• AmCham Reception to Welcome Croatia to the European Union
• Evening for Safe Steps
Patron membership category will bring you many great advantages and additional promotion for your company. The Patron category, in addition to all AmCham benefits, entitles you also to:

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- logo displayed at all events
- logo displayed in all AmCham publications
- logo displayed at AmCham website with a link to your website
- 35% discount on all advertising
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- special event

If you would like to join or upgrade your membership to Patron category, or need any additional info, please contact AmCham office.
Dear Members and Friends,

The most frequent question to Croatian MEPs, representatives of the Croatian mission to the EU and small AmCham Croatia delegation attending “Welcome to EU” cocktail in Brussels jointly organized by AmCham EU and Croatia in September, was about first Croatian impressions of EU membership after July 1.

Already well known scenarios of first business days of the new member state in the EU, which include situations like crowds at the borders and stress in freight forwarders offices, experienced in Romania and Bulgaria in 2007, happened in Croatia too. These children’s diseases in new customs procedures lasted shortly and were resolved rather quickly. Beside such visible signs of change, it is not an easy task to sum up quickly what has changed in Croatia with the EU membership. Our Brussels event was a good moment for reminiscence: what actually happened in the past 3 months and do we really feel more European?

What has undoubtedly changed since July 1 is more inclusiveness for Croatia in the elite European club. The small celebration which we organized with our Brussels colleagues, offered excellent networking opportunities, but also a closer view to priorities for business and competitiveness in Europe and Croatia. The AmCham EU and Croatia were jointly surprised with the interest and response of US companies which have their European government affairs offices in Brussels. It is rarely the case that you close registrations and inquiries for the event are still coming. Eagerly awaited, one of the first public speeches of Mr. Mimica in commissioner’s role was welcomed while Croatian MEPs showed their enhanced networking skills while answering numerous questions about Croatia. We were truly honored that H.E. Kenneth Merten, U.S. Ambassador to Croatia, joined us on that occasion and emphasized role of the trusted partner which Croatia now has instead of country which needed support on its way to EU and NATO.

The event confirmed that Croatia is perceived as interesting and welcome newcomer. However, what will happen after initial interest of companies interested in new markets, will depend on country’s competitive position relative to other countries. Competitiveness issues are those which AmCham Croatia has been persistently addressing through its policy work. In this issue we are informing you about recent meetings with key government officials based on several policy initiatives: Croatian competitiveness in CEE with Deputy Prime Minister Grčić, meeting of AmCham and ACEA with representatives of Ministry of Environmental Protection and Nature regarding end of life vehicles, health care initiative for MEAT instead of lowest price criterion in public procurement and Labor law amendments. I hope it will be informative and will encourage you to take part in our policy discussions.

Sincerely, Andrea Doko Jelušić, Executive Director
THE ENVIRONMENT AND ENERGY EFFICIENCY COMMITTEE AND ACEA MEETING WITH THE MINISTRY OF ENVIRONMENTAL AND NATURE PROTECTION

On 18 July, the Environment and Energy Efficiency Committee and European Automobile Manufacturers Association (ACEA) held a meeting with Assistant Minister Obrdalj and Deputy Minister Dokoza to discuss the policy on the end-of-life vehicles (ELV).

ACEA representatives presented experiences from the European market and recommended an individual model of ELV management based on market principles, since ELVs represent a highly valuable source of secondary raw materials and thus have a high market value. The current fund model, which initially showed good results and reduced the number of improperly disposed ELVs, has reached the stage where further development is needed as proposed in the new law. The Ministry has adopted a new law on waste, which offers three models of waste management: a fund, and collective and individual systems. Representatives of the Ministry confirmed that the manufacturer pays a fee only once if it chooses the collective or fund system. Ministry representatives also announced the drafting of an ordinance on special waste management within one year of the adoption of the law. Manufacturers have suggested that in the meantime the fee is decreased from 0.85 to 0.45 kn/kg, due to large payments by the fund for incomplete vehicles, which conflicts with the EU directive on ELVs.

AmCham and ACEA welcomed the Ministry’s decision to include representatives of the AmCham Environmental Committee in the working group for drafting the ordinance on management of special categories of waste, and support the Ministry’s efforts to cooperate with other ministries in following the course of vehicles from first delivery to the end of life. At the meeting, an example of a German certificate of destruction was handed to the Ministry’s representatives and it was suggested that such certification be introduced in Croatia.

SUPPORTED EVENT: “MBA CROATIA WORKSHOP: NASA EXPERIENCE – TEAM LEADERSHIP: FAILURE IS NOT AN OPTION”

September 23

Our member MBA Croatia has organized a workshop ‘NASA: Failure is not an Option’ about creating successful and efficient teams based on the experience gained in training NASA astronauts by lecturer Dragos Bratasanu, an internationally renowned and award winning space scientist and consultant. This brief workshop presented the processes used by NASA to build its highly successful technical teams and how other organizations in any other industry can implement this knowledge to trigger sustainable change and increased performance in their teams. The information presented has boosted team performance in over 1,500 NASA project teams and Fortune 500 companies, engineering teams, and management teams, including the people responsible for NASA’s most complex systems. Managing and improving the team social context is the key parameter that drives success or disaster in organizations.

The participants learned how to improve engagement between divisions by understanding their latent social signatures and by addressing the interests in a way that can be easily accepted by other party and how to change the social context of relationships with important clients, to improve performance and return.

TRADE & INVESTMENT COMMITTEE MEETING WITH MINISTER MRSIĆ

On 25 July, AmCham’s Executive Director Andrea Doko Jelušić, President Ivan Vidaković (Microsoft Hrvatska), and Committee representatives Boška Trbojević (Coca-Cola HBC Hrvatska) and Dženet Garibović (PricewaterhouseCoopers) met with Minister Mrsić to present our ‘Position Paper on Necessary Amendments to the Labor Act’. AmCham’s suggestions were well accepted and the Minister stated his willingness to continue cooperation with AmCham on this issue. There are three major groups of changes that will be implemented in the new Law:
1. Simplified termination of employment procedures and shortening of statutory deadlines and possibly notice periods
2. Cost reduction through re-arranging work schedules
3. Flexibilisation of work from home, part-time employment and temporary agency work.

Other notable changes are that the definition of a salary will not be in the law but will be regulated by the Ministry of Finance, and salary compensation during sick-leave days will be specifically regulated by the Ministry of Health and the Croatian Health Insurance Fund.

Also, a Labor Inspectorate will be constituted as a separate inspectorate, and no longer part of the General State Inspectorate. A public debate on the amendments to the law will be held during September and October, and the Minister confirmed that he will be a speaker at the AmCham breakfast in October. After that the Law will be sent for parliamentary procedure at the end of October or the beginning of November.
The Health Care Committee has recently been active in the issue of public procurement and held meetings with the Croatian Competition Agency (AZTN), the Croatian Health Insurance Fund and the Ministry of Health to present their position regarding centralized public procurement in health care. Committee representatives are advocating the use of the MEAT (the Most Economically Advantageous Tender) criterion in public procurement. Presently less than 5% of total public procurement in Croatia and less than 1% in procurement in health care is based on this criterion, while the EU average is 30%. The lowest offered price criterion is almost exclusively used in Croatian public procurement (especially in health care) for the purpose of short term cost savings, which unfortunately favors low cost technologies, negatively impacts the business of small and medium enterprises and limits access to innovative technological solutions that have documented long term clinical and cost effectiveness. EU practice in highly differentiated public procurement pays attention to quality characteristics by utilizing the MEAT criterion.

AmCham Board and Executive Director had a meeting with the Deputy Prime Minister Mr. Grčić. The focus of the meeting was Croatian competitiveness in the CEE, AmCham Croatia policy initiatives (Labor law, Environmental fees and public procurement in health care) as well as five recommendations of international organizations for investment climate improvement. AmCham presented the findings and recommendations of the competitiveness report, prepared with the support of our member companies (McKinsey supplied statistical data, while nine law offices prepared information for legal framework analysis). We thank McKinsey; Law firm Bekina, Škurla, Durmiš & Spajić; Law firm Divjak, Topic & Bahtijarević; Law Firm Glinska & Mišković; Law Firm Vukmir & Associates; Wolf Theiss Rechtsanwälte GmbH - Zagreb Branch; Law Offices Don Markušić; Law Office Hrvoje Vidan; Matijević Law Offices and Law Office Veršić-Marušić for sharing their expertise.

The Deputy Prime Minister informed AmCham representatives about government initiatives for investment protection and an increase in the efficiency of public administration. At the end of the constructive and open meeting, which was longer than planned, participants agreed upon areas of cooperation, where AmCham can support government in further reforms by providing international benchmarking. Members of the trade and investment Committee will be further briefed and asked for their contribution.

2013 Trade Show Schedule

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<th>Event</th>
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<tr>
<td>Louisiana Gulf Coast Oil Exposition 2013 (IBP Select)</td>
<td>October 22-24, 2013 • Lafayette, LA • lagcoe.com</td>
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<td>IFAI Expo Americas 2013 and SGIA Expo 2013</td>
<td>October 23-25, 2013 • Orlando, FL • ifaiexpo.com</td>
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<td>American Film Market</td>
<td>November 6-13, 2013 • Santa Monica, CA • americanfilmmarket.com</td>
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<td>POWER-GEN International</td>
<td>November 12-14, 2013 • Orlando, FL • power-gen.com</td>
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<td>Greater New York Dental Meeting</td>
<td>November 29 - December 4, 2013 • New York, NY • gnydm.com</td>
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AmCham’s Speed Networking has been established as a great networking event. AmCham members, mostly sales and procurement managers, exchanged business cards in a moderated concept of 3 minute conversations with each person. More than 15 companies participated. We received positive comments, as it proved to be a great way to enhance networking opportunities among our members.

Coca-Cola Croatia is marking 45 years of operations in Croatia this year and to celebrate its longstanding, successful business operations, it organized the Coca-Cola Business Forum, which brought together key representatives from the economic, political and non-governmental sectors. The aim of the forum was to encourage a debate about the extent and significance of contributions large companies provide with their successful and responsible business operations to the economic and social prosperity of the community.

Coca-Cola also wanted to draw attention to the importance of preserving and strengthening production activities for overall economic progress and to encourage the further strengthening of cooperation between large enterprises, the Government and civil society to ensure not only the economic, but also the social progress of the country.

On this occasion, it also presented the Study on the Socio-Economic Impact of Coca-Cola in Croatia in 2012, which highlights the company’s importance for Croatia’s economy and shows its impact on the country’s overall progress and the company’s contribution to this progress.

According to the carried-out research, it is evident that Coca-Cola contributes significantly to the Croatian economy and that it is more Croatian than we think. Thus the contribution of Coca-Cola’s entire business system in Croatia, which includes Coca-Cola’s companies as well as all suppliers, trade partners and their suppliers, amounted to HRK 2.164 billion in 2012, which constitutes 0.7% of domestic GDP. As a result of its business operations, Coca-Cola provided HRK 1.232 billion or 2% of Croatia’s total tax revenues and supported 7,400 jobs or 0.5% of the total number of jobs in Croatia.

According to study data, for every HRK 1 in direct contributions, Coca-Cola generates another HRK 9 in indirect contributions to Croatian GDP, and every job at Coca-Cola provides another 12 jobs in the wider economy. Coca-Cola contributes the biggest value to the trade sector (catering, retail, wholesale) and to the business services and manufacturing sectors. Coca-Cola’s contribution to the trade sector amounts to HRK 813 million, which represents 38% of total contributions to that sector. Annual tax contributions grew from HRK 530 million in 1995 to HRK 1.232 billion in 2012. In the same time period, Coca-Cola invested HRK 780 million in Croatia.

Each organization creates information that someone is interested in - competitors, hackers, media, customers, investors, etc. Today, tools and knowledge needed to reach the information are widely available and cheap. That’s why every organization should establish an appropriate information security system to adequately respond to threats. On the other hand, there is legislation that defines which data has to be protected and how to be processed. In addition to raising awareness about the needs of information protection, another essential component which organization has to establish is risk management. Using appropriate model of risk management organizations achieve optimum balance between the potential of damage and the level of protection.

The seminar showed how important protection of information is and covered the following topics:

- Information security
- What we have to protect?
- Sources of threats
- Vulnerability and weaknesses
- Legislation and regulatory requirements
- Risk management
- Information security management system
AMERICAN STANDARDS IN RULEMAKING - WHY DIALOGUE MATTERS

September 27, Croatian Chamber of Economy

AMBASSADOR MERTEN ADDRESSING THE AUDIENCE

SPEAKERS
Mark Tallarico, Senior Counsel, U.S. Department of Commerce
Zdenka Pogarčić, Director of Legislation Office
Dalibor Valinčić, Wolf Theiss, AmCham member
Jasna Borić, Croatian Chamber of Economy

The seminar was organized by the American Chamber of Commerce in Croatia, the Croatian Chamber of Economy and the American Embassy in Zagreb.

Transparency within legislative institutions through public dialogue is one of the key elements for the development of a modern society. This dialogue is essential for the creation of a stable business environment favorable for investments. At this seminar, speakers shared the American experience in this field and provided support to the work of the Legislation Office of the Government of Croatia, as well as to the persistent implementation of the Regulation Impact Assessment Act. The U.S. experience regarding a public consultation system involving legislative institutions and the business community was presented by Mark Tallarico, Senior Counsel at the U.S. Department of Commerce. Ms. Zdenka Pogarčić, Head of the Croatian Legislation Office, and representatives of the business community in Croatia also joined the panel discussion. The panel was followed by an interactive discussion on the next steps that need to be taken to ensure that the public dialog between the legislators and the business community in Croatia is fully enforced.

AMCHAM TALENTS

October 17, 2013 - April 30, 2014
DoubleTree by Hilton Zagreb

AmCham Talents is the new AmCham Croatia program focused on developing the leadership skills of the promising young professionals. Young professionals, recognized as high potential employees within their companies, usually have opportunities for postgraduate education and training, but lack practical experience and opportunities to develop their soft skills by learning directly from leaders in different industries. This program hopes to bridge this gap and contribute to the personal & career development of such employees, through a series of interactive lectures by prominent business leaders and networking opportunities with their peers.

Participants:
Employees of members 25-35 years of age

Program structure:
• 6 lectures + final party
• AmCham is pleased to announce one additional surprise lecture
• Dialog between participants and lecturer, an opportunity to ask questions and discuss

Speakers
October 17 - MRS. NINA OBERITER-GLUHAK, President of the Supervisory Board, PBZ Card
Business ethics, integrity and corporate social responsibility

November 26 - MR. IVAN VIDAKOVIĆ, Director, Microsoft Croatia
Influence of technology on business: future outlook

December 3 - MR. ANTON KOVAČEV, President of the Board, Croatian Bank for Reconstruction and Development
Building relations with your stakeholders

January 30 - MR. GAETANO MASSARA, CEO, General Electric South East Europe
Managing multiple markets: challenges of regional leadership

February 20 - MRS. CANDAN CORBACIOGLU, Europe Corporate Affairs Area Manager, Amway
Importance of Management of Government Affairs for the Business World

March 13 - MR. MARION DUZICH, CEO/Owner, Supetrus Hoteli
Interpersonal skills for effective managers

April 17 - Final Party

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AMCHAM RECEPTION TO WELCOME CROATIA TO THE EUROPEAN UNION

September 25, 2013, AmCham EU - Brussels

ON JULY 1, Croatia officially became the 28th Member State of the European Union. To mark the occasion, AmCham EU and AmCham Croatia organized a reception at the AmCham EU offices in Brussels, which included a keynote address by Neven Mimica, EU Commissioner for Consumer Policy. Guests included representatives of the Croatian Government in Brussels, Croatian Members of the European Parliament, representatives of the US government in Brussels, representatives of US industry in Europe, representatives from Business Associations and H.E. Kenneth H. Merten, US Ambassador to Croatia.

The reception was preceded by an invitee only briefing session on the top business priorities in the EU. The session opened with introductions of the work of both organizations followed by a discussion on policy priorities for ensuring that Europe is stronger, more competitive and dynamic. Participants in the presentation were representatives of both AmCham EU and Croatia and representatives of the Croatian government in Brussels.

The European Union itself had grown from 6 to 28 members, built a strong single market and created Euro… What we now have is Europe coloured by its diversities with different peoples and cultures co-existing peacefully but united under one roof of the European Union. The path to reach this goal was sometimes harsh and buried with difficulties, but Europe nevertheless has stand tall and many countries still, like once Croatia, wait in the line to become members. This shows the strength of the European Union and its good prospects for the future. As such, Europe is trustworthy partner to the world and to its American friend.

Croatia itself had gone under many reforms to achieve membership in the EU, both the US and the EU have passed through remarkable social and economic changes embracing new opportunities and processes that had transformed our way of living and thinking. We have also recently witnessed difficult times as economic and financial crisis hit both sides of the Atlantic and we had to deal with similar challenges in order to bring stability back to our citizens and markets. Nevertheless, we succeeded and our transatlantic partnership is even stronger than before, looking at some common goals in the future and building an alliance on common ground around some global economic and social issues.

DEAR AMBASSADOR and honourable Members of European Parliament,
Dear guests and friends of Croatia and the United States,
Ladies and gentlemen,

It is a great pleasure for me to have the opportunity to address you here in the middle of Brussels as a speaker from Croatia, a new member state of the European Union. We all have a reason to celebrate this year: Croatia entered the Union and the American Chambers of Commerce to the EU is celebrating its 50th anniversary! I would like to congratulate our American friends for this achievement and also thank them for organising this event and welcoming Croatia to the EU!

In these 50 years of the presence of AmCham in the EU, both the US and the EU have passed through remarkable social and economic changes embracing new opportunities and processes that had transformed our way of living and thinking. We have also recently witnessed difficult times as economic and financial crisis hit both sides of the Atlantic and we had to deal with similar challenges in order to bring stability back to our citizens and markets. Nevertheless, we succeeded and our transatlantic partnership is even stronger than before, looking at some common goals in the future and building an alliance on common ground around some global economic and social issues.

The keynote speech by the Commissioner Mimica

MR. VIDAKOVIĆ, MRS. DOKO JELUŠIĆ, COMMISSIONER MIMICA AND AMBASSADOR MERTEN

MR. VIDAKOVIĆ, MRS. DOKO JELUŠIĆ, COMMISSIONER MIMICA AND AMBASSADOR MERTEN
I know you have discussed about the Transatlantic Trade and Investment Partnership (TTIP) Agreement during today’s working session. Indeed, this issue is of huge importance for all: when these negotiations are completed, the EU-US agreement would be the biggest bilateral trade deal ever negotiated! These negotiations give us a great opportunity to confirm our mutual commitment to key values and best practices, in order to create common market space that would benefit consumers as well as businessmen across both Atlantic coasts.

As the Commissioner for Consumer Policy I am aware of the great significance of this transatlantic deal, especially in maintenance of health and safety standards. Strict safety rules are sometimes viewed as a burden but I think wrongly so. We need them to bring back the confidence of consumers into markets and this way boost the consumer demand of the economy, and as well overcome more easily barriers in transatlantic trade.

In this process the input from all stakeholders, especially consumers’ organisations is quite valuable, in order to reach the best results for all.

The TTIP offers a great opportunity to open new economic possibilities and help both sides in future business endeavours. Our transatlantic success story could continue even in the era of globalisation, when other new global players come into the scene, and thus our transatlantic partnership becomes even stronger.

And here we are back to our starting point: consumer policy is an economic policy as well and consumers should be regarded as drivers for competition, innovation and growth. The high standards of consumer protection present therefore neither a burden nor a luxury.

I am indeed very honoured to be here in the middle of the so called European quarter in Brussels and to be able to speak in front of my Croatian compatriots from a position of the European Commissioner. We all know how hard it was to achieve this membership in the European Union and I thank our American friends for giving me a chance to emphasize this fact once more. Now when we celebrate our new role we should also try not to take it for granted and with all other MS work on it for a common European future.

In the age of global connectedness and global challenges, we certainly hope that our American friends will join us and contribute to this aim as well. The future of the transatlantic relationship lies in our hands, and let us use this opportunity to further enhance our cooperation and become real partners at the global level as well.

Thank you!
JUICY DECADE
Back in 2007, the CEE region was about to enter its tenth year of strong corporate and economic expansion. It was growing, from today’s perspective at an unbelievable 7.5 percent per year, almost the same as emerging Asia. Not long after that, as the global crisis started, the whole region was pushed into a deep recession. In the period from 1999 to mid-2008, CEE enjoyed a decade of fast growth, while outperforming other emerging regions. It was a strong performance with only few sporadic slowdowns in some countries. Sales jumped year after year, new investments were drawn into the region and the economy loved it.

OBSTACLES TO FASTER GROWTH
The CEE region is underperforming and this will be its sixth year in the row. The EU went into a recession in relation to the debt crisis, lack of monetary and fiscal measures to stimulate growth as well as the lack of corporate and household confidence. People turned to less spending and more savings. As the largest part of the GDP in almost every CEE country is actually private spending, this significantly reduces growth in a number of CEE markets. Bank lending is weak and it is hard to see a recovery as many banks are still in deleveraging mode. The external debt burden is a major obstacle to faster growth in the whole region. However, there are a few countries, such as Poland, Czech Republic and Turkey, whose economies have a better chance of bouncing back and should grow faster. Their external debt is below 70 percent of the GDP (when countries’ external debt comes close to or exceeds 70 percent of the GDP, they need external help) and they have better opportunities for improvement in the next few years. As the majority of CEE countries are not in that position, it is no wonder that some global companies are thinking of abandoning the region, which would be the worst thing they could do right now. It would be wiser to stay and build their brands and market shares which will help them secure growth in the long run.

ECONOMIC OUTLOOK FOR CROATIA
According to the Institute of Economics in Zagreb, most indicators point to a continuation of negative economic trends and it appears that the downward trend should gradually wind down. A good touristic season and optimism in Croatia regarding entering the EU could be the basis for changing the negative trend and a gradual recovery, that should most probably happen next year. However, this recovery will be weak and unstable, primarily due to the existing economic imbalances and dependence on economic development in the EU. Statistics show that Croatia is still in recession. GDP fell by 1.5 percent in the first quarter of this year compared to the same period last year. A fall in personal consumption by 3 percent and a decline of 4.9 percent in exports contributed to that situation the most. By the end of this year we can expect unemployment to rise to over 20 percent and to remain at this level next year, thanks to the weak labor demand followed by a continuous decline in economic activity. The good news is that 2014 should bring us a weakening of the negative trends on the labor market, stabilization of personal consumption, foreign trade recovery and further growth of investments. Even the current government has embarked on some structural reforms, helped along by EU membership requirements, and positive changes could be made also by advancement of our administration, cutting state expenditure and a change in the labor law. A smart move for Croatia would definitely be to start electing chief executives of state-owned companies by international tenders instead of choosing politically appointed people with questionable competencies.

AT LAST
History always repeats itself and the history of economics teaches us many things which should be taken into account when analyzing current trends and trying to provide a forecast of the situation in CEE and Croatia. Excessive external debt levels and subsequent deleveraging always impact business, which would still be a major burden on growth of domestic demand in many CEE markets in the near future. We are heading towards 2014 and it is very likely that the region will not reach its growth potential, but it should slowly come out of contraction. Public debt will hopefully be back on a sustainable path and the region should move forward with the necessary post-crisis structural, institutional and macroeconomic adjustments.
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EU COMPETITION LAW, as a vital tool for protecting and ensuring the proper functioning of one of the greatest achievements of the EU – its single market, is one of the legal areas in which the community’s dimensions and harmonization play a significant role, and therefore it is important for the Croatian lawyers and Croatian business in general. The evolution of EU competition law is still ongoing, and after its quite successful harmonization from the public law perspective, it seems that the time has come to take steps to bring certain private law institutes closer, in order to ensure that the level of protection of the rights of EU citizens is equal or at least comparable across the union.

Infringements of competition rules (cartels, abuses of a dominant position etc.) in the vast majority of EU member states (Croatia not being an exception to the rule) are still regarded as the primarily concern of the state. Individuals usually show interest only if they are competitors of the infringer, since they have a strong incentive to fight against the forbidden practices the infringer is using to gain (unfair) advantage on the market. However, it is clear that the infringements cause not only harm to the competitors or to the market as an abstract term, but a direct and, to a greater or lesser extent, measurable harm to individual businesses throughout the supply chain and also to the consumers.

The European Court of Justice has held, in more than one judgment (and not even that recently – the Courage case in 2001, the Manfredi case in 2006), that any citizen or business suffering harm as a result of such infringements is entitled to compensation from the infringer(s). However, over the past seven years, in only approximately 25% of all antitrust infringement decisions that the European Commission rendered did the injured parties turn to their national courts to seek compensation. Moreover, it was mostly large companies who were involved in such proceedings (and all of those in just seven EU member states, primarily in the UK, Germany and the Netherlands), whereas small and medium enterprises and consumers rarely took part in the usually costly and demanding proceedings. The consequence of such a lack of competition litigation is that individuals are left without any form of compensation for the harm suffered, since the fines set by the competition authorities simply make an item on the income side of the state budget.

For all the above reasons, the European Commission has been consulting on these issues for almost a decade, starting with the Green Paper (2005), followed by the White Paper (2008) and the Draft Guidance Paper on Quantifying Harm (2011). The Commission has now decided to take the discussion to the next level and on 11 June 2013 proposed a Directive aimed at removing the main obstacles for private enforcement in the EU (Proposal for a Directive of the European Parliament and of the Council on certain rules governing actions for damages under national law for infringements of the competition law provisions of the Member States and of the European Union, COM(2013) 404), accompanied by several other documents (including the Commission Staff Working Document – Practical Guide on Quantifying Harm).

It should not come as a surprise that it took almost 10 years for the EU Commission to propose such a Directive, since harmonizing 28 jurisdictions in private enforcement means touching on many national legal rules and standards, both substantial and procedural. For this reason, we can expect many discussions on the proposal coming from probably all member states. A brief description of the main issues dealt with in the Directive proposal, and the manner in which the European Commission proposes they be resolved, follows.

First, it is important to ensure that the potential claimant has sufficient time to prepare its case. The European Commission therefore proposes that the limitation period be set at the minimum of five years (with several rules on when it starts), but also that it be
suspended during the proceedings before the competition authority. However, even if there is enough time, it is impossible to prepare a case without sufficient evidence, and it is very demanding for claimants to obtain the necessary data and information on competition infringements. The proposal is to oblige national courts to order disclosure, with certain limits and additional requirements. Furthermore, in many member states decisions by administrative bodies, including competition authorities, are not mandatory for civil courts, meaning that the claimants would potentially need to prove, again and on their own, that the infringement existed. This is why the proposal is to make courts bound by a final decision finding an infringement (made by a competition authority or review court, as the case may be). Two other proposals significantly facilitating the position of claimants are to adopt a rebuttable presumption that the infringement caused harm, and to make all infringers jointly and severally liable. As for the type of damages awarded, the Directive proposal is aiming at securing full compensation to the injured party, therefore also including lost profits. However, unlike in the US (which, due to the vast antitrust experience, still serves as a role model in this legal area), where private enforcement is also a punitive mechanism, the proposed model remains closer to the European continental standards, leaving punishment and, to a larger extent, deterrence to the competition authorities. In order not to allow for unjustified enrichment of claimants, the Directive proposal allows for passing-on defense. Finally, the proposal tries to encourage consensual dispute resolution, which in many cases may be the best solution for all parties.

In parallel with the Directive proposal, the Commission has adopted a recommendation encouraging introduction of collective redress mechanisms in cases of violations of EU law in general, including competition rules. The recommendation goes hand-in-hand with the Directive proposal, but unlike the future Directive, it will not become mandatory for the EU member states. However, given the practice of the European Commission on many different topics (such as the one at hand) to start with non-binding documents, which lead to directives or even regulations, this might be just the first step in promoting collective redress in the EU. The recommendation should be interesting also to the Croatian lawmakers, since collective redress has already been introduced into our legal system, but so far has been used in a very modest number of cases.

Since the first Croatian Competition Act in 1995, Croatia has come a long way in understanding the concept of competition, developing the competences of the competition agency and making entrepreneurs aware of their obligations and liabilities when acting on the market. The Directive proposal announces an exciting new era in competition law development, not only in the EU in general, but also specifically in Croatia. If and when adopted, the Directive should encourage currently non-existing competition litigation, resulting in a very challenging task for the judicial system, as competition cases will require well trained judges, possibly specialized in hearing only those cases. Simultaneously, ever-increasing consumer protection activities should reach a new level, and become a valuable tool for protecting not only consumers, but fair market competition in general.
Large number of companies create and promote managers. It is a great way to retain key employees, create leadership that understands business, ensure trust in leadership and is more cost effective. When deciding on whom to promote to managerial role, companies often go for the best specialist. Thus the excellence gets rewarded and the new manager has authority derived from their expertise which is very important. But, how often have you come across great specialists that struggled in managerial role?

Answer for choosing and developing good managers lies in understanding the requirements of different managerial roles and development of right skills. Ram Charan, Stephen Drotter, and James Noel developed the Leadership Pipeline Model, based on 30 years of consulting work with Fortune 500 companies. According to Leadership Pipeline Model, leaders progress through six key transitions, in order to succeed (Figure 1). With every transition, a person needs to acquire a new way of managing in three key areas:
1. SKILL REQUIREMENTS – new skills needed to execute new responsibilities
2. TIME APPLICATIONS – new time frames that govern how one works
3. WORK VALUES – what people believe is important.

Critical role of “soft” skills

Key difference between manager of self (specialist) and manager responsible for other people is in understanding how results are met. Specialist is responsible for getting results through one’s own effort and expertise. On the other hand, manager is responsible for getting results through combined results of his/her team. In that respect, “soft” skills become increasingly significant. Leaders require constant development of communication, time management, decision making and people development skills (see table).

Another important aspect of developing leaders with special focus on their soft skills is employee engagement. It has been proven through numerous researches that engaged employees deliver greater results. One of the key drivers of employee engagement is leadership and trust in management. While advancing, managers need to stay in contact with employees and strengthen their authenticity and ability to lead and inspire in order for people to follow them with enthusiasm.

Development with active role of superiors

In order to develop soft skills, future managers need continuous support through coaching and providing feedback, specific trainings, networking inside and outside company as well as exposure
Leadership development needs to be carefully planned and lead on highest level. Apart from HR department, all levels of managers have significant role in selecting and supporting development of lower managers as well as providing feedback, coaching and leading by example. Thus culture of development is created, managers stay in closer contact with their subordinates and succession is based on readiness of potential candidates.

The Leadership Pipeline Model provides a framework that company can use to identify future leaders, assess their competence, plan their development and measure results. It can also help individuals to prepare themselves for next promotion and plan their career. As a result, managers can successfully assume their new responsibilities and deliver results with engaged employees.

### SKILLS REQUIRED AT EVERY LEADERSHIP LEVEL AND METHODS USED TO DEVELOP THEM

<table>
<thead>
<tr>
<th>Level</th>
<th>Skills</th>
<th>Development methods</th>
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<tbody>
<tr>
<td>Manage Self</td>
<td>Technical skills</td>
<td>Formal education</td>
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<tr>
<td></td>
<td>Team work</td>
<td>Seminars, workshops, e-learning</td>
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<td></td>
<td>Time and goal management</td>
<td>Mentoring</td>
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<td></td>
<td>Communication skills</td>
<td>On-the-job training</td>
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<tr>
<td>Manage Others</td>
<td>Delegating</td>
<td>Seminars, workshops, training</td>
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<td></td>
<td>Planning and managing priorities</td>
<td>Coaching and mentoring</td>
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<td></td>
<td>Performance monitoring and providing feedback</td>
<td>Peer learning</td>
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<td></td>
<td>Understanding and motivating subordinates</td>
<td>Project assignments</td>
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<td></td>
<td>Conflict management</td>
<td>Providing feedback</td>
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<tr>
<td>Manage Manager</td>
<td>Selecting and developing managers</td>
<td>Coaching and providing feedback</td>
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<td></td>
<td>Building an effective team</td>
<td>Project assignments</td>
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<td></td>
<td>Decision making</td>
<td>Seminars</td>
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<td></td>
<td>Budgeting and resources allocation</td>
<td>Train-the-trainer</td>
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<td></td>
<td>Negotiation and building relations with other departments</td>
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<tr>
<td>Functional Manager</td>
<td>Strategic thinking and long term planning</td>
<td>Coaching and providing feedback</td>
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<td></td>
<td>Factoring of all aspects of function in order to align with business</td>
<td>Cross-sectional assignments</td>
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<tr>
<td></td>
<td>strategy</td>
<td>Hands-on learning and projects</td>
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<td></td>
<td>Following trends and driving innovation</td>
<td>Conferences</td>
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<td></td>
<td>Change management</td>
<td>Networking</td>
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<td></td>
<td>Clear communication with managers and gathering feedback</td>
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<tr>
<td>Business Manager</td>
<td>Creating vision and inspiring</td>
<td>Networking with representatives of functions</td>
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<td></td>
<td>Understanding of all functions, business environment and potential</td>
<td>Cross-function assignments</td>
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<td>for growth</td>
<td>Strategic projects</td>
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<td></td>
<td>Entrepreneurship</td>
<td>Coaching and providing feedback</td>
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<td></td>
<td>Fostering organizational culture</td>
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<tr>
<td>Group Manager</td>
<td>Providing feedback to business managers</td>
<td>International assignments</td>
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<td></td>
<td>Resource allocation, market prediction and global business etiquette</td>
<td>Strategic projects</td>
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<td></td>
<td>Ensuring that the businesses are aligned with global strategy and</td>
<td>Networking with other businesses</td>
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<td>standards</td>
<td>Coaching and providing feedback</td>
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<td></td>
<td>Strategic differentiation</td>
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<td></td>
<td>Maintaining relationships with businesses</td>
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<tr>
<td>Enterprise Manager</td>
<td>Managing and fostering relations with stakeholders</td>
<td>Managing and growing different business models</td>
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<td></td>
<td>Decisiveness and risk taking</td>
<td>Taking on a staff position with companywide responsibilities</td>
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<td>Leading with passion</td>
<td>Attending board meetings</td>
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<td></td>
<td>Shaping the culture</td>
<td>Coaching and providing feedback</td>
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AS YOU PROBABLY ALL KNOW, Croatia became the 28th member of the EU on 1 July 2013, which placed it in the group of countries that are qualified to apply for a significant amount of EU funds (CF, ERDF, ESF, EAFRD, EMFF) that can be used to co-finance strategic projects to help Croatia strengthen its knowledge, research, innovation, and economy, improve cohesion and strengthen underdeveloped rural areas, minimize unemployment, while working towards the accomplishment of the EU 2020 strategy. The timing of Croatia joining the EU was not perfect as it happened in the last six months of the 2007-2013 programing period, which had implications for various activities in managing and operational structures within governmental and local authority institutions. This has led to the need for preparation of the National Strategic Framework (NSF), Operational Programs (OP) and other relevant documents and structures, performance of system audits and various other activities just for the six month period, which I believe has taken some precious time that should have been used for preparation for the programing period 2014-2020, where a significant amount of EU funds (around 10 billion Euros) should be available to Croatia. The EU has noted that funds distributed to countries in the 2007-2013 programing period were not used in define the sectors, industries and niches that Croatia will work on and the areas offering opportunities to co-finance projects with EU funds. Preparation of these documents requires utmost strategic thinking and vision as to where Croatia would like to be in the 2020, and also requires understanding of Croatia’s strengths and competitive advantages, where we could additionally benefit from reinforcement. In my opinion, in the past there were no appropriate documents that would strategically emphasize where we see Croatia in the future, what the areas are where we believe we may be recognized as a regional/global leader (e.g. ICT, Nanotechnology, Biomedicine, Eco Agriculture,) and clear action steps and projects that will help us achieve the vision and strategy. Also, in my opinion, cooperation within science/education, government (local and central) and industry was not at the expected level, which prevents Croatia from achieving its maximum potential. In addition, given certain changes in funding (e.g. establishment of the Horizon 2020, the rule that at least 5% of the ERDF should be spent on urban development, etc.), all of them should be taken into consideration when preparing strategic documents. In the end, I would like to emphasize the things I believe are crucial for Croatia’s success in the future and for the successful utilization of EU funds:

**EU FUNDS FOR CROATIA - JUST A PIPE DREAM OR A PLEASANT REALITY?**

By Ivica Perica, Director in Business Advisory Services, Deloitte savjetodavne usluge d.o.o.

...the best possible way and that many projects co-financed with EU funds were actually not strategically supporting the accomplishment of the EU 2020 strategy. In that sense, the EU has required from each member state to undertake more robust preparation of NSF and OP and to develop a Smart Specialization Strategy (S3) which should emphasize the areas where each country has strengths and capabilities, and describe how they can be further developed to achieve the EU 2020 strategy. Recently, the EU approved Croatian NSF which followed the priorities set in the IPA (Instrument for Pre Accession) period, with 450 million euro of the EU funds available for the last 6 months. The funds will cover projects that should be completed in the period of three years from its approval (N+3 rule). The distribution among the areas will be:

- Transport – 120 mil EUR
- Environment – 150 mil EUR
- Regional development – 108 mil EUR
- Human Resources – 60 mil EUR

The majority of these funds have already been predefined for the water/wastewater and railways development project, however there should be soon, in October, calls published for SMEs in the areas of the innovation and infrastructure development, as well as for human resources development.

Coming back to the Smart Specialization Strategy that is currently in preparation and the preparation of the OP and budget breakdown within given priorities for the programing period 2014-2020, I would like to mention that these documents are of key importance for Croatia as they will

- Involvement of all relevant stakeholders (science, education, government, industry, municipalities, …) in preparing the Smart Specialization Strategy in order to prepare documents that will allow us to establish programing documents to make an impact on the strategic development of Croatia.
- Clearly communicate agreed strategic priorities to all relevant stakeholders, so they take them into consideration when preparing their own strategies and projects (government, counties, municipalities, cities, industry, science, education, etc.).
- Mandatory preparation of strategies by all the above mentioned stakeholders.
- Establishment of the appropriate organizational structures at government level (managing authorities’ intermediary bodies) that will satisfy all requirements set by the EU, but that will also not create unnecessary complicated processes and controls. This can be achieved by unification of processes and forms (as far as possible) for all OP and the establishment of e-cohesion through online forms and good MIS at the government level.
- Strengthening of government human resources at the operational level and improvement of its competencies will increase the chances for success.
- Education of the beneficiaries on how documents (CBA, applications,...) for EU projects should be prepared and how projects should be managed and administered, reduces the great risk later in the process that in the case of nonconformity funds have to be returned.
ERNST&YOUNG RE BRANDS, ANNOUNCES THE NEW GLOBAL CEO

On 1 July EY announced that Mark Weinberger has become Global Chairman and CEO. The professional services organization also announced the adoption of EY as its global brand name, unveiled a new logo and adopted “Building a better working world” as its purpose.

“1 July represents an important milestone in our company’s history. Our global organization has a new CEO and Global Chairman in Mark Weinberger. And as of the same date, our global organization will use the shortened name EY and has a new logo. This will include the motto ‘Building a better working world’. We want this to encapsulate the basic aim of our operations,” said Dénes Szabó, Country Managing Partner, EY in Croatia, and explained: “It is in all of our interests to create a better working world. Companies report better financial results, employment rises, consumers are not afraid to spend, and the business sphere is better able to help the non-profit sector. In this world, EY plays an important role because our services are a significant contribution around the world to boosting confidence in capital markets and the economy. At the same time, our global organization and relationships with clients, state bodies and other institutions allow us to participate in supporting positive changes.”

NEW EXECUTIVE DIRECTOR FOR EY’S ADVISORY SERVICES

EY has appointed a new Executive Director who will be leading its Advisory Services in Croatia with special focus on Public Sector. Tauno Olju was one of the leading EU programming, planning and evaluation experts in Estonia and has advised the Estonian government on numerous issues concerning the implementation of EU funds and the re-organization of government institutions and state owned companies. As Estonia has been one of the most successful new EU member states in terms of EU fund implementation, he is very keen to use some of this personal experience to benefit the Croatian state. Tauno commented that “Being a new member state and getting started with all the EU processes and policies is definitely not an easy task for a country; however, I see great future for Croatia in the EU and believe that the country will be very successful as a member state.” Besides Estonia, Tauno also worked for more than three years in Turkey, where he was helping the Turkish government on a number of issues, including SME policy and restructuring of the state owned enterprises.

ALWAYS IN STEP WITH THE BEST PRACTICE

Alongside Kognosko, a company specialized in controlling, a sister company was set up this summer – Kontroling Kognosko Ltd. Its offices are in Lanište, in the immediate vicinity of Arena Centre. It is the first CONTROLLING CENTRE in Croatia, intended to be a gathering place of controllers at workshops (which are free-of-charge) by the ICV, Internationaler Controller Verein, and other trainings. It has got ample space to be an “incubator” facilitating the learning and development of the best Croatian controllers. The first in a series of training courses starts as early as September this year – a licensed seminar program of the Controller Akademie from Munich. The mission of Kognosko is the development of Croatian controlling, which is why continually improving our knowledge in the field of controlling is an absolute imperative. It is an honor to announce that Kognosko has become a member of the International Group of Controlling, IGC – an umbrella organization setting up the standards of controlling activities. Membership of the IGC has enabled Kognosko to participate directly in the process of creating the standards of controlling as a scientific and practical discipline in close collaboration with the other IGC members from the whole of Europe. This allows us to follow the latest achievements in the world, which is an absolute must for the success of any consultancy service.

FOTONALOG – A NEW FUNCTIONALITY OF THE ‘RBA NA DLANU’ SERVICE

‘RBA na dlanu’, the mobile banking service for the iPhone and Android devices, has a new user functionality providing the option to prepare the payment data in a fast and simple way by using the phone camera. FotoNalog also supports scanning of a 2D barcode and payment slip, which covers the payment of all types of invoices. FotoNalog is the latest innovative functionality of the ‘RBA na dlanu’ service, as well as, for example, the available easy-to-manage interactive maps providing locations of the Raiffeisenbank retail outlets and ATMs. Also, ‘RBA na dlanu’ includes an in-built mToken that enables login to other DIREKT services. The ‘RBA na dlanu’ application users have been notified of the new, free functionality via the Apple AppStore, or the Google Play application.

HOTEL DUBROVNIK ZAGREB CELEBRATES ITS GRAND OPENING AFTER COMPLETING EXTENSIVE RENOVATIONS

Hotel Dubrovnik, originally built in 1929 and annexed in 1983, has undergone extensive construction work in the last two years. The newly finished entrance, lobby area and reception marked the end of an investment cycle during which the rooms, conference rooms and atrium have been completely rebuilt and upgraded to highest standards. The newly modernized reception area has over double the space than previously and is equipped with an aperitif bar, business center and extensive meeting space, redefining the hotel as the centerpiece of the Croatian capital.
The interior of this unique landmark, which is ideally located on the main Zagreb square, has been completely rejuvenated, bringing a fresh and stylish look to the hotel’s seven floors. Guest suites and rooms have also been renovated and upgraded and now include modern furniture, lighting, flat-screen high-definition TVs, complimentary wireless internet, as well as sweet sleeper beds with signature bedding. All newly renovated rooms also include bathrooms that feature granite surfaces and luxurious signature bath amenities.

The renovation project has enhanced the entire hotel, introducing the above mentioned novelties and a newly opened American Steak & Grill Restaurant. Hotel guests also have access to a 24-hour Business Center, Fitness Center and room service. In conclusion, the fully renovated and state-of-the-art flexible indoor meeting and event space is also available for all and any business functions, weddings and special events. The hotel’s on-site catering staff coordinates food and beverage service in premises with advanced technology and audiovisual equipment readily available.

**OPENING OF THE INTERNATIONAL BRITISH SCHOOL “BRIGHT HORIZONS”**

After years of research and successful Nursery and Preschool operations from 2006, the Horizons kindergarten announces continuation into formal education through the opening of the International British School "Bright Horizons", which will be situated at Sveti Duh 122, Zagreb, and will start to operate from September 2013. IBSZ Bright Horizons offers a developmental curriculum in line with the UK National Curriculum, enriched with the International Primary Curriculum (IPC), an internationally-minded, thematic, cross-curricular teaching structure for children growing up in the 21st century. It is a comprehensive curriculum with a clear process of learning and with specific learning goals for every subject, for personal learning and for international mindedness. The IPC is now the curriculum choice of international and national schools in over 1,500 schools in 80 countries around the world.

**DOUBLETREE BY HILTON ZAGREB HOTEL COLLECTING DONATIONS FOR FIREFLY (KRIJESNICA) ORGANIZATION**

Hilton Worldwide is celebrating the Global Week of Service to “Fill the earth with the light and warmth of hospitality” from October 6 to 12. During the Global Week of Service, more than 4,000 hotels world-wide participate in activities to support their local communities. We, at DoubleTree by Hilton Zagreb hotel, decided to “lend our legs” for a good cause. We will run the Zagreb marathon to collect donations for a Croatian organization called Firefly (Krijesnica), which is an association for helping children and families facing malignant diseases. Our target was to run collectively 200 km and receive a 100 kn donation for each kilometer. We have surpassed the number of kilometers and we’re now running almost 300 km! We do hope we will, with your help, manage to achieve our goal with our fundraising target too. We are asking for your support by donating to Krijesnica, and help us achieve our goal to collect EUR 2,500. There are several ways that you can make your donation:

- Visit our page: www.justgiving.com/runforkrijesnica
- Donate to our dedicated bank account, which is solely used for donations: HR102340009151054628
- Donate directly to Krijesnica’s bank account: Please add DTZAG-RUN in the comment field when donating
- On behalf of the team at Krijesnica and DoubleTree by Hilton Zagreb, thank you for your support!

**DHL MEDICAL EXPRESS**

DHL International is providing a specialized service on the Croatian market - DHL MEDICAL EXPRESS, which is used for time- and temperature-sensitive Life Science & Healthcare shipments, such as delivery of investigational medicines, vaccines, kits and clinical supplies safely to the desired destination. Patient samples and other return flows from clinics are carefully delivered back to central laboratories for analysis and testing. DHL MEDICAL EXPRESS can handle ambient, chilled or frozen shipments, with capabilities for intercepting these during transit. Because every situation is different, DHL Express offers a variety of optional services and handling options to suit clients’ needs, such as insurance, additional financial protection based on the value of the shipment contents, packaging, temperature controlled packaging in various sizes and shapes to provide optimal content protection and temperature control, coolant material, dry ice or gel packs arranged at shipment origin to control the content temperature through to delivery. DHL MEDICAL EXPRESS comes with the experience, network and capabilities to manage the specialized transport requirements for Contract Research Organizations, Biotechnology and Pharmaceutical companies.
HUP-ZAGREB HOTELS INTRODUCE THE “SEGWAY CITY TOUR ZAGREB” SERVICE

The first days of summer brought the guests of five Zagreb hotels, managed by the HUP-Zagreb Group, the possibility to book and enjoy the service called „Segway City Tour Zagreb“. The Hotels: The Westin Zagreb, Sheraton Zagreb Hotel, Four Points by Sheraton Panorama Zagreb, International Hotel and the recently completely refurbished Jadran Hotel began offering an attractive Zagreb city tour on a Segway personal transporter to present Zagreb in a unique and fun way.

The HUP-Zagreb Group hotels are a second home for numerous notable guests from all over the world, and are characterized by comfortable accommodation, the offer of premium conference venues, outstanding hotel service, provided by experienced and professional staff, and a lavish supply of food and beverage. „Segway City Tour Zagreb“ provides additional value to the hotels’ offer and meets the needs of both modern city break and business guests.

„Segway City Tour Zagreb“ is, for the third consecutive year already, the leading Zagreb attraction in the segment of city tours, according to reviews by the leading world tourist portal, Tripadvisor.

“Segway city tour Zagreb” is the proud owner of the Tripadvisor certificate of excellence and Superbrand status. Segway users have day and night rides at their disposal, with The Westin Zagreb as the meeting point. By introducing this service, HUP-Zagreb Group hotels are now offering the unique experience of a Segway personal transporter ride and a chance to see and experience major Zagreb attractions in a new way.

The guests can book „Segway City Tour Zagreb“ in all five Zagreb hotels managed by HUP-Zagreb group. The meeting and starting point for all Segway rides is at The Westin Zagreb.

DNV GL MERGER APPROVED BY COMPETITION AUTHORITIES

Oslo: The merger between DNV and GL has now been approved. The new company - DNV GL – is operational from 12 September. DNV GL will be the world’s largest ship and offshore classification society for the maritime industry, a leading provider of technical assurance services and risk management services to the oil & gas industry, and a leading expert in wind and power transmission and distribution. DNV GL also takes the position as one of the top three management system certification bodies in the world.

The competition authorities in South Korea, the USA, the EU and China have cleared the merger between the two well-reputed companies, both of which will soon celebrate 150 years of independent operations. The new company, formally called the DNV GL Group, will comprise 17,000 employees across 300 sites in more than 100 countries, and have revenues of EUR 2.5 billion per year.

“It is with great pride that we can now announce that this vision-driven merger for growth has been cleared by the competition authorities in all four required jurisdictions. The merging companies both represent leading market positions, complementary commercial positions and an acknowledged reputation for advanced technology and high quality and integrity,” says Henrik O. Madsen, Group CEO of DNV GL.

Over the past six months the emphasis had been on integration planning, so that the new company was ready to start operating as one company with effect from 12 September. This means that the former DNV and GL customers will now benefit from a broader service capability, while maintaining the same contact points in DNV and GL as the integration moves forward. All certificates and approvals from DNV and GL will remain valid. In the coming months, DNV GL will accelerate integration processes to ensure consistent and continuous service operations, avoiding any interruption in business for customers.

CELEBRATION OF THE 157TH BIRTHDAY OF NIKOLA TESLA

Tesla’s birthday celebrations began with the international conference ‘Tesla in Zagreb’ where academician Vladimir Paar, physicist Davor Pavuna, Luka Boršić from the Institute of Philosophy, and Belgrade researcher and innovator Goran Marjanović talked about Tesla’s genius.

On Tesla’s birthday, 10 July, the Mayor of Zagreb Milan Bandić, together with the organizers - the Association of Nikola Tesla - Genius for the Future, laid flowers at the monument to Tesla. A special performance entitled: „Tesla’s frequency of peace“ by author Dragica Mihajlović, inspired by the novel of the same name, written by Natalija Princi, was performed by Dragica Kopjar on the gong. Ljerka Končar on the cello and young Croatian actor Ivan Vukelić.

The main event of the celebration was held in the evening at the Esplanade Hotel in Zagreb, in the presence of the Mayor of Zagreb Milan Bandić, the Ambassador of the Republic of Serbia to Croatia Stanislav Vukičević, MPs Mirela Holy and Zdravko Ronko, UN representative Louisa Vinton, the President of the Asia - Pacific Chamber Don Markušić, the AmCham Executive Director Andrea Doko Jelušić.
Members News

and other notable guests from scientific, social and political life. Along with scientists and innovators, primary and secondary school pupils Marijana Mišić, Petra Tumir, the young innovator Tino Herlejvić and eight year old Nika Goldsmith spoke of Tesla’s genius. The annual award ‘Nikola Tesla - Genius for the Future’ was awarded in three categories. This year’s celebration of Tesla’s birthday was also marked by the initiative of the Association of Nikola Tesla - Genius for the Future to declare 10th July the Day of Nikola Tesla in Croatia and as an international Day of Invention.

NEW DIRECTOR FOR THE AMERICAN INTERNATIONAL SCHOOL OF ZAGREB

In August the American International School of Zagreb welcomed its new Director, Dr. David Harris. Originally from Vancouver, Canada, Dr. Harris served as High School Principal at Concordia International School Shanghai for ten years before his arrival in Zagreb. AISZ’s previous Director, Dr. Robin Heslip, who had been at the school for six years, completed her scheduled move to the American Community School of Abu Dhabi in the summer.

David and his wife Wendy, a high school math teacher, both started their careers in British Columbia before taking up their first international teaching jobs in Karachi, Pakistan where they stayed for six years. ‘Heading overseas was the best decision of our professional careers,’ says David. ‘This last decade was an amazing time to live in China; so much changed. We had 60 students in the high school when I started, and we grew to 360. The whole school grew from 370 students to over 1,250.’

With AISZ also experiencing rapid growth in recent years, David’s experience in China was an important factor in the school Board choosing him to lead AISZ on the next stage of its development. The school has grown almost continuously since its establishment in 1966, and today has over 250 students aged between three and 18 years, who come from 37 different nations. ‘Naturally, the exploration of a new campus will be a key initiative,’ says David, ‘and it is in concert with AISZ’s central goal to be an exceptional and forward-thinking international school that inspires, motivates and empowers all learners.’

David and Wendy visited Zagreb and the school several times before relocating here in the summer, and were looking forward to the move. ‘I have to say, after ten years of living in a city of over 20 million people, Zagreb is a delight!’ says David. ‘We really appreciate the fresh air, the mountains and forests, and the extremely warm and welcoming people.’

NOVA TV AND MISLAV BAGO RECEIVE REGIONAL AWARDS

Nova TV received the regional Media Business Partner 2013 award for the best commercial television station in the region. The award is set to acknowledge companies and institutions in the region for their business excellence, strong ethics and responsibility in all areas of activity. Business partners and independent research brought Nova TV the highest ratings in the Southeastern Europe, emphasizing the multimedia business strategy of Nova TV group, which has pushed the borders of television in the region. It is noted that Nova TV has achieved excellent business results and maintained quality relationships with business partners, clients and viewers, while keeping in mind the broader interests of the society in general, local society and ecology.

Mislav Bago, reporter, political analyst and editor in Nova TV’s news program, has been named the best reporter in the region by The European Movement in Bosnia and Herzegovina. The organization chose Mislav Bago for his contribution in raising the level of professionalism in journalism, noting the courage he has shown while reporting on the topics which have a deep impact on the democratic processes and accelerate the EU integration of countries in the region.

In addition to the awards and acknowledgments from institutions and organizations, the AGB Nielsen ratings show Nova TV still strongly leads the market, being by far the number one choice of viewers in Croatia.

FIRST EIB LOAN AFTER CROATIA’S EU ACCESSION: EUR 250 MILLION FOR SMALLER PROJECTS

On 12 July the European Investment Bank (EIB) approved a EUR 250 million loan to the Croatian Bank for Reconstruction and Development (HBOR) for the financing of projects promoted by small and medium-sized enterprises (SMEs) and mid-cap companies, small and medium-sized infrastructure projects in the public sector as well as limited size investment projects in the industry sector in the area of knowledge economy, energy, environmental protection, health and education.

Mr. Anton Rop, EIB Vice-President, stated: “I very much welcome the fact that the first EIB loan signed after Croatia joined the Union addresses the key lending priority of the EIB – to improve the extremely tight financing conditions for SMEs and mid-caps in the current prolonged economic crisis. Better availability of long-term financing is vital for further development of this sector, which is the backbone of the Croatian economy and the main driver of growth and development.”

“There is a high demand for HBOR’s loans: in the first six months of the year, loan approvals rose by 11.5 per cent compared to the same period last year that had been a record year for us both in terms of the number and the amount of approved loans. EIB’s funds will enable us to continue our increased lending activities and maintain favourable terms and conditions of loans for new investment projects.” said Mr. Anton Kovačev, President of the Managing Board of the Croatian Bank for Reconstruction and Development.
This loan represents a continuation of the very successful cooperation between the EIB and HBOR. Including the current loan, the EIB has already granted credits to HBOR totalling some EUR 1 billion. This credit line is being provided under the Joint IFI Action Plan for Growth in Central and South Eastern Europe, which is focused on providing better access to long-term finance for Europe’s SMEs to help mitigate the effects of the financial crisis. Those funds will support growth by fostering economic restructuring, consolidation and diversification, as well as enhancing long-term competitiveness through the increased availability of long-term credit.

ATLANTIC GRUPA OPENING A NEW FACTORY IN NOVA GRADIŠKA

By signing a Preliminary Agreement at the Industrial park Nova Gradiška, Atlantic Grupa has started an investment in a new factory for production of energy bars, from the sports and functional food line. This is a project worth HRK 120 million, which will in the first year of production create 50, and with the planned business growth, a total of 160 new jobs. After the necessary preparations, construction of the factory is planned to begin in April 2014, and the first products from the new lines are expected to be on the market in the first quarter of 2015.

Atlantic Grupa is the leading European producer of sports and functional food under the Multipower brand, and the greatest part of the product assortment is made in the company’s facilities, in the environs of Hamburg and in Rogaška Slatina, while energy bars were so far manufactured under a contract with a third party. In accordance with the strategic determination to consolidate its own manufacturing, with an aim of maximum employment of the internal system synergies, upon finalizing investment in the new factory, the energy bars will in continuance be manufactured using own facilities.

“We embark on this project with a great pleasure, foremost because we are creating new value in a most direct manner – by building, manufacturing, employing and ultimately exporting our own high-quality products globally, primarily to the European market. New production facilities are designed in accordance with the highest standards in food industry, and represent an investment in further development of our sports nutrition segment, but also in a greater development in similar areas of Atlantic Grupa product assortment, in the South-East Europe region. We have encountered an exceptional understanding and cooperativeness from the local community representatives in Nova Gradiška, and it is our great pleasure that we have an opportunity to contribute to the development of this business zone, through development of our own business operations”, said Emil Tedeschi, President and CEO of Atlantic Grupa.

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Unilever is one of the world’s leading suppliers of Food, Home and Personal Care products, with sales in over 190 countries. Our products are present in 7 out of 10 homes globally and are used by over 2 billion people on a daily basis. We work with 173,000 colleagues around the world and generated annual sales of over €51 billion in 2012. Unilever is working to create a better future every day, we help people feel good, look good and get more out of life. Our portfolio includes some of the world’s best known brands such as: Knorr, Dove, Algida, Rexona, Axe, Signal, Domestos, Rama and Lipton.

Our ambition is to double the size of our business, whilst reducing our overall environmental footprint (including sourcing, consumer use and disposal) and increasing our positive social impact. Unilever has been recognized in the Dow Jones Sustainability World Indexes for 14 consecutive years. See more on the Unilever Sustainable Living Plan at www.unilever.com/sustainable-living/.

Unilever established its subsidiaries in Croatia in 1996. Unilever Croatia is part of the CEE region and is the head office for the companies in Slovenia and Bosnia-Herzegovina.

Peter Szabo is the Managing Director of the Adria countries, being responsible for the Croatian, Slovenian and Bosnian-Herzegovinian Unilever companies.

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**SMALL BUSINESS**

**Ayurvedic medicine, physiotherapy, yoga and meditation, as well as preparing customized diet programs, in Animaseda we contribute to preserving a positive mind, a healthy body and a peaceful soul.**

**Apart from basic consultations and referrals of natural methods for one’s lifestyle, by practicing a range of treatments based on Ayurvedic medicine, physiotherapy, yoga and meditation, in Animaseda we contribute to preserving a positive mind, a healthy body and a peaceful soul.**

A strong emphasis is laid on the prevention of disorders that occur prior to a disease, which is achieved by a proper diet and certain lifestyle improvements.

Our treatments consist of integral and natural methods that have a complementary effect on a wide range of chronic syndromes, disorders and diseases.

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Simulus group, Ltd., is a consulting company established in 2011 and focused on three main areas: i) tailor-made education, where we deliver comprehensive educational projects starting with screening the client’s specific needs, defining the desired outputs, preparing and executing interactive workshops, and finishing with an appropriate follow-up; ii) technology consulting, where we consult technology companies in their sales process and strategic planning and also offer interim IT management and project management to other industries; iii) raising capital services, where we prepare companies to raise a loan or find an appropriate investor/partner by defining the strategy, developing a business plan, determining the needed funds, structuring the financing, and pitching in front of investors.

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Animaseda Health Center

The main goal of the Animaseda Health Center is to increase the quality of life and personal satisfaction as the basis for a changed lifestyle. Self-education and awareness of one’s body is the way to preserve and improve health.

The holistic approach includes evaluation of each individual, who is then properly advised on appropriate treatment tailored to their specific needs.

Apart from basic consultations and referrals of natural methods for one’s whole lifestyle, by practicing a range of treatments based on Ayurvedic medicine, physiotherapy, yoga and meditation, in Animaseda we contribute to preserving a positive mind, a healthy body and a peaceful soul.

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**UDRUGA POLAZNIKA I DIPLOMANATA MBA STUDIJA CROATIA**
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MBA Croatia is association founded in 2009 with the mission to gather all MBA students and alumni in Croatia regardless of the MBA program they completed. The main goal is to promote lifelong learning, allow our members to network more efficiently, and to promote MBA values parallel with influencing the quality of MBA schools. Today we are the main center for everybody who seeks any kind of information about MBA options in Croatia and neighboring countries. We organize lectures by top professionals in their fields on a monthly basis, and help our members to advance their careers in cooperation with headhunting agencies. Presently we are also establishing regional cooperation and assisting other countries in the region to constitute their MBA organizations.
**Stress is an everyday fact of life.** You cannot avoid it. It is any change that you must adapt to, ranging from the negative extreme of actual physical danger to the exhilaration of achieving a long-term project and desired success. Not all stress is bad; in fact, stress is not only desirable but also essential to life. Whether the stress you experience is the result of major life changes or the cumulative effect of minor everyday hassles is how you respond to this experience that determines the impact stress will have on your life.

Hans Selye was one of the founding fathers of stress research in the West, and in 1956 he said ‘Stress is not necessarily something bad - it all depends on how you take it.’ The stress of exhilarating, creative successful work is beneficial, while that of failure or humiliation is detrimental. He believes that the biochemical effects of stress would be experienced irrespective of whether the situation was positive or negative.

What exactly happens in your body during stress? When any problem or stressor, imagined or real, is caused to the cerebral cortex (the thinking part of brain) it sends an alarm to hypothalamus (the main switch for the stress response, located in the midbrain). The hypothalamus then stimulates the sympathetic nervous system to make a series of changes in your body.

Your heart rate, breathing rate, muscle tension, metabolism and blood pressure all increase. Your hands and feet get cold as blood is directed away from your extremities and digestive system into the larger muscles that can help you ‘fight or run’. Your diaphragm and your anus lock, your pupils dilate to sharpen your vision, and your hearing becomes more acute. When you see all these effects of stress, it is a bad thing with a range of harmful biochemicals and has a long term effect on our body. There is also an intertwined instinctive stress response to unexpected events. The stress response inside us is therefore part instinct and part to do with the way we think. But our organism, as a perfect machine, each time it experiences a threat or shock, quickly releases hormones that help us to survive. Even today, when social customs prevent you from ‘fighting or running away’, this emergency response of our body is very useful.

But this mobilization of the body for survival also has negative consequences. In this state we are anxious, jumpy and irritable. With a pounding heart it is very difficult to execute precise, controlled skills. When the response of our body continues during a period of chronic stress, something else happens that can have long term negative effects. Your adrenal glands start to secrete corticoids (adrenaline or epinephrine), which inhibit digestion, reproduction, growth, tissue repair and the response of your immune and inflammatory systems, which literally means that some very important functions, that keep your body healthy, begin to shut down.

Fortunately, the same mechanism that turns the stress response on can turn it off, and we call this the relaxation response. Very soon after you feel that the situation is no longer dangerous, your body stops sending your brain emergency signals. Three minutes after that your heart rate, muscle tension and blood pressure return to their normal levels.

*In order to reduce stress people use medication, but you can use your mind to change your physiology for the better, improving your health and reducing the need for medication with natural restorative processes.*

**Main sources of stress**

- **Environment stressors**: our environment bombards us with demands to adjust - weather changes, seasonal changes, pollen, noise, traffic...
- **Social stressors**: deadlines, financial problems, job presentations, demands for your time and attention, long working hours, separation from loved ones
- **Physiological stressors**: rapid onset of adolescence, aging, in-
juries, lack of exercise, inadequate sleep, muscle tension, headaches, anxiety, stomach upset

- nutritional stressors: poor, imbalanced nutrition. Healthy eating habits are very important for our balanced state of mind and body, incompatible food is a very important source of free radicals accumulation, resulting in cellular stress which later manifests as a symptom of many diseases, and eating before the previous meal is digested causes toxin accumulation in body.

- thoughts: our body interprets complex changes in our environment and causes different types of thoughts which affect our body and mind.

Some people are more susceptible to the effects of stress, it is the perfect ground for many physical and emotional imbalances, and it becomes especially destructive when we are not aware of it and it begins to seem almost natural. So the first step in neutralizing stress lies in awareness, in recognizing the effects that daily frustrations and inconveniences are having on your mind and body.

**MANIFESTATION OF STRESS**

- headaches, migraine, muscular tension, back and neck ache
- increased susceptibility to colds and other infections by reducing immunity
- digestive disorders, peptic ulcers, diarrhea, constipation leading to colon cancer
- high blood pressure which can lead to heart attack and stroke
- menstrual disorders for women
- insomnia and sleep disorders, panic attacks
- anxiety, palpitation and depression.

Some people turn to addictions – alcohol or cigarettes - to help them cope with stress, but this is short-term help and not an effective solution, and can make things even worse. Recognizing that you are under stress is the first step towards taking control of the situation. It can build gradually and you may not even be aware of how much stress you are suffering until you reach a critical level.

To reverse the effect of stress and prevent imbalances from becoming chronic–

- organize your time, make a list of priorities
- do not let your work spread to take up your entire day
- complete one task before moving on to the next, it will help to feel you have control
- don’t take more than you can handle, learn how to say ‘no’ to unrealistic demands
- don’t be hard on yourself,
- do yoga, meditation or massage once a week
- exercise once a week - it will help release tension; keep active,
- talk about your problems, talking helps to put things in perspective,
- eat healthy food.

There are no so many things in life we cannot control, so make sure you take care of what you have been freely given, your body and your health – invest wisely. Your body has an amazing ability to naturally heal itself if you just give it some basic attention. The mind and body are like parallel universes, anything that happens in the mental universe must leave tracks in the physical one.

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**2014 INTERNATIONAL CES**

**LAS VEGAS CONVENTION AND WORLD TRADE CENTER/THE LVH AND THE VENETIAN**

Las Vegas, Nevada, January 7-10, 2014

THE INTERNATIONAL CES is the world’s largest annual trade show for the broad-based consumer technology market, from mobile electronics, audio and video, home networking information and wireless technology to high-end audio and satellite systems. It is the premier event bringing together consumer electronics product manufacturers, distributors, researchers, content developers, financial analysts, and the press with the highest concentration of buyers and decision-makers in the retail distribution channel. At the 2013 CES, more than 3,200 exhibitors unveiled some 20,000 new products, drawing more than 150,000 attendees, including more than 35,000 from more than 150 countries outside the United States. Visit www.CESweb.org for the most up-to-date show information.

Eureka Park will also be back at the 2014 CES. Eureka Park at CES is a specialized TechZone exhibit area that provides a unique exhibiting opportunity to launch a new product, service or idea. Eureka Park will be the premier destination at the show where retailers, venture capitalists, manufacturers and other key attendee groups can find the budding entrepreneurs, fledgling start-ups and home grown innovation.

The audience profile of potential international customers who attend the International CES consists of executive level decision makers, retail buyers, distributors, importers/exporters, manufacturers, manufacturers’ representatives, financial and market analysts, and members of the press.

At the same time, use the chance and visit the glamorous Las Vegas. Nevada’s largest city has earned its place as one of the world’s premier tourist destinations. Las Vegas is no longer just a gambling Mecca. The mega-resorts that line “The Strip” offer visitor more than meets the eye. For more information please see: http://travelnevada.com and www.lvcva.com

Event contact:
American Embassy Zagreb, Commercial Office
 e-mail: office.zagreb@trade.gov
Along with its famous coast, Croatia has an equally beautiful and versatile continental area. Be it good food and wine or hunting, mystical medieval and baroque fortifications or wellness and walking in national parks that you are interested in, continental tourism offers plenty of content, and the tourist infrastructure is improving every year.

The fairytale Hrvatsko Zagorje hides some of the most romantic castles in this part of Europe, where apart from sightseeing amongst marvelous baroque mansions you can relax in the world of wellness of modern spa destinations and explore the abundant offer of museums in Zagreb.

Seventy kilometres northeast of Zagreb, Varaždin is the best-preserved Habsburg-era town in the mainland of Croatia. The whole town is a typical example of Baroque architecture which is why it holds a title of the „Baroque town“.

The Charm of Baroque Varaždin
Varaždin will receive you openhanded at any time of the year. The well preserved baroque urban core with its rich architectural heritage, numerous palaces, villas, the oldest town hall in Europe, and legends populating this area are just a small part of the story of the charming town of Varaždin.

In a short stroll through Varaždin you will drift into the past and discover why Varaždin has been nicknamed “Small Vienna” and why it is known as the Town of Angels.

With around 50,000 inhabitants Varaždin is the cultural, educational, economical, sports and touristic centre of the North-western Croatia, and boasts various distinctions and awards.

Varaždin was constructed through several centuries during which an interesting and somewhat unusual fusion was created in the historical nucleus: flora and fauna, mythical animals and strange emblems and coats of arms on the facades of houses and mansions influenced by various styles, particular fashion of certain historical periods as well as wishes of the magnates.

The churches of Varaždin are therefore the best starting point of this, by many standards, unique city tour - the tour with the glamour of Varaždin baroque, whose heralds are none less than the angels themselves.

What brings numerous visitors to return to Varaždin more than once is precisely the sightseeing tour through the old centre of Varaždin: Strossmayer’s Promenade, the Promenade of Vatroslav Jagić, the Park of John Paul II and Youth Park are an ideal respite for your eyes.
We must not forget the Square of Traditional Crafts opposite the Ursuline church, where you will sense the spirit of the heritage and get acquainted with some of the creative skills. At the hat maker’s you can pep up your old hat or buy a new one, the honey maker will teach you how to sweeten your day, the weaver will show you how cloth is manufactured from yarn and subsequently turned into various artifacts. An interesting journey into the past, wouldn’t you say?

Immerse yourself into the everyday life of Varaždin by visiting the Marketplace, better known as “Varaždinski Plac”. If you happen to be in Varaždin on a Saturday you may opt for the ceremony of Change of the Town Guards at 11 o’clock in front of the Town Hall. The “Purgars”, the town guards of Varaždin, received their famous Statutes in 1750 from the Empress Maria Theresia.

Wherever you go in Varaždin, take a break at one of the town squares enjoying the local culinary delights like Varaždin bread fingers “klipič” or Countess Marica cake. The restaurants offer is really rich - the friendly hosts invite you to a real Varaždin banquet with various local dishes.

Quite subtly the baroque facet of Varaždin will seduce you with its irresistible charm, and the modern one will tell you its story of entertainment and good vibrations. Although “Špancirfest” or The Festival of Good Emotions is behind us, you need not worry, because Varaždin presents new and original surprises the whole year round.

Trash Film Festival, Varaždin Baroque Evenings - Varaždin reveals new tales from its past every month, and each age group will find something interesting among the events. We must not forget the Christmas season. The streets and squares of our baroque capital will be filled with joy and revelry reviving the fun-loving Spirit of Christmas. Lavish decoration and scents of mulled wine, punch and season’s sweetmeats, wooden houses with trinkets and souvenirs – all this will conjure up the magical feeling of Christmas. Is there a better invitation to visit the charming and tempting Varaždin?
CASTLES OF HRVATSKO ZAGORJE

A tour of the western part of Zagreb goes through a gentle landscape of green hills with numerous vineyards, small churches and castles upon its summits. Hrvatsko Zagorje boasts more than 50 castles, some of which have their own preserved parks. Wooden children’s toys are recognizable traditional products of Hrvatsko Zagorje with a long history and also listed on the UNESCO list of intangible cultural heritage.

Trakošćan is one of the most famous castles. Sitting on a hilltop, with its thirteenth-century citadel it was rebuilt in a neo-Gothic style in 1850s. According to legend, Trakošćan was named after the Thracian fortress (ARX Thacorum) which allegedly existed in antiquity. Another preserved legend says it is named after the knights Drachenstein who ruled the region in the early Middle Ages.

Toponym was first mentioned in written records in year 1334. Lords of the fort in the first centuries are not known, but at the end of the 14th century owners were Counts of Celje, which at the same time ruled in the entire Zagorje County. The family soon became extinct and Trakošćan shared the fate of their other towns and estates that were divided and changing owners. In this division Trakošćan, such a unique property, at first belonged to warlord Jan Vîtocn then to Ivanš Korvin who gave it to his deputy John Gyulay. The family kept the castle for three generations and after they became extinct in 1566 the estate was taken over by the state. For services rendered, king Maximilian gave the estate to Juraj Drašković (1525-1587), first personally, then as the family heritage, so finally from 1584 Trakošćan belonged to Drašković family.

In the boom years of castles building in Croatian Zagorje, in the second half of the 18th century, Trakošćan was abandoned. Neglected, it deteriorated rapidly, and only in the second half of the 19th century the family showed renewed interest in its estate in the spirit of the new era of romantic return to nature and family traditions. In this spirit, marshal Juraj V. Drašković transformed the surrounding park into a romantic garden. The next generations occasionally stayed in Trakošćan until 1944 when they immigrated to Austria soon after the castle was nationalized. In 1954 the museum was established with a permanent exhibition and today the castle is owned by the Republic of Croatia.

The immediate vicinity of the castle is designed as a landscaped park where the lake, meadows, trees and shrubs form a harmonious horticultural whole. The park is partly developed from indigenous forests of oak and hornbeam. There are various exotic species of trees that, especially in autumn, give color and dynamics. The presence of coniferous trees (especially fir) at this altitude (250 m), prove vegetation reversal - the presence of significant species of higher altitudes and vice versa, on the higher slopes there are deciduous species characteristic of lower altitudes. Special and recognizable feature of Trakošćan is a large artificial lake, about mile and a half long, covering area of about 17 hectares and 2.5 meters deep. The water is warm in summer - up to 22° C while in winter the surface of the lake freezes and ice remains for about three months. From the early formation, lake had a dual function - economic and aesthetic as a decorative element common in the romantic park architecture. There are hiking trails along the lake, which transform the space into a unique walkway.

In Trakošćan you can spend time learning about the cultural heritage and at the same time enjoy the ambience of exceptional beauty.

*Source: The Croatian National Tourist Board*
AmCham is organizing the 12th charity gala evening for mine free Croatia the “Evening for Safe Steps”. Each year this gala event gathers approx. 350 guests from the Croatian business community, government, international organizations and diplomatic corps.

Because of its continuity and importance, this event is a widely recognizable project in Croatia. We hope that you will join our efforts to achieve a mine free Croatia by becoming one of the event sponsors or donating to the cause directly or by booking event seats.

All of the funds collected during the event through ticket sales and direct donations will be matched by the US funds through International Trust Fund (ITF). This year’s dinner will benefit mine clearance efforts in Vukovar-Srijem County. From 2001-2012 amount of 6,9 mil. kn has been collected for mine clearance.

The dinner will be an evening to remember thanks to the participation of our valuable event partner, the Pops Zagreb Philharmonic Orchestra.

We hope that you will join us again this year in the efforts to achieve a "Mine Free Croatia"!

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**SPONSORSHIP OFFER**

**PLATINUM SPONSOR (130.000 kn + VAT)** receives the following:
- speech at the event
- 4 VIP tickets
- ten additional tickets
- an opportunity to participate at the minefield adoption ceremony when we turn over the funds to a local municipality for minefield clearance
- company logo on the dinner invitation & program
- sponsor’s roll up displayed at the dinner venue
- company logo at the AmCham’s sponsor roll up/display
- mention of sponsorship in all public communications (press releases, interviews with media,
- announcement during the dinner and on AmCham website)
- one page article & 1/1 ad in the AmCham News & Views magazine
- company logo listed on our website as a sponsor & chamber e-bulletin

**GOLD SPONSOR (60.000 kn + VAT)** receives the following:
- ten tickets
- company logo on the dinner invitation & program
- company logo at the AmCham’s sponsor display/roll up
- mention of sponsorship in all public communications (press releases, interviews with media,
- announcement during the dinner and on AmCham website)
- company logo and 1/2 page company description & 1/2 ad in the News & Views magazine
- company logo listed on our website as a sponsor &
- chamber e-bulletin

*Note: logo is smaller in size to the Platinum & Gold category

**SILVER SPONSOR (30.000 kn + VAT)** receives the following:
- four tickets
- company logo listed on our website as a sponsor &
- chamber e-bulletin

*Note: logo is smaller in size to categories Silver, Gold and Platinum

**SPONSOR (15.000 kn + VAT) or IN KIND** receives the following:
- two tickets
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*Note: logo is smaller in size to categories Silver, Gold and Platinum

**NOTE:** If available, the sponsors will also be listed in newspaper ads, the size of their logo will be determined by their category.
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  • 10% discount on tuition for all Bachelor of Science and Master of Science programs in Dubrovnik or Zagreb at RIT/ACMT. Eligibility: employees and immediate family of AmCham members in good standing

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››› ESPLANADE ZAGREB HOTEL
- 15% discount on published room rates
- 15% discount on food and drinks consumed in the hotel restaurant and bar
- 25% discount on rental of meeting rooms
- Complimentary upgrade to a higher room category (upon availability, excluding presidential suite)
- Complimentary glass of sparkling wine per person during lunch or dinner

››› GRAND HOTEL IMPERIAL D.D. - HILTON IMPERIAL DUBROVNIK
SPECIAL OFFER FOR AMCHAM MEMBERS. VALID UNTIL MAY 31, 2013:
- Full Hilton Breakfast included in the room rate - 15% off the best available rate
- 20% off the best available rate if staying longer than 3 nights
- 15% off in all F&B outlets
- Special Imperial Afternoon offer
- 20% off on the SPA treatments
- Complimentary upgrade (upon availability)
- Flexible cancellation policy

››› HOTEL DUBROVNIK
- 10% discount on published room rates (best available rates)
- 20% discount on meeting room rental
- 10% discount on food and drinks consumed in hotel restaurants (Piccolo Mondo and American Steak & Grill House)
- Complimentary upgrade to a higher room category (upon availability)

››› HUP ZAGREB D.D.
Various discounts offered at the following hotels in Zagreb:
- The Westin Zagreb hotel
- Sheraton Zagreb Hotel
- Four Points by Sheraton Panorama Zagreb
- Hotel International
- Hotel Jadran
for a full offer please visit AmCham web pages

››› SUPETRUS HOTELI d.d.
SUPETRUS HOTELI WATERMAN RESORTS
- 20% discount on accommodation prices with complementary sauna and fitness for AmCham members
- THE RESIDENCE
- 20% discount on accommodation prices – with continental room breakfast included for AmCham members

››› HUMAN RESOURCES
››› SELECTIO KADROVI d.o.o.
- two hours free HR Audit for new clients; reviewing current human resources policies and systems to identify needs for improvement and enhancement of the HR function as well as to ensure compliance with Croatian rules and regulations

››› INFORMATION TECHNOLOGY
››› ETRANET GROUP
- 10% discount for all solutions and products based on the cards including Acces and Time Attendance systems!

››› HEWLETT PACKARD
- Discount cca 30-40% from list price
- For specific models offered at discounted rate please contact Hewlett Packard office

››› INTEA
- 10% discount on BALDOR motors, drives and motion products
- 10% discount on SENA Bluetooth products
- 10% discount on Aaxeon industrial Ethernet switches, media converters and serial device servers

››› INTERIOR DESIGN
››› STEELCASE
- 3% special discount, valid for AmCham members who do not already have a separate (European / Global or any other) contract with Steelcase

››› TRAVEL & TOURISM
››› ATLAS TRAVEL AGENCY
- for details on available discounts please contact Atlas

››› HERTZ CROATIA - ANTERRA d.o.o.
- 20% discount on car rental in Croatia + Free Upgrade

››› NAVIS YACHT CHARTER - POSADA d.o.o.
- 5% discount to AmCham members for charter of motor yachts

››› TRANSLATION SERVICES
››› AION d.o.o.
- genuine 20% discount for written translations
- special deals for simultaneous and consecutive interpreting
- special deals for lease of equipment for conference interpreting
ADVERTISE IN AMCHAM “NEWS & VIEWS” MAGAZINE

5,000 kn inner cover - 7,000 kn back cover - 8,500 kn

1/1 page format with bleed: 215 x 265 mm

1/2 2,800 kn
1/2
1/4 1,870 kn
1/4
1/4
1/4

 Printing preparation
Prepared ads can be delivered on CD or by e-mail. Ads should be in TIFF (300 dpi) or EPS format, in 1:1 ratio - according to above dimensions, in CMYK color model, fonts converted to curves.

WEBSITE ADVERTISING

www.amcham.hr

• advertising price is for a period of one quarter (3 months)
• VAT not included
• Non-members pricing – base price + 50%
• Banners should be in .jpg format.

For additional information, please contact: Vjekoslav Kalenski - info@amcham.hr

PRICE

170x120 pixels 5,000 kn

E-BULLETIN ADVERTISING (Members only)

Chamber’s E-bulletin is sent every week to 1500 e-mail addresses of senior management of AmCham member companies and other business partners, as well as government and international institutions. Available advertising space is limited and on a first-come first-served basis.

• one-time announcement – promotional text (max. 600 characters including spaces) and your company logo or other picture/photo - 750,00 kn + VAT
• E-bulletin sponsor – your logo published in every E-bulletin in the period of one month (4 issues) – 2,000,00 kn + VAT

For reservations and any additional info, please contact: Ms. Ivana Karavidović (events@amcham.hr).