



Nordicnews

Publication by the Nordic Chamber of Commerce in Croatia

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July 2010



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ZAGREB

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INSPIRED BY ICELAND TEAM

Editorial

Letter from Executive Director

We are looking forward to an eventful and exciting autumn for which we have prepared a number of interesting events and activities



July 2010 Nordicnews

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Business breakfast
Working luncheon with special guest speaker

Dear members and friends of Nordic Chamber of Commerce,

I am pleased to present you the second issue of Nordic News in 2010 which is in a certain way also an introduction to the summer season. The long expected warm summer is ahead of us and some of you might have already started your vacation, while for the majority the holidays are still to come.

The Nordic Chamber of Commerce together with its members, business partners and friends have already welcomed the arrival of summer and new life cycle according to the traditional customs of Nordic countries by celebrating the third Midsummer. The event that had humanitarian cause gathered around 400 guests of all generations and was very successful. We would like to express our gratitude to all partners and participants who made the Event possible and successful. In addition, the Executive Office has received many positive and encouraging comments regarding this year's Midsummer which we find motivating for further organization of our events.

In cooperation with UNHCR, part of the proceeds collected at the event will be donated to the Elementary school from area of special state concern in Sisak-Moslavina County. In order to contribute to the summer atmosphere, its cheerful colours and overall summer spirit, we bring you several illustrations from Midsummer celebration that took place on 10 June at Lake Bundek.

In this issue we have prepared for you numerous interesting topics, among which we would like to highlight the following few. On page 4 you can read about the third Midsummer Celebration. We are also pleased to welcome H.E. Mr. Juha Ottman, new Finnish ambassador to Croatia and introduce him to our Nordic-Croatian business community. From abroad we bring you news from Iceland through an interest-

ing article and overview of the latest developments that have influenced the Icelandic tourism and economy in general, with the conclusion that with joint efforts, clear strategy and commitment, even under the most difficult circumstances, it is possible to find a solution in order to achieve set objectives.

Furthermore, we introduce to you the new members of Nordic Chamber: Inter IKEA Centre Croatia, Hotel Antunović Zagreb and Ruder Inovacije. In the section Events in brief you will find an overview of the latest events and activities organized by the Chamber or our members. In addition, we bring you reports on two anniversaries, celebrated recently by our members: The Regent Esplanade Zagreb celebrated its 85 birthday while Saab International, as one of the main sponsors, took part at the celebration of 100 years of Swedish aviation marking this historic event as one of the key players in the Swedish aviation history.

We are looking forward to an eventful and exciting autumn for which we have prepared a number of interesting events and activities. Special guest speakers will be invited to give presentations on our business breakfast and lunch meetings. Herewith, we invite you to closely follow our calendar of activities and meet us at some of the forthcoming occasions. Finally, we would like to invite you to contact the Executive office regarding topics and issues that you find of interest. We encourage your active participation not only through the Nordic News, but also in our overall work.

Last but not least, on behalf of the Executive office and Board of Governors of the Nordic Chamber of Commerce, I wish you a pleasant reading of the latest edition of the Nordic News, as well as a nice, long and warm summer!

Gordana Fuštar
Executive Director
Nordic Chamber of Commerce

Interview



H.E. Mr. Juha Ottman, Ambassador of Finland to Croatia

H.E. Mr Juha Ottman has been appointed the new Ambassador of Finland to Croatia on 1 May 2010. Ambassador Ottman succeeded H.E. Mrs. Ann-Marie Nyroos, the previous Finnish Ambassador from 2007-2010.

1. You have been in Zagreb, Croatia for more than a month now. What are your impressions so far?

My impressions of Croatia and Zagreb are very positive and this did not come as a surprise to me. I knew what to expect as I have visited Croatia on several occasions in my previous capacity as the Director for EU Enlargement and Western Balkans in the Ministry for Foreign Affairs. I also visited Croatia often while I was posted in Belgrade at the end of 1990's.

People in Croatia are very friendly and welcoming. Zagreb is also a very lively city with a rich cultural life, beautiful architecture and nature. Croatia has been blessed with such natural diversity, which is very rare in Europe. Politically and economically, Croatia is also experiencing a dynamic period as it is entering the final phase of the EU accession negotiations.

2. How would you describe Croatian-Finnish relations? What areas are most covered and what areas should be given more attention?

Croatian-Finnish relations are excellent and there are no open issues between the two countries. Finland is a strong support-

er of Croatia's integration into the European Union, which we have also supported bilaterally. On the political level, the past year has been extremely busy with high level visits; Prime Minister Kosor visited Finland in April, Minister of Justice Brax visited Croatia in March, Foreign Minister Stubb in February and President Halonen last September. This provides a good basis for my future work in Croatia.

However, there is still plenty of room for improvement in terms of economic and cultural relations between our two countries. In particular, I would like to see more business to business contacts.

3. What areas will be the focus of your work in Croatia and what objectives would you personally like to fulfil during your mandate?

The Embassy of Finland will continue to follow very closely the final phase of Croatia's EU accession negotiations and the phasing-in period before accession. One of the highlights of my mandate in Croatia will be the accession of Croatia into the EU. I see my work gradually shifting more towards building a partnership and coalition with the 28th EU Member State, and exploring possibilities for increased co-operation both at the

bilateral and at the EU levels.

As I mentioned earlier, increasing our economic relations is one of the priorities for me and my team in the Embassy. We need to increase the awareness of Croatia's market potential and opportunities for Finnish business. I am happy to work with the Nordic Chamber of Commerce to this end.

In addition, Finland could contribute more expertise in the fields of education and research. Finland invests substantial amounts of human and financial resources in these important sectors.

4. How do you see Croatian-Finnish relations in near future and what are your expectations?

In the future, I see excellent relations between two EU Member States. Finland and Croatia are both relatively small countries and comparable in population. I think we can learn from each other. Finland is ready to share her experiences from the EU, as well as from Nordic and Baltic co-operation. On the other hand, I believe that Croatia can play a constructive role in the region and become a springboard for Finnish business in South-Eastern Europe.

Midsummer Celebration 2010



For the third time, Nordic Chamber of Commerce organized the celebration of Nordic holiday – Midsummer. The event took place on 10 June at Lake Bundek in Zagreb. This year it was decided to have the celebration on a week day – as an after work gathering. Although the weather circumstances were not favourable just few days before the event, the forecast for Thursday, 10 June was more than promising. And, as we all witnessed, the weather was perfect to welcome the arrival of summer. Even the wind decided to spare us, unlike last year, as some of you might remember!

This year too, the cooperation between Nordic Chamber of Commerce and UNHCR was successfully continued. As in 2008 and 2009, in addition to promoting Nordic tradition and culture through Midsummer celebration, Nordic Chamber of Commerce also supported a humanitarian cause. In cooperation with UNHCR, part of the proceeds collected from the sale of food, drink and

raffles will be donated to the Elementary School Davorin Trstenjak from Hrvatska Kostajnica to help the young and talented film school section. The collected donation is expected not only to improve the quality of education of pupils in the return area of Sisak Mošlavina County but also contribute to the social integration of pupils of different ethnic and cultural background.

The opening started around 17:30 when the visitors were welcomed by Mr. Joonas Heiskanen, First Secretary, Embassy of Finland; Mr. Dorijan Klasnić, UNHCR; Ms. Gordana Fuštar, Executive Director, Nordic Chamber of Commerce and Mr. Darko Eisenhuth, President, Nordic Chamber of Commerce.

After the introductory part, the host of the event, Mr. Igor Duić invited the participants to enjoy the barbecue, refreshments and of course, to try their luck in buying raffle tickets. The host also announced that the central part of the celebration – decorating the maypole was

to follow shortly after 6pm. Although the children (and parents) were eager to start with the decoration as soon as possible, the performance of traditional Swedish choir songs by students of Scandinavian languages from the Faculty of Philosophy in Zagreb, attracted everyone's attention and for a few minutes everyone stopped to listen the traditional Midsummer melodies. After the performance of choir, the decoration could start and before you noticed the maypole was completely transformed. Its all-green appearance turned into a lively symbol of Midsummer – full of various field flowers giving the impression that the summer was truly on the doorstep.

Although the central part of the event was finished, the common feeling was that the celebration was only about to start. Children rushed to the jumping castle while the adults preferred to sit and in a relaxed atmosphere enjoy refreshments and barbecue. At the same time, those with more adventurous and

Midsummer Celebration 2010

competitive spirit signed in for interactive games whose names sounded indeed challenging (James Bond, sniper shooting and other).

Meanwhile the host announced on several occasions that it was worth trying one's luck by buying raffles. The attractive prizes like mobile phones, air ticket and many others tempted the participants.

The excitement was growing and when the raffle drawing started, everyone hoped that their ticket would be the lucky one. And indeed, 62 luckiest participants won the prizes. To everyone else, more luck next year!

Once the raffle finished, although it was getting late, the impression was that the celebration should continue. Third Midsummer even revealed some hidden talents whose singing performance impressed us all. However and unfortunately, the celebration had to end at 22:00 exactly. After all, the following day most of us had to go to work.

And finally, the Midsummer celebration would not have been possible without the contribution of our partners. Therefore, Nordic Chamber of Commerce would like to thank its partners for their support and participation that made the event possible and successful:

Gold sponsors: ABB and Moto-Ris Volvo

Silver sponsors: SAAB International, Dalekovod, Rockwool, Verdispar International, Inter IKEA Centre Croatia, Oriflame Kozmetika Hrvatska, ISS Facility Services, MacGREGOR and Biolab.

Sponsors in kind: NOKIA, TELE2, Croatia Airlines, Poslovni dnevnik, Carlsberg Croatia, The Regent Esplanade Zagreb, ECOS, Electrolux, IKEA Hrvatska, SAS Scandinavian Airlines, Lufthansa, Mesna industrija Braća Pivac, Podravka, Atlantic Grupa, Kika, Egmont, Nescafé, Volvo Trucks, Manitou Team Building and MD Partner.

The Chamber would also like to thank our 400 visitors, adults and children who attended the celebration!

We are looking forward to meeting you all again next year – at the fourth Midsummer celebration!



Latest news from Iceland

Source: Inspired by Iceland Team



Inspired by Iceland

The eruptions in Eyjafjallajökull and Fimvör uháls generated considerable interest in Iceland, but also some unfortunate misconceptions. Tourist arrivals shrank by 22% in April alone and this trend, left undisturbed, would have resulted in a projected decrease of more than 100,000 tourists in 2010 alone, a hefty number for a nation of 320,000. Considering that tourism is one of Iceland's main revenue streams, the government and over 70 companies came together to counter the impression that traveling to Iceland was in any way dangerous by launching a marketing campaign encouraging people to travel to the country.

The campaign's goal was to decrease the negative effects of the eruptions on Iceland's trustworthy tourism industry – an industry which had taken years to build. Its main focus was to allow individuals to share their stories and memories of Iceland, and hopefully – turning a negative event into a positive result.

The campaign, appropriately titled, "Inspired by Iceland" was launched on June 3rd with "Iceland Hour" – an hour during which the nation rolled up its sleeves by sending thousands of messages to family and friends all over the world. These messages were links to a video promoting Iceland as a travel destination, using the song "Jungle Drum" by Icelandic singer-songwriter Emiliana Torrini. The video shows people joyously dancing to

Torrini's song in various locations – both nature and cities, demonstrating that Iceland is still full of life and unaffected by ash.

The "Jungle Drum" video initiative, "Thjodin bydur heim" ("The nation invites you home"), was formally launched in Reykjavik at a ceremony attended by representatives of tourism companies, the government, Reykjavik City and the Trade Council. Even celebrities joined in, using social websites such as Facebook and Twitter to share the video with their friends and fans. Among them is musician-artist Yoko Ono, who tweeted about the initiative, reaching nearly 900,000 followers on Twitter. Icelandic singer-songwriter Björk also placed a link to the new video from her Facebook profile.

As part of the campaign, five cameras stream video live from Iceland around the clock. Three are placed in Reykjavik, one at the Blue Lagoon and one in Jökulsárlón, an ice filled lagoon in southeastern Iceland. Furthermore, print advertisements were displayed in target cities across Europe and North America - in newspapers, online, and even on outdoor billboards at megasites. All these marketing efforts direct viewers to the homepage InspiredbyIceland.com, including an outreach in the UK, Sweden, Norway, Denmark, France, Germany, the Netherlands and the United States.

The culmination of the "Inspired by Iceland"

campaign occurred with a grand concert held next to the majestic Seljalandsfoss, one of the country's most notable waterfalls, to demonstrate that the landscape is as captivating as ever. This free live concert was headlined by acts such as Damien Rice as well as Iceland's most popular music talent while being streamed over the Internet for the world to watch.

Stephen Fry, British television presenter, tweeted, "Despite what you might think, Iceland is as alive and charming as ever."

And you know what - he's right. The newest figures following "Inspired by Iceland" indicate a strong global impact. Although the full effects of the campaign will take some time to register, Icelandic airlines have reported an increase in summer bookings. Over 1 million individuals have downloaded the "Jungle Drum" video, 5 million Twitter messages have been sent, InspiredbyIceland.com sees about 10,000 hits per day, 32,000 friends have been added to the campaign's Facebook page, with 330 people having shared their Icelandic stories on the homepage.

Katrin Juliusdottir, Minister of Industry in Iceland concludes, "To see so many people back our campaign has been incredible. We've been able to tell the world that Iceland is a country that can still inspire anyone who comes here."

Introducing new members

Inter IKEA Centre Croatia

Inter IKEA Centre Group



Inter IKEA Centre Group (IICG) was established in 2001 and is owned by IKEA Group and Inter IKEA Group. Inter IKEA Centre Group (IICG) develops and operates shopping destinations with an IKEA store as a unique anchor. IICG operates throughout Europe is rapidly expanding worldwide.

IICG can offer a unique recipe for suc-

cess. IICG's shopping centres are well designed, efficiently operated and have a carefully selected tenant mix. Unlike other retail destinations, all IICG centres feature an IKEA store that attracts shoppers from up to one hour's drive away.

In Inter IKEA Centre Group there is a distinctive approach to development

and management: commitment to staying for the long-term. So every made decision is focused on driving long-term value for both, retail partners and shoppers.

In Croatia, Inter IKEA Centre Group is now developing 140,000 m² of retail space in prime location just outside Zagreb set to open in 2012.



HOTEL ANTUNOVIĆ ZAGREB

The Antunović TA d.o.o. Hotel consists of four hotels in four Antunović centers on a four different locations: Brčko and Orašje in Bosnia & Herzegovina and Sesvetski Kraljevac and Zagreb in Croatia. The Antunović Zagreb 4* Hotel & Congress Centre had its grand opening on September 1, 2006, as the newest hotel in Antunović grupation.

The history of the Company goes back in 1968 when a small construction company was established, followed

Hotel Antunović Zagreb

by the opening of the first private gas station 1988 in Brčko, and with the setting up of the Antunović TA d.o.o. company in 1992 in Zagreb.

Today, its Congress Centre includes 20 conference halls, equipped with modern technology and with capacity varying from 5 to 1000 people. The Hotel offers 158 contemporarily equipped rooms, which includes 8 exclusive suites and presidential apartment of 150 m². All rooms and suites are luxu-

riously furnished and designed by the latest standards.

Guests are also invited to enjoy Croatian national cuisine offered among other at the Hotel's restaurant.

Hotel Antunović Zagreb set as its mission the determination to build up an original business culture in hotel industry department, based upon long range experience, enthusiasm of the employees and their devotion to complex tasks in tourism sector.

Ruđer Inovacije d.o.o.

Ruđer Inovacije d.o.o. represents innovators and protects their intellectual property. It plays a key role in technology transfer and application of innovative technologies. Ruđer Inovacije focuses on commercialisation of innovation and technology transfer and represents a link between science/technology and economy/industry. Through partnership with the academic and innovator community and business, the company is open to the entire Croatian commu-

nity, providing support throughout the commercialisation of ideas, innovations and scientific research results. Through its activities, the company promotes an innovation culture by increasing awareness of the commercial value of academic projects.

Company's vision is to become the leading organisation for evaluation, protection and commercialisation of intellectual property in Croatia and the en-



tire region. It aims toward creating and becoming the central part of a network of researchers, entrepreneurs, business communities, banks and investors whose mutual goal is to ensure optimum commercialisation of intellectual property. In addition Ruđer Inovacije would like to increase the number of its activities and ensure funding and support for future research and continuous innovations development as well as additional funds for rewarding inventors.

Events in brief



Knin, 20 April 2010 Donation to High School library in Knin

Based on the proceeds collected at the Second Midsummer Celebration organized in June 2009, Nordic Chamber of Commerce in cooperation with UNHCR made a donation to the library of Knin high schools: SŠ kralja Zvonimira and SŠ Lovro Monti. The donation that included IT equipment and essential reading books was handed over in April by Mrs. Gordana Fuštar, Executive Director of Nordic Chamber of Commerce, Mr. Wilfried Buchhorn, UNHCR Representative to Croatia and Mrs. Rebecca Söderberg, envoy of the Embassy of Sweden. The purpose of the donation was to modernize the library which was recognized as the starting point for education of the young generations in the wider Knin area.

Zagreb, 11-12 May 2010 Adriatic Region Infrastructure Investment & Finance Summit 2009

Following its long time established tradition to be in the hottest investment destinations and countries, Euroconvention Conferences in close cooperation and strong support from the Nordic Chamber of Commerce in Croatia, hosted the "Adriatic Region Infrastructure Investment & Finance Summit 2009".

In this one week in May when the European Bank for Reconstruction and Development held its annual meeting in the City of Zagreb. Euroconvention welcomed more than 100 representatives of the public and private sector from Croatia and the whole Adriatic Region on a two-day forum where we shared experiences, opinions and forecasts for the investment climate and the future infrastructure development and needs of the region.

The need for large amounts of investments and finance is crucial in almost all areas of infrastructure for the countries and the regions located on the Adriatic coast. The critical mass of this broader Euro-Region and its skilled human resources makes it an attractive destination for new high profile investors. This includes transportation (roads, ports, railways and airports), energy (generation, transmission and renewables), Municipal Funding, ITC, as well as Water Management & Waste Management.



The Summit programme was primarily intended for decision-makers from the banking, investment, legal, consulting, infrastructure, utilities, energy, construction and telecom/IT sectors, as well as real estate and tourism.

Among the summit guests were names like Hido Bišćević from the Regional Cooperation Council in Bosnia & Herzegovina, Massimo Cingolani from the European Investment Bank, Geoffrey

Hamilton from UNECE, Thomas de Bethune from the European Commission and many official and senior executives from the public sector in Croatia. The program also welcomed and provided platform for several members of the Nordic Chamber of Commerce in Croatia and in this line of successful partnership the summit is looking forward to its 2nd annual edition in 2011.

Preslav Bobev
CEE Director
Euroconvention Conferences

Zagreb, 16 June 2010 Business breakfast: A humanistic economy: Life-enriching businesses with life-enriching bottom lines

In the organization of Nordic Chamber of Commerce, business breakfast A humanistic economy: Life-enriching businesses with life-enriching bottom lines took place on 16 June 2010. Mrs. Irene Nygårdsvik from Norway, owner and manager of Spekulatoriet presented to the participants the concept of humanistic economy where, as she outlined, "the business of business" is to enrich the lives of the owners, the employees, the customers, the suppliers, and may also be an enriching force in relation to the local community, the global community and to nature. The concept was contrasted with traditional economic thinking based on the interviews with business owners who presented their ideas and actions as a counter-reaction towards traditional economic thinking.

During the presentation it was emphasized that in nowadays business environment maximizing of profit and fulfil-





Events in brief

ment of personal interests are the main objectives of doing business and that in such an environment there is no space for emotions, rather, there is room only for cold and static numbers. However, Mrs. Nygårdsvik pointed out that in Norway, but also in some other Nordic countries, the number of humanistic companies is increasing and she concluded that even at the time of crises profit should not be the main guiding motive of the company.

Zagreb, 22 April 2010 Congratulations for the 85th birthday to our member The Regent Esplanade Zagreb

On 22nd April 2010, one of the most famous and most extravagant buildings in Zagreb, the hotel Regent Esplanade, celebrated its eighty-fifth birthday.

Numerous guests, including diplomats, local businessmen as well as members of social and media life gave a toast to

THE
Regent
ESPLANADE ZAGREB



this "Grande old lady".

General Manager of the hotel, Philip Mahoney said that the Esplanade has always been the most prestigious hotel in Zagreb and it has always been one of the symbols of the city. Hotel is today, after 85 years of tradition, a synonym for excellence, tailor made service and luxurious ambiance, gastronomy and atmosphere.

The hotel was built in 1925 in order to provide luxury accommodation to passengers of the by now most famous train, the legendary Orient Express which traveled from Paris to Istanbul. The hotel is renowned by the impeccable quality of service and top hotel standards, and hosted many stars who were guests of Zagreb and Croatia.

A long list of celebrities who have visited the hotel Esplanade includes many persons who have greatly marked the 20th century. Josephine Baker, Charles Lindbergh, Orson Wells, Liv Ullman, Louis Armstrong, Woody Allen, Richard Burton, Elisabeth Taylor, Sofia Loren, Mick Jagger and the Rolling Stones, and only some of the numerous guests who have entered their name to the hotel book of impressions, and many of them have taken with them a recipe for cooking of the famous Esplanade dish - štrukli.

As a part of the luxury hotel chain, the Regent Esplanade has achieved the today's glamour in the year 2004 after a total reconstruction which lasted for over a year. The hotel Esplanade has always been the central point of the Zagreb social life. Local businessmen, politicians, journalists and famous writers have always been meeting in this hotel in order to discuss contemporary political themes, up to date events and have fun.

One of the prominent points of Esplanade is by all means the Oleandar terrace which has for decades already been one of the iconic and key places of public life of Zagreb. This magnificent garden, isolating you from the centre of the city, although you are sitting only few meters away from the main railway station is one of the most attractive and most lush outdoor restaurant spaces in Zagreb.



SAAB

Linköping, 10-13 June 2010 Saab at the celebration of 100 years of Swedish aviation

From 10 to 13 June 2010 Saab, member of Nordic Chamber, was one of the main sponsors and also responsible for a full day seminar during the Aero Space Forum Conference related to the celebration of "100 years of Swedish aviation" that took place at the historical Malmen Air Base in Linköping, the centre of Swedish Aerospace industry.

Saab has been involved in writing aviation history every day for over 75 years. The company has developed a large number of different types of aircraft, and more than 5,000 planes have rolled out from the Saab factory. Today, the main focus for Saab is to continue to develop the world-leading multi-role fighter Gripen to the next step called "NG" (Next Generation). Saab also works with Boeing and Airbus supporting them with parts to large passenger aircraft such as the new A380 and to 777 Dream Liner. Saab is also developing unmanned aerial vehicles (UAV) and is involved in the joint European cooperation for a future large UAV called Neuron. In addition, Saab is focusing on making aircraft more environmentally friendly.

The first three days of the celebration were open to specially invited guests only. On Sunday the 13 June a public Air Show and exhibition was opened to all interested visitors. The summary states that the Air Show on Sunday was visited by over 70 000 persons.

The celebration was a joint project of the Swedish Armed Forces, the Swedish Air Force Museum, the Municipality of Linköping, Linköping University, the Twin Cities region of Sweden, the Swedish Defence Materiel Administration, the Swedish National Defence College, the Swedish De-



Events in brief

fence Research Agency and Saab AB.

Program:

Thursday 10 June:

Aerospace Conference, Sweden

The first day focused on future aviation technology and was chaired by Sven-Christer Nilsson, Chairman of the Board of the Swedish Defence Materiel Administration and former CEO of Ericsson.

Friday 11 June:

European Air Power Conference

The second conference day covered past and present air power, as well as future developments and challenges. Key-note speakers were: Mr Carl Bildt, Swedish Minister of Foreign Affairs, Mr Sten Tolgfors, Swedish Minister of Defence, Major General Jarmo Lindberg Chief of the Finnish Air Force and Air Vice Marshal Tony Mason (RAF Ret.), UK.

Saturday 12 June: Inauguration of the Swedish Air Force Museum

The Swedish Air Force Museum, newly inaugurated modern museum revealed the exhibition about the Cold War. "Homecoming Day" for former students, and recruitment activities with Linköping University and other co-organisers.

Sunday 13 June:

Airshow and exhibition

The Swedish Air Force performed a spectacular historical airshow, including aircraft such as Draken, Viggen and latest Gripen but also large transport aircraft such as the C-17. Saab contributed with an exhibition of the part played by the company in the 100 year history of Swedish aviation. There were also two Gripen simulators at the show.

For more information, see
www.saabgroup.com.



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Zagreb, 14-15 May 2010 EBRD Annual Meeting and Business Forum

The 14th Annual Meeting and Business Forum of the European Bank for Reconstruction and Development took place in Zagreb on 14 and 15 May 2010. The Event explored the needs of the ongoing economic recovery and assessed business opportunities across the region.

More than 2,000 people – government officials, heads of state, major

investors, civil society organisations and media were present at the Event that provided the chance to assess the latest political, economic and social changes, and business opportunities, in Croatia and across the EBRD region of operations.

The Meeting ended with the conclusion that there is a need to strengthen

local financial markets. In addition the following main strategic objectives were set: further aid to member countries in their process of consolidating public finances, strengthening of their financial markets and investment into corporate sector, especially small and medium sized entrepreneurship.
 Sources: HINA, Bankamagazine.



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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 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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