



Nordicnews

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One of the newest additions to the exclusive Zagreb offer is World Class Health Academy, representing wellness and fitness. Elegant and sophisticated, spacious and cozy. These words best describe the interior and atmosphere of the World Class Health Academy Zagreb. **(more on page 9)**

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Dear readers, friends of the Nordic Chamber of Commerce,

Welcome to the Nordic News. Since our last issue, we have had the chance to meet at many different events organized by the Chamber, and not the least – the Nordic Days in Croatia. More about this great event will be available in the upcoming special edition of the Nordic News, dedicated entirely to the Nordic Days.

We are glad to welcome the new members of the Nordic diplomatic circle, who have kindly presented themselves in this issue of the Nordic News. Furthermore, we focus on two of our member companies – Nest (Associated member) and World Class.

As we approach the end of the year, the Board and Executive Office are preparing for the Annual General Assembly, where we will present the results of this year and strategy for the next. We will also invite you to be a part of our Nordic Christmas celebration at the Regent Esplanade, where we will be introduced to the festivities of the season in Nordic style.

We look forward to seeing you at our events!

Best regards
Jorgen Jorgensen, President

Calendar of events November - December 2008

24.-25.11.2008.	Nordic Days in Croatia
26.11.2008.	Visit to Varaždin by Nordic Days group
04.12.2008.	General Assembly
04.12.2008.	Nordic Christmas

Note: dates may change, for detailed information, please see web page and/or information bulletin



Events in brief



23.10.2008

Donation to Dvor Primary School

Nordic Chamber of Commerce in Croatia and the Royal Norwegian Embassy have presented a donation of IT equipment to Dvor Primary School, at a special ceremony on Tuesday, 23 September 2008 at 11:30. The donation supports the UNHCR project in the area of special state concern and includes six computers, two printers, projector with screen and a digital camera. In the presence of school representatives and the mayor of Dvor, Mr. Milan Oblaković, the donation was presented by Mr. Jens Erik Groendahl, First Secretary at the Royal Norwegian Embassy and Ms. Jasmina Zecirevic, Executive Director of the Nordic Chamber of Commerce, with the support of Mr. Wilfried Buchhorn, UNHCR Representative in Croatia.

On behalf of the municipality of Dvor, Oblakovic thanked the donors for the general donation. UNHCR Representative Buchhorn expressed his hope that this donation would contribute to future reconciliation process especially amongst the youngest population. Groendahl expressed his appreciation for the kind hospitality and congratulated the children on their achievements and wished them good luck in future contests. The cause for the donation was the success of the pupils of primary school in Dvor on IT competitions, achieved despite the outdated school equipment. Last school year, the pupils won second and third place in Qbasic programming. The majority of families in Dvor live in poor economic conditions, so only a handful

of students actually own a computer at home. Therefore, the donors hope that the new equipment will contribute to event better results, and help the learning process of the pupils for a better future.

Funds for this donation were collected at the recently held Midsummer party, organized by the Nordic Chamber of Commerce, as well as through a special donation by the Norwegian Embassy.



01.10.2008

Business breakfast with Olgica Spevec

Olgica Spevec, President of the Croatian National Competitiveness Council and team member for EU negotiations (chapter 8 – Industrial policy), was the guest speaker at a business breakfast on Wednesday, 1st of October at the Regent Esplanade. Ms. Spevec talked about the....., with participation of members and partners of the Nordic Chamber.



04.11.2008

HR Academy with Artis Rei: First session

Members from Valamar and Koncar participated at the first session of the HR Academy, held by Ms. Barbara Ruzic, General Manager of Artis Rei. The idea of the Academy is to have a small group that would benefit from an individual

approach to lessons on improving HR skills. The first session dealt with the introduction to HR, with a lot of interesting examples from daily work. The following sessions will deal with recruitment and performance management.





News

> New Danish Ambassador in Zagreb

You have been posted in Croatia previously, as an EU observer, during the war period. Could you describe some of your impressions and experiences from that period?

Yes, I was part of the first team ECMM (European Community Monitor Mission) which was sent to Zagreb following the Brioni agreement (8 July 1991), by which the Slovenian war ended, cf. <http://www.pcr.uu.se/gpdatabase/peace/Yug%2019910712.pdf>

While I saw many interesting places of your beautiful country I unfortunately also experienced some tragic events like the JNA-bombing in October 1991 of the hospital in Osijek, and the empty town of Drnis, where thousands of pigs had died due to lack of fodder and water. Also one of my Danish soldiers was wounded in Zagreb. He survived thanks to very professional care at the modern military hospital in Zagreb.

It was very encouraging to meet Croatian politicians of which some are now at the very top of the political life in Croatia. But I should not forget the ordinary people of which many shared with me and my colleagues their meals. Most of them if not all only wanted to live in peace. And our task was to secure that the cease-fire was effective.

What is your assessment of the current Danish- Croatian relations?

Our relations are excellent, which they

have always been. We supported Croatia's independence from the beginning, and together with other EU-countries we recognized Croatia on 15 January 1992. We support Croatia's membership of NATO as well as of the EU. Our bilateral relations consist among other things of cooperation in the administrative field, where we have a Danish adviser and a programme that should develop the administrative skills of Croatian government officials in connection with your negotiations with the EU. Also the Royal Danish armed forces have good relations to your armed forces notably the air force and the navy. Commercially we can always do better, but also here the relations are good.

Which areas will you focus on in your work during your mandate?

I will try to even further strengthen the bilateral relations. And I will see to it that we also develop relations further in the cultural field. Commercially we can, as mentioned above always do more, so this will also be part of my focus. I will carefully follow the negotiations with the European Union.

What are your expectations from living and working in Zagreb?

I am looking forward to revisit Croatia, and this time together with my wife to visit a peaceful country, which is now underway to be an integrated part of Europe.



H.E. Mr. Bo Weber succeeded H.E. Mr. Berno Kjeldsen, the previous Danish Ambassador from 2004-2008. Ambassador Weber comes to Zagreb after being posted in Iraq, and has first hand experiences from Croatia in the 1990-ties.

> New Swedish Ambassador in Zagreb

How would you describe Croatian-Swedish relations?

They are excellent in all fields! And they are getting even better. Broader and deeper co-operation is developing in economic, trade, commercial and political sectors. Big investments in Croatia by IKEA, Tele2 and other major Swedish companies are contributing to these developments.

Prime Minister Ivo Sanader's visit to Stockholm this month is also of great importance from every point of view.

And do not forget that 130 000 Swedish tourists have happy memories of sunny holidays in beautiful Croatia last year!

Which areas will you focus on in your work in the following period?

Sweden attaches great importance to the ongoing accession negotiations between the European Union and Croatia, and we look forward to welcoming Croatia in our midst. The Embassy is therefore keeping a very close eye on the negotiations and on your

efforts to implement new laws and regulations so as to adapt to the EU's *acquis communautaire*.

Close co-operation between Sweden and Croatia in the environment and energy sectors would be mutually beneficial and would also help facilitate Croatia's entry into the European Union.

If SAAB wins the competition to supply a new generation of fighter aircraft to the Croatian Air Force with its formidable interoperable multi-role fighter Gripen, this will strengthen economic ties through an extensive off-set programme that will benefit both Croatia and Sweden.

How would you describe your impressions of Zagreb and Croatia?

Croatia is a sunny and very beautiful country and Zagreb is such a clean capital city. And there is a very positive atmosphere here, where everyone and everything seems to be geared towards achieving Croatia's hotly desired goal of becoming a member of the European Union as soon as possible.



H.E. Mr. Fredrik Vahlquist succeeded H.E. Mr. Lars Freden, who was the Swedish Ambassador to Croatia until this year. Ambassador Vahlquist's previous post was in Vatican.



News

Per Bäckman, new Head of Economic and Commercial Affairs at the Swedish Embassy

Mr. Per Bäckman, Minister at the Swedish Embassy in Zagreb, succeeded Ms. Johanna Orth as the Embassy's Head of Economic and Commercial Affairs.

What is the level of economic cooperation between Croatia and Sweden? Which business areas are of most interest to both sides?

Sweden's exports to Croatia has been rather constant over the past few years while Croatian exports to Sweden have gone down. This is partly because Sweden does not buy so many ships from Croatia anymore. We need to find other forms of exports. We would also like to sell more to Croatia of course but trade needs to go in both directions. I don't think it is difficult to attract more tourists to come here, but there is a need to find other forms of trade and economic cooperation as well.

Which areas will you focus on in your work in the following period?
I think it is important that Croatia becomes a member of the EU. For this to be possible Croatia needs to align itself in different areas to EU standards.



An area where I think Sweden is particularly competitive is in the environmental- and energy sectors. Economic cooperation with Sweden in these sectors would benefit Croatia in two ways as it would both address issues that are environmentally and economically sound in the long term and that are necessary for EU-membership.

Apart from the military aspects I think that a deal between Sweden and Croatia concerning the fighter aircraft Gripen would also benefit both countries economically. The off set program would enable and open up many long term economic opportunities that both countries would benefit from and which would further integrate Croatia into Europe.

How would you describe your impressions of Zagreb and Croatia?

My impressions are very positive. Croatia is a beautiful country, Zagreb is a nice city to be in. People are friendly and very helpful. I am really pleased that I have the opportunity of working here. I am struggling hard to learn Croatian

> News from SAS

Stockholm gets into the Christmas Spirit and SAS flies you there from Zagreb

When the winter darkness descends on Stockholm and the days get shorter, the capital enters one of its most beautiful times of the year. There are few things the city's inhabitants enjoy more in December than strolling around picturesque Christmas markets, listening to the beautiful St Lucia melodies at one of the city's concerts or shopping away the hours in Christmas-decorated stores.

During advent, Christmas markets with Swedish Christmas candy, smoked sausages, reindeer meat, glögg (mulled wine) and a range of handicrafts and decorative arts can be found around the city and in the archipelago.

SAS offers direct flights between Zagreb and Stockholm during Christmas time (December 19-22, 2008 and January 07-09, 2009).

We invite you to take part in Swedish Christmas traditions!

In cooperation with Croatia Airlines, SAS offers also good connections via Copenhagen during winter schedule.

Tervetuola! Or welcome to Blue1 as you say in English!

As per summer 2009, Blue1 launches two new nonstop services to Helsinki.

Out of Dubrovnik and Split, Blue1 will operate twice a week with Boeing MD90 aircraft. Blue1 offers two travel classes on board: Economy and Economy Extra.



God Jul!

Christmas in Sweden

Zagreb

As from

Stockholm EUR 78,-

* One way fare including all taxes. Subject to availability.



Stockholm gets into the Christmas spirit!

Fly with SAS direct to Stockholm between December 19-22, 2008 and January 07-09, 2009 and take part in Swedish Christmas traditions!

Timeschedule

From	To	Dep	Arr	Days
Zagreb	Stockholm	13:05	15:35	Monday and Friday
Stockholm	Zagreb	09:35	12:05	Monday and Friday

Always with SAS

20 kg Baggage

25% Child discount

You can book via your travelagent or via flysas.com/hr

Välkommen!

StockholmCopenhagen**Gothenburg**Oslo**Helsinki**Tallinn**Vilnius**

flysas.com/hr



Scandinavian Airlines

A STAR ALLIANCE MEMBER 

Introducing...

NEST: Innovative in business

The company «NEMOJ STATI» d.o.o. - «NEVER STOP» L.L.C., or NEST for short, was founded in mid 2002. It started by leasing four apartments in the centre of Zagreb for a longer period of time. To be able to rent out these apartments on a high level of quality, NEST needed to make some investments (construction work, design) and buy equipment (TV, microwave, work desk, Internet connection, satellite dish, air-conditioning and the like) so as to adapt the facilities to the needs of the targeted segment of the market.

The targeted segment of the market are business people seeking longer accommodation and needing communication technology in order to continue running their business despite their dislocation from their home business premises.

NEST markets accommodation through their web page www.nest.hr which

provides complete insight into their offer, available facilities, accommodation reservation, payment, additional services etc.

Not long after its foundation, eminent institutions in Zagreb recognized NEST's product as unique on the market, and demand started growing at a very satisfactory rate. For this reason NEST signed long-term contracts for six more apartments for identified customers, which proved very profitable.

NEST's business results show a satisfying trend of growth. In the beginning period expenses were larger because of the necessary investments into the facilities, which proved profitable in the following period. The occupancy rate has kept increasing, as has the number of overnights. Although it has been in business for a relatively short period of time, the company started showing positive results in its second year, with the tendency of continuous growth.

> Characteristics of NEST facilities:

Size: 30 – 80 m2

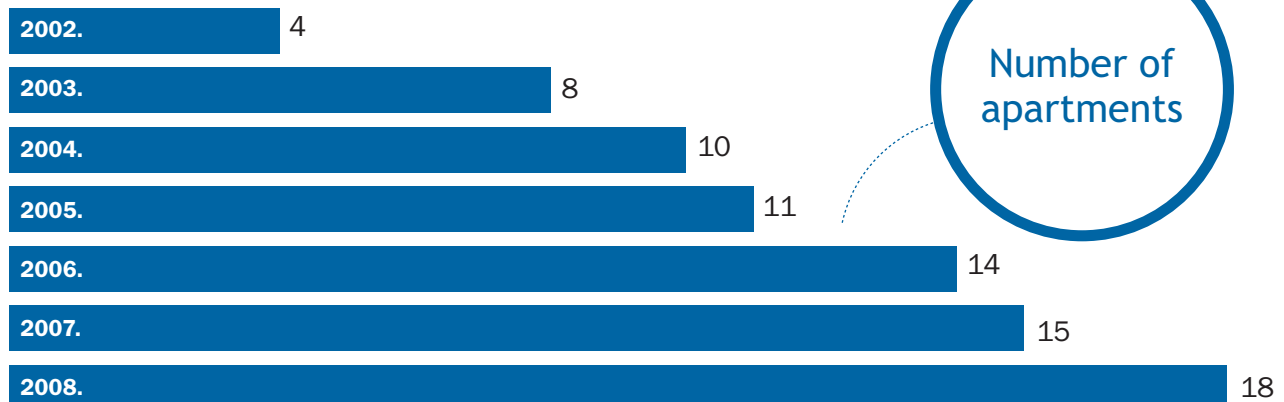
Position: Centre of Zagreb

Interior: Higher and high level

Equipment: High level

> NEST services to clients:

1. The finest selection of apartments in centre of Zagreb
2. 24-hours Help Line
3. Housekeeping
4. Internet access
5. Taxi pick-up and drop-off
6. Laundry & dry cleaning (upon request)
7. NEST Club for returning guest
8. Subscription to numerous newspapers offered by Newspaper Direct in Croatia
9. Rent-a-car



Introducing...



NEST currently has about 60 regular customers in its portfolio, 80% of them foreign embassies, companies and organizations, which organize accommodation for their partners and employees through NEST.

- AC NIELSEN d.o.o., Croatia
- American Embassy, USA
- Colliers International, Zagreb, Croatia
- Embassy of Brazil, Zagreb, Croatia
- Embassy of Japan, Zagreb, Croatia
- GlaxoSmithKline S.p.A., Italy
- KPMG Croatia d.o.o., Zagreb, Croatia
- Strabag d.o.o., Zagreb, Croatia
- VIPnet d.o.o., Zagreb, Croatia
- PricewaterhouseCoopers d.o.o., Zagreb, Croatia
- ORACLE IBERICA, S.R.L., Spain
- ATOS Origin Telecom Schweiz AG, Switzerland
- Peek & Cloppenburg KG, Germany
- Trade Commission of Denmark, Denmark
- Urban Institute, USAID project in Croatia, USA
- Siebel Systems, Ireland
- Strabag d.o.o., Zagreb, Croatia

> We have asked Ms. Vera Jovanovic, founder and owner of NEST, some questions about her work

What kind of clients is NEST mostly working with?

In today's challenging and diverse marketplace it is most important to know your client. Our clients are numerous respectable institutions, embassies and companies including many private persons. A common trait of all of them is that they are usually relocated from their domicile countries because of their jobs.

Whether our guests are here on a job assignment, whether they are relocated, or simply visiting Zagreb, their temporary accommodation needs to be as easy as possible. Our clients look for quality accommodation, consistent service and easy-access location.

What are the advantages of using alternative accommodation, as provided by Nest, for business travellers?

What we try to create for our clients is "a home away from home". This is one of our main traits and what our clients experience in Nest is a warm, personalized service in a variety of clean, comfortable and affordable living spaces. We also assist and respond to the needs of our clients in an expedite manner.

Also, in comparison to hotels, our price is much more affordable.

Your company has been a market leader in this segment since the

beginning. What is the key to your success?

Our main success keys are :

- * To be a reliable, fast and responsible partner to our clients
- * To strive towards a synergy and business partnership with our clients on a win-win basis
- * To keep up a consistency in the service we provide
- * As a small and customer oriented company, we try to be flexible towards the client's needs as much as possible

As an SME within the tourist industry in Zagreb, what kind of challenges are you faced with?

One of the biggest challenges is to find accommodations according to our quality requirements, yet for an acceptable cost, so as to be able to offer a good quality service for a reasonable price.

We had to educate and earn trust from our clients in the payment procedures & service level.

What has been the most surprising aspect of your business?

As we were the first company in Zagreb to offer such accommodation, it was quite surprising to see how readily our clients accepted us, longing for such a type of accommodation in Zagreb.

Member profile

World Class Health Academy

Fitness & wellness for urban clients

One of the newest additions to the exclusive Zagreb offer is World Class Health Academy, representing wellness and fitness. Elegant and sophisticated, spacious and cozy. These words best describe the interior and atmosphere of the World Class Health Academy Zagreb. A place where you can experience a VIP treatment and get your training done for the day in one of the most beautiful interiors in Croatia? Zagreb, the cultural and business center of Croatia, with its rich cultural heritage and old charm, offers you an absolute pearl amongst fitness and wellness centers.

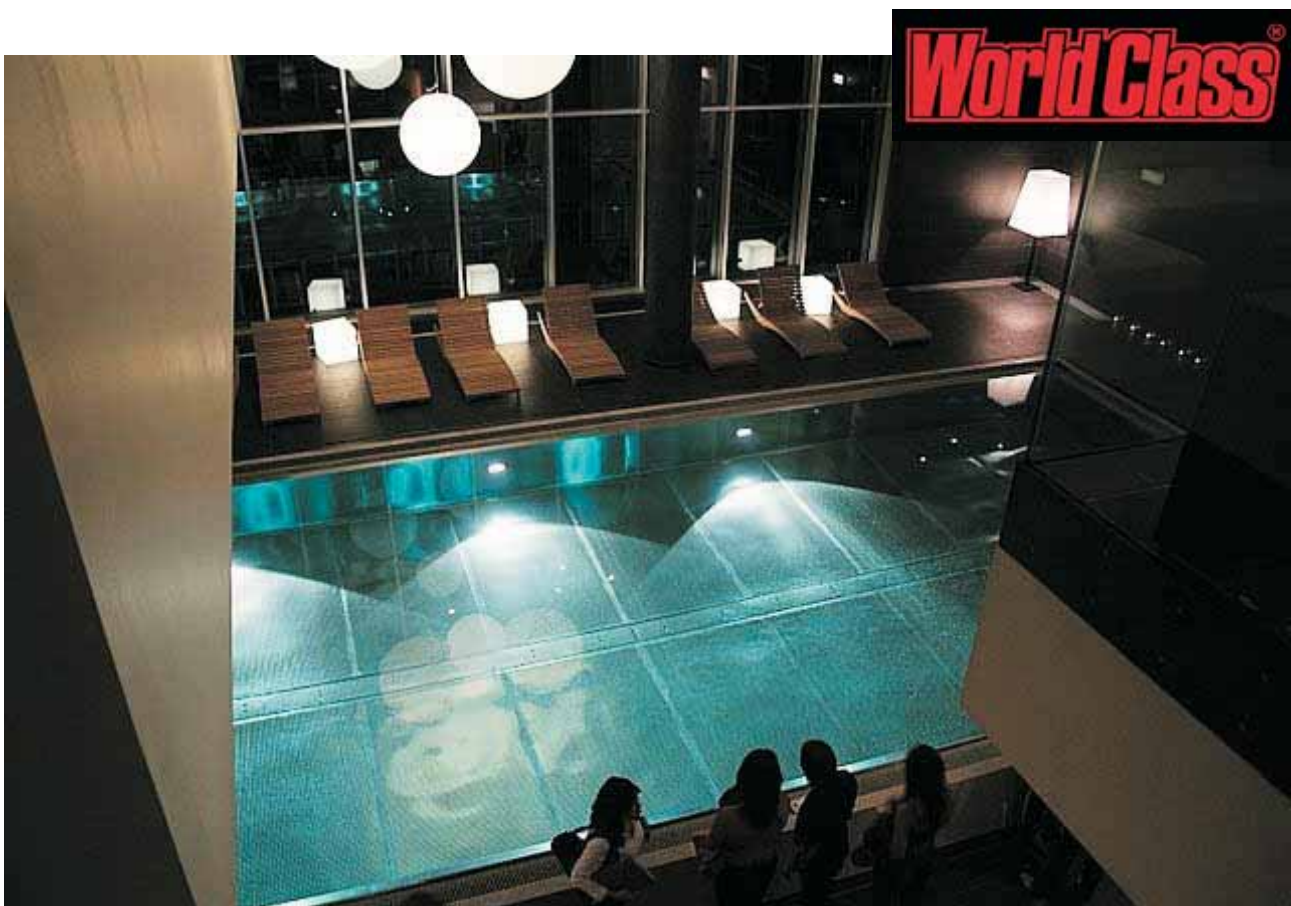
World Class was founded in 1983 by athlete and entrepreneur Ulf Bengtsson. By that time, he had already had a successful career as Ulf spent the 1970s living in Los Angeles. If was from environments like World Gym and Gold's

Gym, where he worked out side-by-side with the likes of Frank Zane and Arnold Schwarzenegger, that the idea for World Class was born. A company with the vision to offer products and services to meet modern man's health and recreational needs.

Even way back then, Ulf Bengtsson knew that every individual needs physical activity to feel well, be productive and be content with life. He had a specific idea in mind when opening the first center in Stockholm – using a modern fitness facility to create a total solution concept for health and fitness. Since then, the World Class brand has expanded to an international health and lifestyle company that in recent years has built a group which today comprises forty-three health and recreation facilities in nine countries. The company has focused on the markets

in Eastern and Central Europe, where the company is a leading player. The Company's vision is to establish the World Class brand as a global health and lifestyle company in the upper price segment.

Over the past five years, World Class has shown an average growth of 23% per year. In 2008, World Class is expected to grow by over 25% pro forma and have an operating margin of 15 percent in the next 3 years. During the fourth quarter of 2007 and the first quarter of 2008, the Company established five new, wholly owned health and recreation facilities in Romania and Hungary. Within the next three years, World Class will double turnover by expanding its cluster in existing markets, recruiting new members and expanding into new markets. The long-term objective is to further expand



Member profile



we are taking just a small step towards being the most service minded fitness and wellness center in Zagreb. We want to take care of our customers needs and that is why we give them the benefits to have a health academy situated in the heart of Zagreb with easy access from the whole city.

the brand in order to deliver a high return to shareholders. We are proud to say that World Class is listed on OMX First North on June 2nd 2008. World Class, invites you to become an owner of a healthy share. Please contact your local World Class for more information. Health is wealth.

In Zagreb we have 1800 square meters facilities which will satisfy even the most demanding client. Gym with its' state of the art Nautilus equipment, inox made swimming pool and jacuzzi, two finish and a turkish saunas, shower experience are only teasers which will thrill you upon your arrival to the center. Specific details like our tropical rain shower, which according to your wish and selection pours either warm scented water or a cold one, makes us unique. Another jewel in our offer is an ice machine, which,

producing crushed ice, substitutes Nordic conditions, snow or an ice lake, which we are missing out on here in Croatia.

In cooperation with Biokozmetika and their Comfort Zone brand, awarded as a best cosmetic brand in the world in competition with such brands as Decleor, Maria Galand et. , we offer more than 15 different massage, face and body treatments, Alessandro manicure and pedicure, and other SPA treatments.

Operating hours are very much subjected to our members habits and busy schedules, with center's long operating hours, starting from 07:30 until 22:30, group trainings are offered throughout the week starting from 07:30 until 20:00. As a service provider, our imperative is to adapt to all our members' needs and habits. By being opened 365 days a year,

Dedicated and educated staff will recognize your needs, and prepare a tailor made exercise program, based on your habits, goals and condition. With our „know how“ we can guide you through all the dilemmas you could imagine considering the world of health. We know the secret that a healthy body performs better in all kinds of life situations than an unhealthy body and this is what we want to teach our customers.

World Class, believe that exercise should result in more than just beautiful shapes. Your body is your temple, and it needs to be tended to in the best manner possible. It is the finest and most valuable instrument ever created – but it also has to harmonize with the inner you. We believe in exercise that shapes and strengthens both body and soul. We believe that you are worth World Class health academy.



Member profile

> Five questions for Kristina Sjostrand, general manager of world class



You are a Swede living and working in Zagreb for the last two years. What surprised you most about Croatia/Croatians?

First of course that the country has so much more to offer than the coast and then also the Croatian people that I fell in love with. To describe this it's easiest to admit that my intention was to stay for six months but it has already passed almost two years and I still haven't decided on going home anytime soon. I think this says it all.

When it comes to working in Croatia I was most surprised by the way my employees reacted on the Scandinavian leadership style. I'm raised in an environment where flat organisations are preferred rather than hierarchy organisations. Personally I prefer to work in flat organisations and this is what I wished to implement here in Croatia. This type of organisation needs problem solving and creative individuals that work together as a team. I work with freedom under responsibility which is great if you can cope with it. In the beginning this was nothing that my staff was used to,

they where rather used to do what they where told. This caused that we collided in the sense of them feeling I demand to much and me feeling they don't take initiative. In the start it was difficult both for me and the staff to find a mutual language but today I'm glad that I took the little more bumpy road. Because today I can honestly say that I have excellent staffs that are capable of running the operations and that I can be proud of.

What made you interested to work as a manager in the fitness industry?

The product is something that I sincerely believe in and to get the chance to deliver it to a greater mass intrigues me. This industry is young and has a lot of possibilities. It gives me the possibility to use my creativity and challenge my leadership skills to the fullest.

How does your own training and fitness help you in management situations?

I couldn't live without it. I use the training to blow of steam and collect energy to get me through the day. I think clearer and can make better decisions if I train.

I also believe that I have learned hard work and discipline from the training which I have allot of payback from today. Nothing in the world is too hard for me it's just a matter of time and hard work behind it. I would recommend every manager to take care of their body and mind with training.

Why is investment into corporate (employee) fitness important?

The majority of companies who are serious about success understand that their greatest assets are human minds, and that the healthier the body, the more productive those minds can be. In our increasingly fast-paced and hectic world, it has become apparent that a pro-active corporate health and fitness policy is a necessary element for companies seeking to create and foster efficient, favourable working conditions that, in turn, positively affect their bottom line.

Employees who exercise on a regular basis are healthier, happier, and more resistant to sickness and the negative effects of stress. They also display elevated levels of alertness and energy, ensuring a more sharply focused approach to the working day. Often, these traits are what make the difference between mediocrity and excellence. In short, a corporate fitness program gives you benefits in form of

- * lower absentee levels, substitution costs and long-term illness
- * reduced level of work related problems with aching back/neck/shoulders
- * reduced level of stress related absenteeism, tiredness and burn-out
- * higher work moral, energy, and productivity
- * it constitutes a recruitment incentive and,
- * corporate wellness program sends a very important "we care" message.

Effective corporate fitness policy is about providing employees with the opportunity to take responsibility for their own health and fitness. Through on-going education, a supportive environment, and encouragement, companies can empower their staff to take advantage of the benefits that exercise and proper nutrition provide. After all, your employees are your greatest investment – it makes sense to maintain them.

After almost two years in operations, how are you satisfied with the WCHA status in Croatia?

With 800 members we can not be anything else but satisfied but we also know that there is much more to conquer. The city has one million habitants so there are many more to convince that we have something to offer them. We are getting a very positive response from Zagreb, Croatia and are already looking into expansion of the company here in Zagreb.

> Upcoming events:

04.12.2008 General Assembly

04.12.2008 Nordic Christmas

> 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)



Nordic News – publication by the Nordic Chamber of Commerce in Croatia
Zagreb tower, Radnička 80
HR-10000 Zagreb
Croatia

Tel: +385 1 5393 751
+ 385 1 5393 752
Fax: +385 1 5393 754
E-mail: office@nordicchamber.hr
Web: www.nordicchamber.hr

Design: www.borisbenko.com