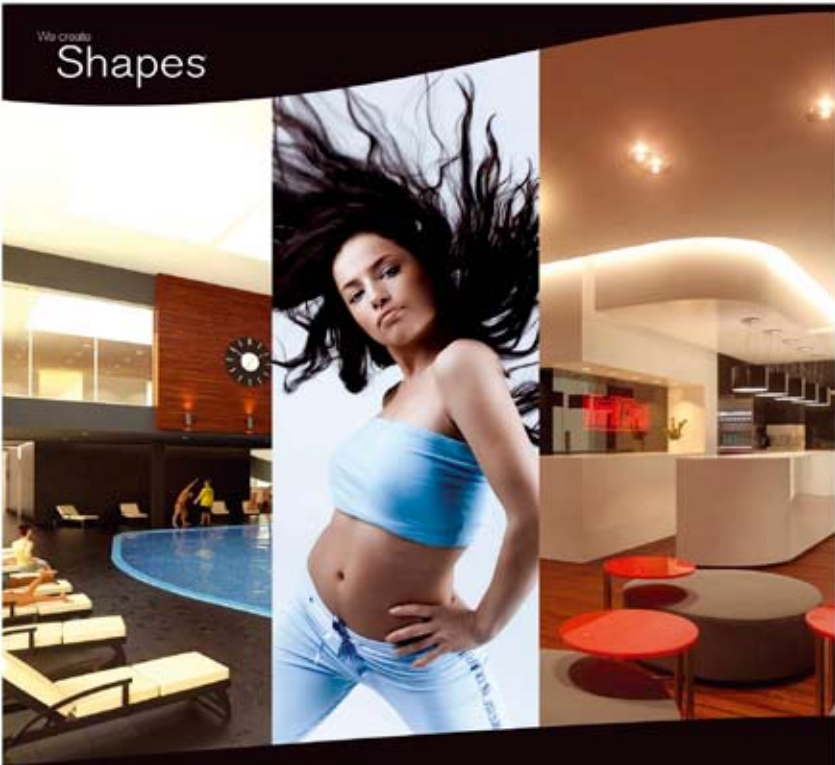
# World Class



## World Class is conquering Zagreb!

We create  
**Shapes**

World Class Health  
Academy @ Hotel Westin



## World Class osvaja Zagreb!

Najavljujemo skoro otvaranje novog World Class centra u Hotelu Westin!

Što se prije prijaviš, više ćeš uštedjeti!



### World Class HEALTH ACADEMY

World Class Health Academy  
Marohničeva 1 | 10000 Zagreb | Tel: 01/611 00 55 | [www.worldclass.hr](http://www.worldclass.hr)

World Class Health Academy is opening up its' second luxury center in Croatia. The newest fitness and wellness oasis will be situated in a 5 star property, hotel Westin in Zagreb. With its' internationally well known brand, World Class is entering one of the oldest and most well known hotels in Zagreb.

Elegant and sophisticated, spacious and cosy, is the best way to describe both hotel Westin and our newest 5 star center.

The center will be based on the same friendly and service minded idea as our first center in Hypo Center. You will be pampered with only the best cosmetical treatments, use the best fitness equipment- Nautilus, imported from United States and be advised and led by the best fitness professionals in Zagreb.

Our fitness will include spacious gym, cycling room and a room for group trainings, whereas SPA services will range from one of the largest swimming pools in Zagreb, to jacuzzi, 2 saunas and cosmetic treatments.

Our member count is getting larger and needier, so opening up a new club only makes sense. It makes us all proud to be able to say that we are a part of something as great as World Class, the only luxury fitness & SPA center with two state of the art centers in Zagreb.

WorldClass Health Academy  
Marohničeva 1/1  
10000 Zagreb, Hrvatska  
Tel: +385 1 6110055  
E-mail: [wcha@worldclass.hr](mailto:wcha@worldclass.hr)  
Web: [www.worldclass.hr](http://www.worldclass.hr)



# 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 possibilities 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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