

Magazine of the American Chamber of Commerce in Croatia

No. 1/2018

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# NEWS & VIEWS



TISKANICA

- *Policy Overview*
- *AmCham Croatia 20th Anniversary*

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Dear Members and Friends,

At the end of 2017 and during the first weeks of 2018, AmCham Croatia conducted the 2018 business climate survey. More than 50% of members responded during the holiday season, which was a nice surprise for the Executive Office, which was showered with very good marks for member satisfaction. The year 2017 was evaluated as being better than the previous year by 65% of respondents. A similar percentage confirmed having employed more people during the year. The overall experience of doing business in Croatia was assessed as good or very good by 47% of respondents, while 42% assessed it as average. The main limiting factors (long and complex administrative procedures, unstable regulatory framework, and labor taxation) remained practically the same compared in comparison with previous years, with the additional element of shortage of suitable workforce, which took fourth place among the main limiting factors. For the upcoming three-year period, 79% of respondents plan to expand their business operations in Croatia. Despite a positive business sentiment, the business climate survey also brings a serious warning. Less than 10% of respondents see business conditions in Croatia as being better than in other countries of Central and Eastern Europe. Even though a large percentage (47%) see them as average, the percentage of 10% shows a weak competitive position. Other countries are simply running faster... The urge for reform serves as an introduction to AmCham's rich policy agenda and new position statements, into which you can gain more insight in this News&Views magazine. If you are willing to contribute, join one of our Committees or simply start an initiative.



**>>> ANDREA DOKO JELUŠIĆ**  
Executive Director

Sincerely,

*Andrea Doko Jelušić, Executive Director*

## IMPRESSUM

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## **Member Seminar** **>> NEWS IN TRANSFER PRICING** February 15-16

AmCham was pleased to organize the Member Seminar on Transfer Pricing, held by KPMG.

Since transfer pricing became a topical issue, we are seeing an increasing number of tax audits on transfer pricing aspects, and it is expected that the interest of Croatian tax authorities for transfer pricing will be increased even more in the future.

This seminar provided information on the latest developments in the field of transfer pricing:

- news in the year 2017 - practice, frequent questions, and issues
- PD-IPO form - practice, frequent questions, and issues
- APA (Advance Pricing Agreement) – legal framework, procedure
- interest rate on loans between related parties – two approaches to determine market interest rate, practice
- Country by Country Report (CbyCR), CbyC Notification – legal framework, practice
- OECD Transfer Pricing Guidelines for Multinational Enterprises and Tax Administrations 2017 - latest developments

This event was for AmCham members only and was free of charge.

## **Member Seminar in Split**

### **>> TAX NEWS**

**February 20**

AmCham was pleased to organize the Member Seminar on Tax News, held by KPMG in Split.

The seminar gave an overview of the most important tax law changes effective as of 2018. Given the frequent changes in the tax legislation over the last few years, it is essential to stay up-to-date with any changes. In that regard, the aim of this seminar was to provide information about the most important tax news in Croatia:

#### **Corporate Profit Tax:**

- Changes in assessment of tax-deductible motor vehicle expenses
- Changes in arm's length interest rate for Corporate Profit Tax purposes
- Amendments of the Corporate Profit Tax Regulations
- PD-IPO, CbyCR, APA, OECD Guidelines 2017
- Overview of available tax incentives for investment projects

#### **VAT:**

- Input VAT on personal cars expenses
- Reverse charge on import VAT
- Increased threshold for VAT registration
- VAT news at the EU level

#### **Personal income tax:**

- Reimbursement of accommodation and nutrition costs for seasonal workers
- Per diems for business trips and fieldwork
- Change of tax residency due to assignment
- Rewarding employees







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## AmCham Talents 2018

### >> OPENING EVENT – SPEED NETWORKING March 19



AmCham is pleased to announce the 6th generation of the AmCham Talents program. Participants got to know each other during a speed networking session, and were provided with more details on rules and expectations, as well as the interesting lectures that await them through the year as part of the AmCham Talents program.

### PROGRAM

**April 10**

**Mr. Ivan Vidaković,**  
Digital Transformation Director, CEE Multi-Country Europe,  
Microsoft Croatia

**THE FUTURE SHAPED BY TECHNOLOGY**

**May 3**

**Mr. Damir Zec**  
Country Leader, IBM Hrvatska

**THE ROLE OF MANAGERS IN ATTRACTING MAJOR INVESTMENTS**

**May 24**

**Mr. Hrvoje Badovinac**  
Consultant, Former Regional Director Adriatic Region West,  
Medtronic

**SUCCESSION PLANNING**

**June 12**

**Mr. Petar Thür**  
General Manager, Zagrebačke pekarnе “Klara”  
**TRANSFORMATION OF INDUSTRY**

**July 3**

**Mr. Davor Tremac**  
General Manager SEE, Uber Croatia  
**PIONEERING IN BUSINESS**

**September 2018**

**Mr. Branko Roglić**  
President of the Supervisory Board, Orbico  
**INTERNATIONALIZATION OF BUSINESS**

**October 2018**

**H.E. W. Robert Kohorst**  
US Ambassador to Croatia (invited)  
**DIPLOMACY FROM A BUSINESSMAN'S PERSPECTIVE**

**November 2018**

**Ms. Andrijana Bergant**  
Director, European Institute of Compliance and Ethics  
**ETHICAL CHALLENGES OF DOING BUSINESS**

**November 2018**

**Final event – selection of the AmCham Talent of the Year and certificate ceremony**

## Power Breakfast

### »» IMPLEMENTATION OF THE E-APPEAL SYSTEM IN PUBLIC PROCUREMENT March 2



Starting from January 1, 2018, there is possibility to lodge an appeal with the State Commission for the Supervision of Public Procurement Procedures, through the interconnected IT systems of the State Commission for the Supervision of Public Procurement Procedures and TED (e-Appeal System). The possibility of lodging the electronic appeal is envisaged by the Public Procurement Act 2016, while the form and manner of lodging the appeal by electronic means of communication is regulated in more detail under the Rulebook on Electronic Appeals in Public Procurement (Official Gazette of the Republic of Croatia, Number 101/17).

After the public notification of the tender and submission of bids

through electronic communication means, the electronic appeal represents a further step towards complete digitization of the public procurement procedure.

Considering the possibility of lodging the electronic appeal, the State Commission is faced with the challenges and tasks that a completely paperless appeal procedure implies.

Taking into account the importance of introducing the electronic appeal to economic operators involved in public procurement procedures, the aim of this event was to better inform economic operators of the possibility and manner of submitting the e-Appeal.

Speakers:

Goran Matešić, President of the State Commission

Anđelko Rukelj, Deputy President of the State Commission

Ostap Grajčuk, Multimedia Editorial Manager, Official Gazette of the Republic of Croatia

All members of the State Commission for the Supervision of Public Procurement Procedures were present at the event and available for other members' inquiries.



»» MR. MATEŠIĆ

## AmCham Executive Lunch

### »» WITH MR. GORDAN JANDROKOVIĆ February 13

AmCham had the pleasure of hosting Mr. Gordan Jandroković, Speaker of the Croatian Parliament, as keynote speaker at the Executive Lunch that gathered over 100 distinguished AmCham members and guests. Attendees had the opportunity to hear about

the legislative framework, with an emphasis on the economy and business environment in Croatia, as well as the possibility of stronger cooperation between the Croatian Parliament and representatives of the business community.



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## Boardroom Discussions

### >> DIGITAL TRANSFORMATION FROM A CEO PERSPECTIVE

The Boardroom Discussions program is targeting the CEOs, board members, and general managers of AmCham member companies interested in hearing about digital transformation trends and operational steps from IT leaders and top management consulting companies, as well as peers from different industries.

Digital transformation will soon underline every strategic decision and become one of the prerequisites for further growth and development of every company. While the topic encompasses a number of business areas, senior managers facing this challenge lack examples to learn from. With the series of Boardroom Discussions focused on companies' digital agendas, we are hoping to bridge this gap.

### >> DATA SECURITY AND DATA PRIVACY

January 30

On the fifth session of the program, our keynote speaker Tomislav Tucibat (Major Accounts Manager Adriatics, Fortinet) gave a brief introduction on data security and data privacy, followed by a discussion and exchange of ideas.



### >> DIGITAL ENTERPRISE STRATEGY

March 15

At the seventh session of the Boardroom Discussions: Digital Transformation program, our keynote speakers Mario Žižek (CEO, Addiko Bank Croatia) and Miroslav Šaban (Head of Government/Public Affairs, Philips Central and Eastern Europe), gave a brief introduction on digital enterprise strategy, followed by a discussion.



### >> FUTURE OF LABOR

February 22

At the sixth session of the Boardroom Discussions: Digital Transformation program, our keynote speakers Bojan Poljičak (Director, Adecco) and Leo Mršić (Director, AlgebraLab), gave a brief introduction on the future of labor.







## AmCham Patron

### >> RECEPTION WITH THE U.S. AMBASSADOR, H.E. W. R.

February 16

The American Chamber of Commerce had the honor of organizing its traditional Patron Cocktail, hosted by H.E. W. Robert Kohorst, Ambassador of the United States of America.

This now traditional event was a good opportunity to discuss Croatia's business climate with the Ambassador and executives of the AmCham Patron members.

## AmCham Supported Event

### >> MATE RIMAC NAMED CROATIA'S EY ENTREPRENEUR OF THE YEAR 2017

Mate Rimac, founder and CEO of Rimac Automobili d.o.o., was named Croatia's 2017 EY Entrepreneur Of The Year at an award ceremony held in Lauba in Zagreb on the evening of 20 March.

Mate Rimac was selected among 36 candidates from 28 companies, representing a broad spectrum of sectors from all over the country. Rimac Automobili is a hard-core technology company with a mission to reshape different industries and bring sports cars to the next level. The company was founded with a vision to create the sports car of the 21st century. Today, it is unleashing the full potential of Nikola Tesla's invention, the alternating current electric motor, in various ways and in numerous industries. A full solutions provider, it offers everything from turnkey solutions to high performance components which are designed, developed, and produced in-house. A strong R&D team enables it to be fast, flexible, and efficient when providing different solutions to customers, and the company is able to meet all needs for serial development, production, and validation.

In addition to the main prize, the International Achievement Award was given to Siniša Stanić, founder and CEO of Simplex d.o.o. The winners were chosen by an independent judging panel comprised of investors and entrepreneurs Nenad Bakić and Saša Cvetojević, 2015 winner Đuro Horvat of Tehnix, Vedrana Jelušić Kašić, EBRD Director for Croatia, Slovenia, Hungary, and Slovakia, 2016 winner Marko Pipunić of Žito, 2014 winner Alan Sumina of Nanobi, and Lajoš Žager, Dean of the Faculty of Economics and Business in Zagreb. It was chaired by Emil Tedeschi, President and CEO of Atlantic Grupa.

The winners were selected among five finalists which included: Stjepan Basar and Boris Ferkula of AQUAESTIL PLUS d.o.o., Alen Magdić of Multinorm d.o.o., and Frane Franičević and Darko Paviša of RASCO d.o.o.

Mate Rimac will join the other national winners in June in Monte Carlo where he will compete for the world's most prestigious award for entrepreneurs – EY World Entrepreneur Of The Year.

The program has been supported by Raiffeisenbank Austria acting as general sponsor, Tele2 as silver sponsor, and G3 Spirits and Interkapital Grupa as sponsors. The American Chamber of Commerce and Croatian Employers' Association are partners of the program.



>>> EY COUNTRY MANAGING PARTNER BERISLAV HORVAT, ENTREPRENEUR OF THE YEAR 2017 MATE RIMAC AND JURY PRESIDENT EMIL TEDESCHI



## AmCham Supported Event

### » "BORANKA" - REFORESTATION OF BURNED AREAS IN DALMATIA PROJECT

Every year, thousands of acres of forest are destroyed in huge forest fires that frequently devastate entire stretches of the Croatian coast.

A global increase in temperatures and drought caused by climate change additionally affects the emergence and spreading of fires. Wildfires, which have unfortunately become the norm during the summer season, are leaving behind nothing but wasteland, with catastrophic consequences.

Nature cannot defend itself alone, nor can it regenerate quickly enough – therefore, it needs our help.

**The Scout Association of Croatia** is starting a campaign for the reforestation and recovery of burned areas in Dalmatia. This is going to be the largest voluntary activity in Croatia ever.

Thousands of volunteers are going to be involved in tree-planting activities. Together with Scouts from all of Croatia, many other NGOs, institutions, students, war veterans, sports clubs, mountaineers, firefighters, and Red Cross volunteers will participate in planting activities. Other citizens, schools, and institutions will also be able to join in. The main partners of the Scouts for this project are the Croatian Mountain Rescue Service (HGSS) and the Association of Croatian War Veterans (UHDDR), who will contribute with volunteers and logistics.

The whole reforestation project is organized with the help of Croatian Forests, a national company in charge of public forest management. They are going to prepare the terrains for planting, provide the seedlings, and give professional assistance to all the volunteers.

The Ministry of Science and Education and the Ministry of Environment and Energy are the formal patrons of the project. Also, the project is supported by the National Rescue and Protection Directorate, the Croatian Red Cross, the American Chamber of Commerce (AmCham), and the Canadian Embassy.

Tree-planting activities are planned for fall of 2018, when planting conditions are most suitable. A strong promotional and educational media campaign entitled "Boranka" (in Croatian, "bor" means pine tree) will precede the planting actions. The whole campaign has been designed in cooperation with renowned advertising agency Imago Ogilvy.

Boranka has been conceived as an interactive campaign that will raise the awareness of citizens, especially youth, about the importance of forests, environmental protection, global warming consequences, and fire protection and prevention.

As part of this campaign, tree leftovers burned in forest fires in Dalmatia will be collected from burned areas and recycled into coloring pencils called "Boralice", in reference to 'bojalice', or coloured pencils in Croatian.

By using the Boralice package, consisting of coloring pencils and a special coloring book, citizens will be able to join the campaign in a unique way – with Boralice coloring pencils, they can draw their own



tree in a coloring book, name it, and via a specially designed application created by renowned digital agency Degordian, upload it to a virtual forest.

For each tree drawn by Boralice and uploaded to the application, our volunteers will plant a real tree.

As the virtual forest grows, the number of real trees planted will also increase. Symbolically, new life will be created out of burned wood – colorful new forests will grow from black and white burned areas.

**THE BEAUTY OF BORANKA IS THAT IT IS THE ONLY COLORING BOOK THAT BRINGS BACK LIFE.**

Some facts about the campaign:

- The campaign will enable the planting of tens of thousands of new trees and contribute to the revitalization of burned areas.
- This campaign will be the largest voluntary activity undertaken in Croatia so far, with thousands of volunteers from all over the country, and very concrete and visible results.
- Planting activities will gather a large number of children and youth and for most of them - it will be the first time they plant a tree. Those who personally plant a tree once are more likely to take better care of nature in the future.
- By using Boralice packages, a large number of citizens will be able to join the campaign and personally contribute to the revitalization of burned areas of Dalmatia.
- The campaign connects the whole of Croatia, both continental and coastal parts, adults and children, the business sector and non-profit organizations, all with the aim of preserving Croatia's natural wonders.
- The main media sponsor – 24Sata, will provide free distribution of 80,000 Boralice packages on their newspaper covers. It will also provide advertising space for sponsors in printed and online editions.
- Sponsors will be able to help with financing the whole campaign (buying seedlings for reforestation, covering food and transportation expenses for volunteers, etc.). Parts of newly planted forests will be named after the sponsors. Sponsorships can be also made in kind (providing services/products essential for the campaign).

For all additional information about the campaign or sponsorship possibilities, please contact the Scout Association of Croatia Office at the following: Dan Špicer, Chief Executive Officer, dan.spicer@scouts.hr, www.scouts.hr

# POLICY OVERVIEW

## MEETING WITH AGENCY FOR INVESTMENTS AND COMPETITIVENESS, JANUARY 15

AmCham held a second coordination meeting with Ms. Zrinka Bulić, Assistant Minister at the Ministry of Public Administration, and representatives of the Directorate for e-Croatia to finalize details for the second workshop on the introduction of card payments into public administration, planned for January 31.

The second workshop will gather representatives from a number of public administration institutions interesting in offering the possibility of card payments to citizens.

Following the first workshop held on October 5, 2017, representatives of AmCham and the Ministry of Public Administration are organizing a second workshop to further discuss and find solutions for the introduction of card payments as a service offered by as many state institutions as possible.

## MEETING WITH THE STATE PROSECUTOR'S OFFICE, JANUARY 18

Representatives of the American Chamber of Commerce in Croatia met on Thursday, January 18, 2018, with representatives of the State Prosecutor's Office, Ms. Željka Šaškor, Deputy Head State Prosecutor, as well as Mr. Ivan Glavić and Mr. Hrvoje Božić.

The main topic discussed at the meeting was AmCham's position paper "Recommendations for Improving the Enforcement of Intellectual Property Protection in Croatia".

Representatives of AmCham and the State Prosecutor's Office discussed challenges related to intellectual property rights protection in Croatia and the necessary changes to the current system, as well as opportunities for cooperation, with the joint aim of improving practices in Croatia.

## SECOND WORKSHOP WITH THE MINISTRY OF PUBLIC ADMINISTRATION, JANUARY 31

The Ministry of Public Administration in cooperation with AmCham organized a workshop focused on the introduction of card payments into public administration.

The workshop was opened by speeches from Ms. Zrinka Bulić, Assistant Minister, Ministry of Public Administration and Ms. Kata Prpić, State Secretary, Ministry of Public Administration.

Speeches were followed by AmCham's presentation on card payments and possibilities for its introduction into government institutions in Croatia. Mr. Antun Matejčić, Splitska banka, presented the Card payments ecosystem, Mr. Edin Sarač, MasterCard, presented examples of good practice of using card payments in public administration in the EU, Ms. Marija Bauer, Addiko banka, presented

the benefits of using card payments, and Ms. Rozana Grgorić, Zagrebačka banka, presented an illustration of the possible introduction of card payments into public administration institutions. Ms. Doko Jelušić, AmCham, presented possible next steps for cooperation between the Ministry of Public Administration and AmCham in an effort to fully implement the option of using credit cards along traditional cash payments for Croatian citizens when paying for public services.

Ms. Bulić invited representatives of public administration institutions present at the workshop to submit a list of all services and charges in their jurisdiction which they would like to see included in the project of card payment introduction.

There were an estimated 65 participants at the workshop representing a number of public administration institutions as well as representatives of major credit card companies and banks.



## MEETING WITH MR. ORSAT MILJENIĆ, FEBRUARY 1

AmCham representatives met with Mr. Orsat Miljenić, Chair of the Judiciary Committee of the Croatian Parliament.

The main topic discussed at the meeting was the state of Croatian judiciary. AmCham representatives presented the position paper "Recommendations for Fast-track Procedures for Small Claims", which provides specific recommendations for resolving small claims procedures with the aim of unburdening courts and strengthening the public's confidence in the judicial system.

## AMCHAM BOARD OF GOVERNORS BREAKFAST WITH THE US AMBASSADOR H.E. ROBERT KOHORST, FEBRUARY 1



The AmCham Board of Governors met with the new US ambassador in Croatia, H.E. Robert Kohorst. Members of the AmCham Board of Governors used this opportunity to present to ambassador Kohorst topics that are in the focus of AmCham, also inquiring about his priorities in his work with the business community in Croatia.

## MEETING WITH REPRESENTATIVES OF THE TAX ADMINISTRATION, FEBRUARY 9

Representatives of the American Chamber of Commerce in Croatia met on Friday, February 9, with representatives of the Tax Administration, among them Mrs. Renata Kalčić, Assistant Director.

The meeting covered a wide range of issues and AmCham position papers, including issues related to the legislative and strategic

## » AMCHAM CROATIA PARTICIPATED IN TRANSATLANTIC WEEK 2018 IN BRUSSELS

From March 7 – 9, 2018 AmCham Croatia participated in Transatlantic Week 2018 in Brussels, in the organization of AmCham EU. On behalf of AmCham Croatia, Ms. Andrea Doko Jelušić, Ms. Barbara Kolarić, and Mr. Dražen Malbašić participated in the program. On the first day, AmChams' representatives from around 20 countries had a series of meetings and workshops where participants had the opportunity to discuss specific country policy priorities and exchange best policy practices in their work and in their outreach towards different stakeholders, including governmental institutions. The first day was concluded with the Transatlantic Reception, organized in the European Parliament, where the annual report on Transatlantic Economy 2018 was launched.

On the second day, participants had the opportunity to partake in a series of policy specific sessions that included Transatlantic Relations – State of Play, Looking Ahead to the 2019 European Parliamentary Elections, and Digital Tax Finishing with a presenta-

tion on The Case for Investing in Europe 2017 report.

On the last day, the Transatlantic Conference 2018 gathered nearly 300 attendees where stakeholders from both sides of the Atlantic discussed current and future relations between businesses and governments in Europe and the United States. The program included speeches by distinguished guests, which included Mr. Jyrki Katainen, Vice-President for Jobs, Growth, Investment and Competiveness, European Commission and Jean-Baptiste Lemoyne, Secretary of State, Ministry of Europe and Foreign Affairs, French Government. The Conference included panel discussions on business-relevant issues. Among the speakers were Ms. Edita Hrdá, Managing Director, Americas, European External Action Service, and Ms. Manisha Singh, Assistant Secretary of State for Economic and Business Affairs, US Government. Ms. Vera Jourova, Commissioner for Justice, Consumers and Gender Equality, European Commission, was awarded the Transatlantic Award 2018.





framework for the development of direct selling activities, the issue of unification of the VAT rate applicable on medicines, the possibility of introducing card payments into public administration, and the taxation of stock options for employees in Croatia.

## **AMCHAM MEETS WITH REPRESENTATIVES OF THE SUPREME COURT, FEBRUARY 13**

AmCham representatives met with the President of the Supreme Court, Mr. Đuro Sessa, and Mr. Damir Kontrec, Head of the Civil Law Department.

The topics discussed were AmCham's position papers "Recommendations for Fast-track Procedures for Small Claims", "Mediation as a Way of Achieving a More Efficient Judiciary", and "Recommendations for Strengthening the Use of Mediation in Croatia". Representatives of AmCham presented the position papers and this was followed by a discussion with representatives of the Supreme Court on the possibilities for implementation of AmCham's proposals, with the aim of improving the efficiency of the Croatian judiciary.

The "Recommendations for Fast-track Procedures for Small Claims" position paper brings together a number of recommendations for resolving small claims that aim to unburden the court system and strengthen public confidence in the judiciary and legislation, and consequently improve Croatia's competitiveness.

The position papers "Mediation as a Way of Achieving a More Efficient Judiciary" and "Recommendations for Strengthening the Use of Mediation in Croatia" outline specific recommendations for the development of mediation in Croatia.

## **MEETING REGARDING THE PROJECT "ANALYSIS OF THE REGISTRY SYSTEM IN THE REPUBLIC OF CROATIA", FEBRUARY 16**

AmCham representatives participated in a meeting on the occasion of the World Bank Mission related to the project "Analysis of the Registry System in the Republic of Croatia".

The meeting was organized by the World Bank, the Investment and Competitiveness Agency, and the Croatian Chamber of Commerce.

Along with representatives from AmCham, other business community representatives were also present at the meeting. The aim of the meeting was to present the project to identified relevant stakeholders and collect their input and opinions.

## **MEETING WITH THE MINISTER OF JUSTICE, MR. DRAŽEN BOŠNJAKOVIĆ, FEBRUARY 16**

AmCham representatives met with the Minister of Justice, Mr. Dražen Bošnjaković. Other representatives of the Ministry of Justice were also present at the meeting, including Mr. Josip Salapić, State Secretary.

The topic of the meeting was the state of the Croatian judiciary. AmCham representatives presented AmCham's position papers on this topic - "Recommendations for Fast-track Procedures for Small Claims", "Mediation as a Way of Achieving a More Efficient Judiciary", and "Recommendations for Strengthening the Use of

Mediation in Croatia" – as well as the position paper "Recommendations for Improving the Enforcement of Intellectual Property Protection in Croatia".

Recommendations from the position papers served as a basis for discussion and exchange of ideas for improving the efficiency of the justice system in Croatia.

## **AMCHAM REPRESENTATIVES PARTICIPATE IN A MEETING OF A WORKING GROUP OF THE MINISTRY OF JUSTICE, MARCH 12**

Representatives of the American Chamber of Commerce in Croatia participated in a meeting of the Working Group of the Ministry of Justice drafting the new Draft Act on Amendments to the Civil Procedure Act.

AmCham was invited by Mr. Dražen Bošnjaković, Minister of Justice, to present its proposals from the position paper "Mediation as a Way of Achieving a More Efficient Judiciary", describing changes that would enable strengthening of the use of mediation in Croatia. The position paper highlights the economic benefits of mediation, proposes specific amendments to the Civil Procedure Act, and offers recommendations for further development of the mediation system.

## **MEETING WITH MAJDA BURIĆ THE STATE SECRETARY AT THE MINISTRY OF LABOR AND PENSION SYSTEM, MARCH 28**



Representatives of American Chamber of Commerce met with Ms. Majda Burić, State Secretary at the Ministry of Labor and Pension System and advisors at the Cabinet of the Minister including Mr. Miroslav Smetiško, Chief Advisor.

The topic of the meeting was AmCham's Position Paper "Human Capital Map as a Basis for Attracting Investments and Boosting Employment". AmCham representatives emphasized the importance of developing a national database that would include all relevant information on candidate profiles available for employment. In addition to basic information on candidate profiles, it is



# QUESTIONS ABOUT U.S. VISAS?

## THE U.S. EMBASSY IN ZAGREB HAS ANSWERS!



### What is generally permitted on my business visa (B-1)?

- Consult with business associates
- Attend a scientific, educational, professional, or business convention, or a conference on specific dates
- Settle an estate
- Negotiate a contract
- Participate in a short-term training

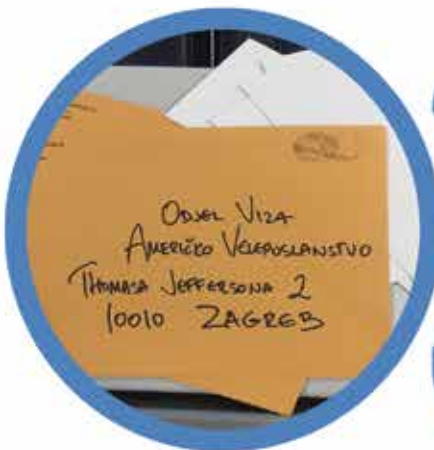
**My old passport has already expired. My visa to travel to the United States is still valid but in my expired passport. Do I need to apply for a new visa with my new passport?**

No. If your visa is still valid you can travel to the United States with your two passports, as long as the visa is valid, not damaged, and is the appropriate type of visa required for your principal purpose of travel.



### Are all visa applicants required to appear in person for a consular interview?

Those who are renewing a previous U.S. visa, or who meet certain other age-related criteria, may qualify for a waiver of the visa interview. Eligibility is determined based on the answers provided to questions during the appointment scheduling process. However, consular officers reserve the right to require an interview for any visa applicant.



Please visit <https://ais.usvisa-info.com> for additional information and instructions on how to apply for a U.S. visa



also important for employers to have insight into candidate skills, including knowledge of foreign languages, in a particular region or a city. A transparent and easily accessible database of available candidate profiles would greatly help potential investors to make a decision on investing in Croatia.

In addition to the Human Capital Map a number of other topics were discussed including the current measures of the Ministry for employment incentives, the Croatian labor market and possible ways of future cooperation between the Ministry and AmCham.

## **AMCHAM PRESENTED RESULTS OF THE SURVEY OF THE BUSINESS ENVIRONMENT IN CROATIA, MARCH 28**

AmCham organized a press conference and presented the results of the Survey of the Business Environment in Croatia.

The survey was carried out in the period from December 20, 2017 until January 31, 2018 on a sample of 140 members of management boards of domestic and international companies in Croatia and it encompasses following areas:

- Business results in 2017
- Business environment
- Impact of institutions on the business environment
- Comparison with the region
- Business expectations
- Impact of EU membership on doing business in Croatia.

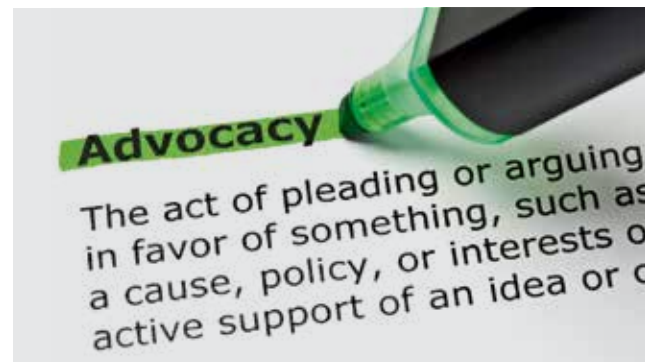
The majority of participants (65%) assessed their business results in 2017 as better than in the previous year and an increase in the number of employees was stated by 64% of participants.

As the main limiting factors for their business (in the last five years), the participants pointed out regulatory framework, administrative procedures and taxation of labor. The worst deterioration of business conditions in the past five years are attributed to the enforcement of laws and regulations, the judiciary and the quality of legislation. The biggest improvements in the five-year period are seen in

increased demand for goods and services, better financing conditions and better conditions for trade.

The majority of participants perceive the impact of government institutions on business conditions as negative or without effect. There is a similar perception with regard to the impact of local institutions. For the upcoming three-year period, 79% of AmCham member companies plan to expand the scope of their business operations in Croatia, while only 3% plan to reduce it. As many as 71% of companies are planning to hire new employees in the next three years, 20% of them more than 20 new employees.

EU membership which has enabled easier access to financing and new markets is rated positively by all survey participants (78%), who however find that Croatia is lagging behind comparable countries of Central and Eastern Europe. It is necessary to invest additional efforts for Croatia to make full benefit of EU membership and to catch-up with comparable Central and Eastern European countries, as well as retain the leading position in relation to non-EU member countries in the region, as a desirable location for investment.



## **»» POSITION PAPER**

### **COMMENTS ON THE DRAFT PROPOSAL OF THE ACT FOR THE IMPLEMENTATION OF THE GENERAL DATA PROTECTION REGULATION**

**PREPARED BY DATA PROTECTION TASK FORCE**

On March 22, AmCham submitted comments for public consultations on the Draft proposal of the Act for the implementation of the General Data Protection Regulation.

### **ARGUMENTS IN FAVOR OF A DOUBLE TAXATION TREATY BETWEEN CROATIA AND THE UNITED STATES OF AMERICA**

On April 16 AmCham presented the paper to Ms. Marjorie Chorlins, Vice President for European Affairs at the U.S. Chamber of Commerce in Washington and requested support in advocating for the launch of a negotiating procedure for the conclusion of a double taxation treaty between Croatia and the US.



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**R·I·T**  
Croatia

# SURVEY OF THE BUSINESS ENVIRONMENT IN CROATIA

**MARCH 2018**

## Introduction

AmCham Croatia brings together more than 220 American, Croatian and other international companies employing more than 70,000 people in Croatia. As the oldest international chamber in Croatia, AmCham has been making a strong contribution to business improvement for the past 20 years, through the advocacy of best business practices and a series of recommendations with the aim of promoting Croatia as an attractive investment destination. As a chamber that attracts mostly foreign investors in Croatia, as well as a significant number of Croatian companies focussed on the international market, AmCham Croatia carried out a study of the business environment at the end of 2017. The study carried out among members of companies' management boards has provided an insight into not only the business results for 2017, but also the mood of investors with regard to future activities.

## Methodology, sample and purpose of the study

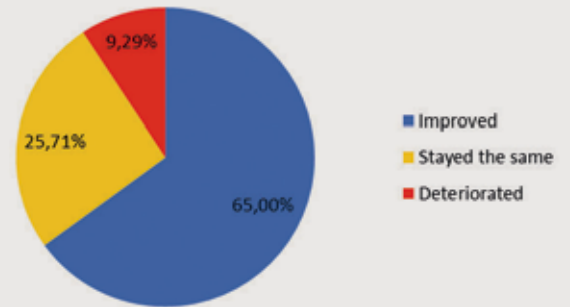
The study was carried out in the period from December 20, 2017 until January 31, 2018 on a sample of 140 members of management boards of domestic and international companies in Croatia. Both large and small companies were equally represented (30%) according to the criterion of the number of employees. Approximately 24% were medium-sized companies, while 6% were companies with up to nine employees. An equal number of domestically-owned and foreign-owned companies participated in the study. The purpose of the study was to determine the participants' attitudes on the general business environment in Croatia.

## SURVEY RESULTS

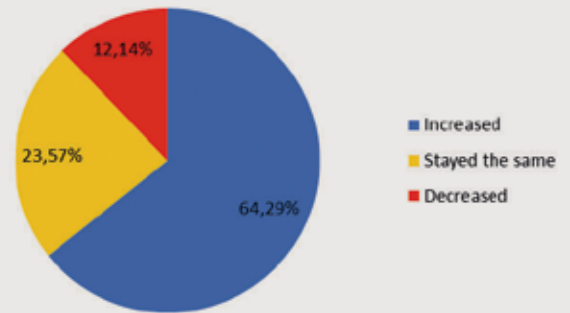
### Business results in 2017

The majority of participants (65%) evaluated their business results in 2017 as better than in the previous year. An increase in the number of employees in 2017 was cited by 64% of participants.

How has your business situation developed in 2017?



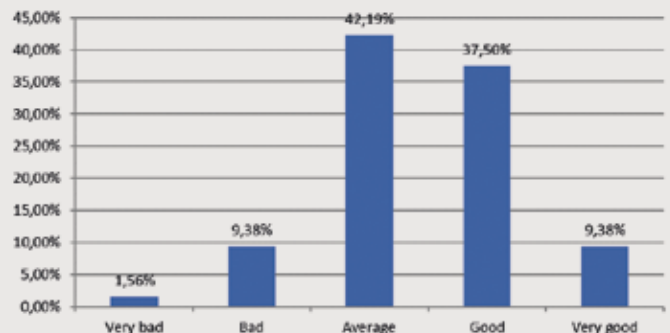
How has the total number of employees in your company changed in 2017



## Business environment

The overall experience of doing business in Croatia was assessed as good or very good by 47% of the participants, average by 42%, and bad by 11%.

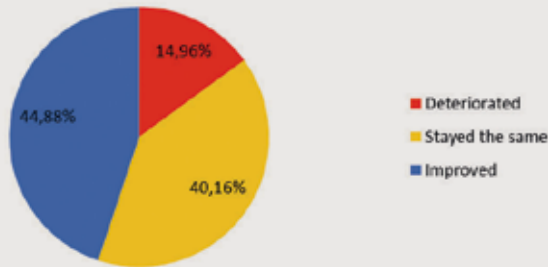
How would you rate overall experience with your company's business in Croatia?



While approximately 15% of participants consider that business conditions in Croatia have worsened in the past five years, three times as many participants believe those conditions to be better. As many as 40% of the participants find that business conditions have remained the same.



Would you say that business conditions in Croatia have improved, stayed the same or deteriorated in the past 5 years?



Main limiting factors in business operations in the past five years:

- 1) Unstable regulatory framework
- 2) Long and complex administrative procedures
- 3) Taxation of labor

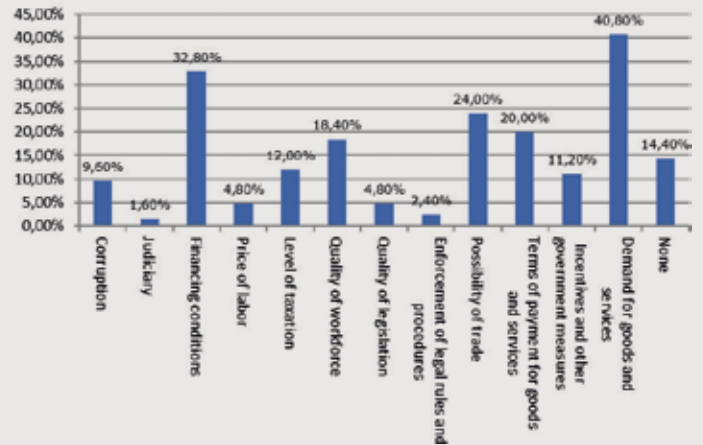
Main limiting factors in business operations in 2017:

- 1) Long and complex administrative procedures
- 2) Unstable regulatory framework
- 3) Taxation of labor
- 4) Lack of suitable work force

As three main limiting factors for business operations of their companies in 2017, the participants underlined the same factors as for the previous five-year period. Long and complex administrative procedures and the regulatory framework undoubtedly stand out as the greatest challenges to doing business in Croatia.

The participants attributed the worst deterioration of business conditions in the past five years to the implementation of laws and regulations, the judiciary and the quality of legislation. The participants see the largest improvements in the five-year period in an increased demand for goods and services, better financing terms and better conditions for trade.

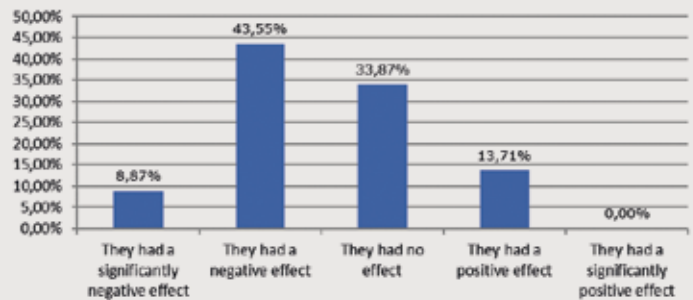
In which areas have you noticed biggest improvements in the past 5 years? You can choose multiple answers.



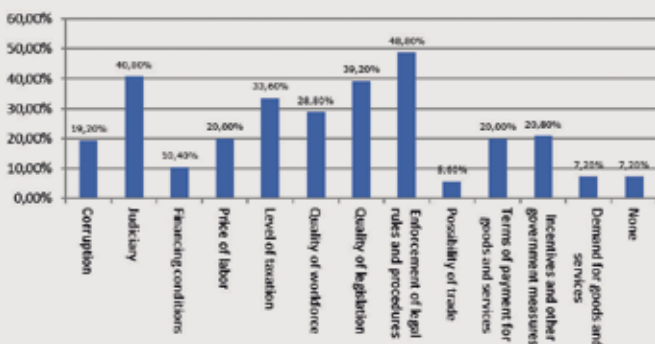
### Impact of institutions on the business environment

As many as 86% of the participants see the impact of government institutions on the business environment as negative or without effect. There is a similar perception with regard to the impact of local institutions.

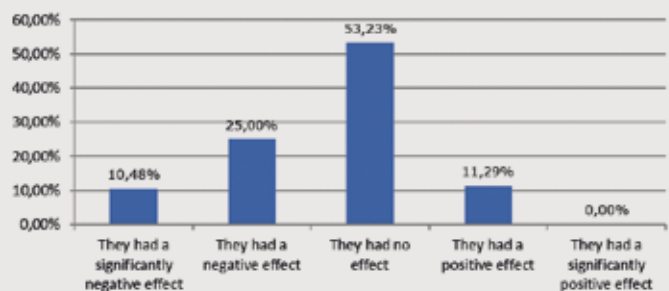
In what way have government regulations and operations of state administration affected business conditions in Croatia in the past 5 years?



In which areas have you noticed biggest deteriorations in the past 5 years? You can choose multiple answers.



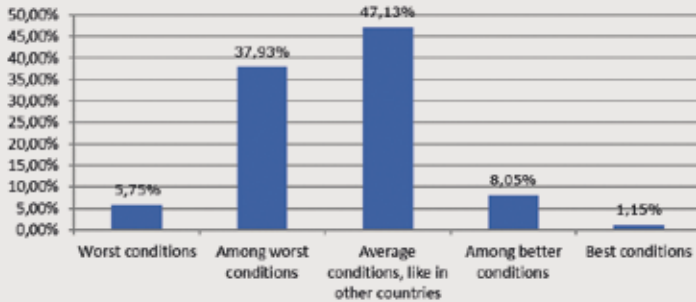
In what way have regulation and administration of local authorities (cities, municipalities, counties) affected the business conditions in the past 5 years?



## Comparison with the region

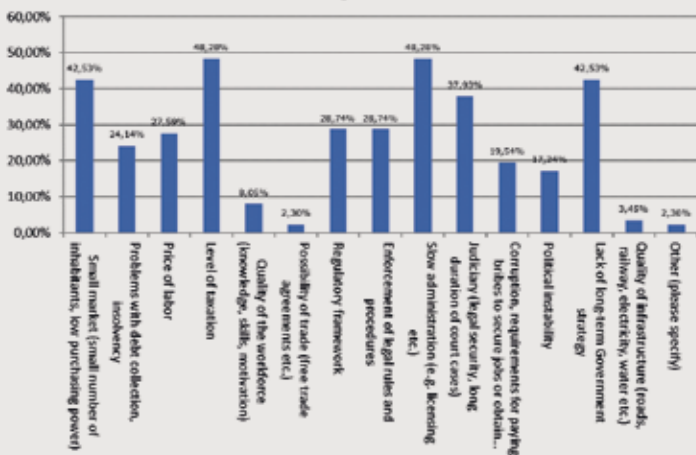
Around 72% of the AmCham member companies also operate in other countries of Central and Eastern Europe, out of which 59% of them in more than five countries in the region.

### How would you compare overall business conditions in Croatia with other countries in Central and Eastern Europe in which your company operates?



Only 9% of participants are of the opinion that business conditions in Croatia are better than those in other countries of Central and Eastern Europe, while 44% of them believe that they are worse than in other countries.

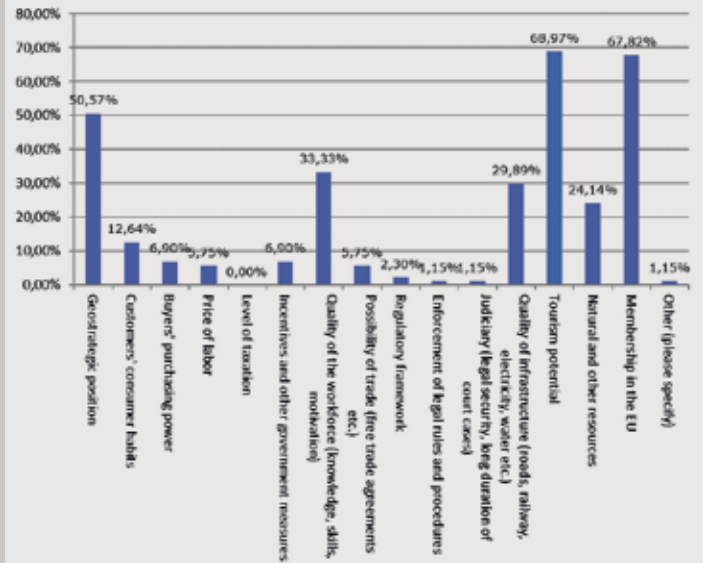
### Which 3 of the following problems would you say are the biggest shortcomings when it comes to business conditions in Croatia compared to the countries in the region?



The greatest disadvantages of Croatia compared to other countries are related to slow administration, tax burden and, equally, a lack of a long-term government strategy as well as the size of the market.

The tourism potential of the country, EU membership and geostrategic position are cited as Croatia's biggest advantages.

### What are the 3 things you see as an advantage when it comes to business conditions in Croatia compared to the countries in the region?



### Biggest disadvantages of doing business in Croatia compared to CEE countries.

- 1) Slow administration
- 1) Tax burden
- 3) Lack of a long-term government strategy
- 3) Small market

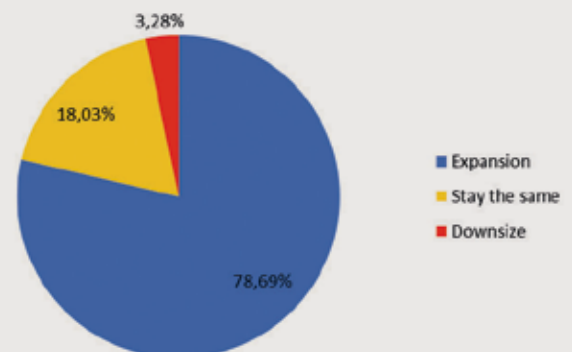
### Biggest advantages of doing business in Croatia compared to CEE countries.

- 1) Tourism potential of the country
- 2) EU membership
- 3) Geostrategic position

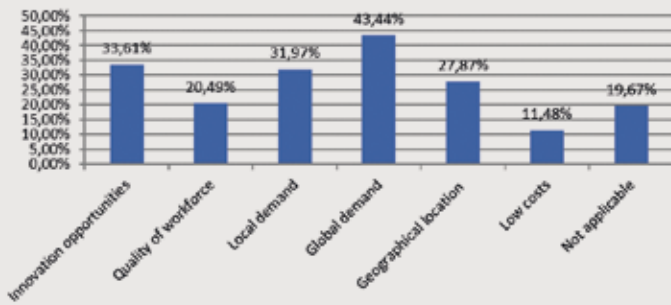
### Business expectations

For the upcoming three-year period, 79% of AmCham member companies plan to expand the scope of their business operations in Croatia, while only 3% of them plan to reduce it.

### What are your company's plans for its Croatian operations in the next three years?

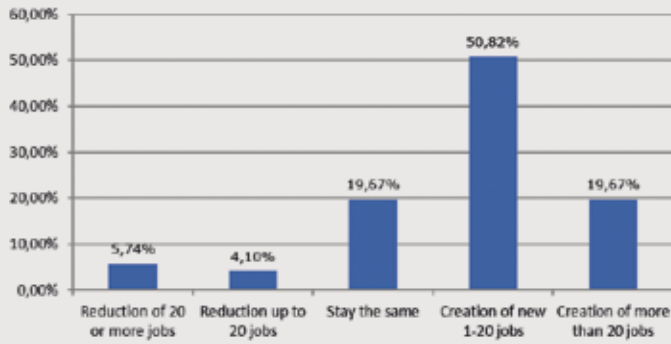


**If your company plans to expand/invest in Croatia, what are the key drivers?**



Out of the companies planning expansion, 43% are guided by global demand, followed by innovation opportunities (34%) and domestic demand (32%).

**Does your company plan the reduction/creation of new jobs in Croatia in the next three years?**

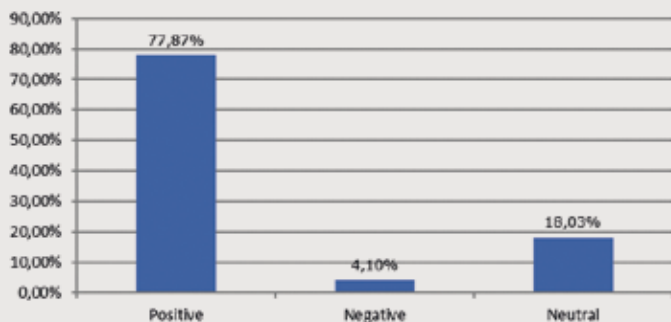


As many as 71% of companies are planning to hire new employees in the next three years, 51% of them up to 20 employees, and 20% of them more than 20 new employees. 10% of companies are planning to reduce the number of employees in the next three years.

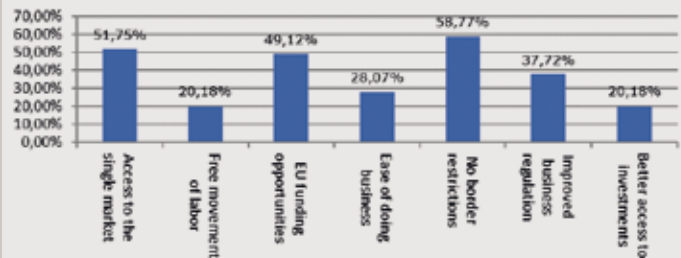
**Impact of EU membership on doing business in Croatia**

Of the participating companies, 78% believe the Croatian EU membership to be positive for their business. As key advantages of membership, they highlighted free movement, the single market and access to EU funds.

**Please rate the effect of Croatia's EU membership on doing business so far.**

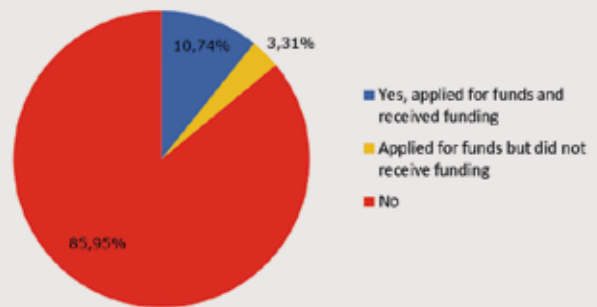


**What are the main benefits of Croatian EU membership for doing business from the perspective of your company? You can choose multiple answers.**



Even though the availability of EU funds was ranked third among the most significant advantages of EU membership, 86% of participants stressed that they were not beneficiaries of those funds, and only 11% received funds.

**Has your company been a beneficiary of EU funds?**



**Conclusion**

Results of the Survey demonstrate optimism among the business community in Croatia. AmCham perceives the predominantly positive assessment of doing business in the previous year (65%), as well as the announcements of business expansion (79%) and new employments (71%) in the upcoming period, as encouraging for the Croatian economy.

Dissatisfaction among the business community representatives relates mostly to areas in need of systemic reforms absent for a number of years, and these include the judiciary and respect for the rule of law, complex administrative procedures and further tax unbundening of entrepreneurship. The State therefore must work more actively on resolving these issues, in cooperation and open dialogue with the business community.

EU membership which has enabled easier access to financing and new markets is rated positively by all survey respondents, who however find that Croatia is lagging behind comparable countries of Central and Eastern Europe. It is necessary to invest additional efforts for Croatia to make full benefit of EU membership and to catch-up with comparable Central and Eastern European countries.

**WHEN A PARTICULAR STATE INSTITUTION**, in its 15th year of exciting work, achieves such quality that, despite and contrary to the ideal against which it was established, the European Commission rates it as the more effective and in its application of the law more consistent; when compared to its “older” brother, the judiciary, its work is rated as being more transparent, and to its users, the client, more accessible; when in the 15th year of its work this institution is the leader in digitalisation not only before the courts, but also other public institutions, even though its without appropriate public attention – it can be certain that it has succeeded in its aspirations. The State Commission has been active for 15 years as a specific quasi-judicial authority within the environment of state administration, wherein all its relations are governed by only 23 legal articles, without the possibility of subsidiary application of the provisions of the laws on state administration or judiciary.

The model for its establishment, the court, is regulated by 130 articles of the Law on Courts.

But in spite of legal under-coverage, the proceedings of this authority are based on good business practice.



report

# E-APPEAL OR 15 YEARS OF STATE COMMISSION WORK

By Goran Matešić, Chairman of the State Commission for Supervision of Public Procurement Procedures

Being a public institution, the State Commission is a pioneer in setting standards for transparency of work.

From the very beginning, it has been publishing on its web pages the Registry of Appeal Cases, which provided insight to all of the instituted public procurement law disputes and their course of action. Furthermore, the management of appeal dockets takes place within a digital application environment that allows storage of all data, both on public procurement procedures and appeal procedures.

This results in confidentiality and reliability of the decision-making process on appeals.

The ultimate result of such a working method is also a consistent monitoring of legal practice and providing databases of statistical data for analyses and reports by the State Commission. Furthermore, it is commonly known that the decisions on appeals are submitted to parties by public notification, on the [www.dkom.hr](http://www.dkom.hr) web pages, thus enabling accessibility to the full legal practice of the State Commission.

In its 15th year of work, based on laws (2016 Public Procurement Act and the Regulation on Electronic Appeals in Public Procurement), and based on achieved technical and technological abili-

ties, the State Commission has realized the possibility of filing an electronic appeal starting on 1 January 2018.

This system is based on several basic settings: using the EOJN (Electronic Gazette of Public Procurement) application as a specific “courier” – a postman, and linking this system to the application which manages appeal cases within the State Commission itself. Both systems are separated, thus enabling the State Commission to control all procedural requirements regardless of the manner in which complaints were filed.

The electronic appeal itself is provided by the EOJN system, which ensures the authorised access of its users, secured by adequate identification in terms of legal provisions on e-documents and e-signatures.

The appeal anticipates user identification, which includes all the identification data in the EOJN system, including timeliness of the appeal filed and the time stamp.

Thus, the public procurement system is almost entirely digitised because, apart from the Electronic Gazette of Public Procurement, the submission of bids in electronic form, the publication of the review and evaluation protocols, as well as of the decision on the



selection and filing of an appeal can be made in the same environment familiar to users.

The act of filing an appeal electronically allows for shortening of the deadlines which are so important in public procurement because it excludes the intermediary in delivery - a postal service provider - which implies time consumed and uncertainty of delivery.

With such a possibility, the system of legal protection in public procurement is advanced and harmonised with the EU and Croatian trends of digitalisation of different legal protection procedures, which ultimately results in more effective, verifiable, and consistent legal protection.

The State Commission is also among the leaders in implementing these solutions in the European framework. Although the appeal process, according to 2017 statistical data, from the moment of filing the appeal to the drafting and publication of the decision, takes 36 days, out of which it takes only 15 days from the completion of the appeal file to the decision's publication, it seems that a communication such as this will bring about further shortening of deadlines.

Therefore, the circumstances under which the State Commission operates, which to an extent differ from analogous circumstances in judicial proceedings, with regard to legal protection procedures in the field of public procurement, have in 2017 resulted in a general assessment of the European Commission, the European Parliament, and the Council on the effectiveness of Directive 89/665/EEC and Directive 92/13/EEC, as amended by Directive 2007/66/EEC, whose evaluation has explicitly stated that systems where, instead of regular courts, the administrative bodies of legal protection provide first-instance legal protection - are usually more effective in terms of the length of the proceeding and decision-making standards.

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ATERA – ICT has two main areas of work: It is an information security company which offers a complete range of security services, combined with being a value-added security solutions implementer and integrator. We are also very active in the digital forensics field. We work as on-demand sales professionals who represent your brand in country or within the region, blend into your company culture, and use our local market knowledge and sales contacts to make revenues manifest quickly.

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FRACTAL d.o.o. was founded in 1994, with the development of specialized software in power system engineering.

Today we are a leading regional company for providing overall engineering and consulting services throughout development, construction, and operational phases of renewable energy projects (primarily for wind and solar power plants). Other services include planning and design of electricity networks, power lines and power plants, overall technical, economical and regulatory consulting services for renewables, power systems and electricity market and specialized software in power engineering.

Over the last several years, we have significantly extended our reach from Croatia to the surrounding region by providing services in Bosnia and Herzegovina, Serbia, Montenegro, Kosovo, Hungary, Macedonia, and even Israel. Our references, experience, and extensive list of satisfied clients, ranging from local and international developers and investors to power system utilities, provide a guarantee of unmatched service for any potential client.



## SMALL BUSINESS



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Our unique hotel awaits you right in Zagreb's town center. It is housed in a 20th-century palace (built in 1923 by architect Lav Kalda, a famous Croatian artist and representative of the generation of architects inspired by the Viennese Secession) that was transformed into a luxurious boutique hotel with sixty-two rooms and a penthouse presidential apartment. Its elegant exterior conceals a regal interior design with modern rooms that boast high ceilings and large windows. Elegance, in the form of a stately main staircase and marble in public areas, coexists with the absolute quality of its spacious rooms in which warm, neutral colors make our guests feel as if they were staying in an aristocratic private residence.

The "Le Premier" restaurant is led by our 2 Michelin star-awarded Executive Chef Stefano Cosattini and his team. Exceptional presentation, high quality food, sophisticated table service, an extensive wine list, and an ongoing quest for excellence makes "Le Premier" a unique luxurious culinary experience in the Croatian capital.



intuitive to data-driven decisions that generate exponential innovation and growth. The challenge is in the need to balance innovation and productivity with functional security and cybersecurity.

### CONVERGENCE COMPOUNDS THE RISKS OF DIGITAL TRANSFORMATION

Proactive and predictive data analytics are driving more optimized resource allocation and consumption. Evidence of the potential impact of digital transformation and convergence is all around us. From smart cars to smart homes, and smart buildings to smart cities, we are seeing traditionally separate networks woven together in remarkable ways. Smart cities will begin to interact directly with online citizens, smart buildings and devices, and even smart cars. As a result, they will be able to do things like dynamically reroute traffic, control the use of critical infrastructure resources like water and energy grids, actively monitor city services, and respond more efficiently to various events, from conventions to weather to emergencies.

Smart businesses are doing the same sort of thing. In order to in-

report

# SECURING THE NEXT GENERATION OF DIGITAL TRANSFORMATION

By Tomislav Tucibat, Major Accounts Manager Adriatics, Fortinet

### CYBERCRIME IS A CONTINUALLY INCREASING PROBLEM

due to the digital transformation-driven expansion of the attack surface and the growing sophistication of bad actors. Corporations and government agencies of all sizes are rapidly adopting digital business models that allow them to quickly respond to evolving consumer demands, process transactions, and react to real time intelligence – generating greater agility, productivity for better business outcomes, and improved quality of life. But this transformation goes far beyond the corporate world. Digital transformation is changing society at an unprecedented scale. It is fundamentally changing how we learn, work, socialize, shop, manage finances, and interact with the world around us. And things like artificial intelligence and augmented reality, still in their infancy, are going to accelerate the rate of change even further.

Things like multi-cloud networks, shadow IT, IT, OT and IoT convergence, Big Data, mobile workers, and hyper-connected networks are also dramatically expanding the attack surface and putting businesses, people, and data at greater risk than ever.

But this transformation also goes beyond simply adopting digital technologies and incremental productivity gains. Digital transformation requires the harnessing of digital technologies to move from

create efficiency and profitability, traditionally isolated OT systems are starting to be converged with IT networks to do things like tie manufacturing floors to global market data to automatically support just-in-time inventory and flexible, on-demand production. Automation will be used to reduce overhead and increase ROI. Digital businesses will also be more actively connected to consumers in order to provide on-demand services and support, as well as critical back end infrastructures like energy and cooling to manage costs. And as buildings get smarter, physical and IT security will converge. Likewise, networks will expand and contract dynamically across multi-cloud environments to meet the shifting demands for compute and workload resources.

### TRADITIONAL SECURITY STRATEGIES DON'T SCALE

Digital transformation is dramatically improving the way we communicate and conduct commerce. However, it is also introducing new security risks and compliance requirements. Many "traditional" ways of securing IT and networks simply don't apply to today's converging networks.

But even though the majority of data no longer stays inside the tra-

## SMALL BUSINESS

ditional enterprise network, we continue to approach security using a model that is outdated and insufficient. Part of the problem is that we tend to approach infrastructure changes as individual projects, rather than as part of a holistic transformation. Then we tend to deploy isolated, one-off security solutions to protect them, which complicates management while reducing both visibility and control.

Instead, network security needs to extend out to wherever the data is as a single, integrated system. We not only need to be able to see and secure all infrastructures and devices, regardless of their location or type, from a single location, but also coordinate resources to enhance detection, automate response, and dynamically adapt to network changes. But given the rate of change we are currently experiencing, an integrated security system that reacts to threats, even at digital speeds, isn't enough.

### CONVERGED NETWORKS REQUIRE CONVERGED SECURITY

Instead, to protect converged networks we need to switch from a traditional model of individual and isolated security devices to a fabric-based approach built around open standards and integrated security tools designed to communicate and collaborate at speed and scale. This approach will also need to include automation, to allow security to move beyond signatures to behavior-based analytics. Combining a holistic security approach with advanced behavioral analytics allows for more proactive and predictive risk management.

True "auto-resiliency" is the natural outcome of a fabric-based security approach. Such a system will be able to determine user and device intent, detect or even anticipate threats in cyber-relevant time, automatically identify and update key assets, isolate compromised devices or applications, correlate threat intelligence across different networks and industries, and dynamically map relevant security to changing network infrastructures even across converged environments.

The innovation and economic growth being driven by digital transformation has the power to utterly transform our society. But to do this without compromising everything we hold dear, the entire digital industry needs to rethink security. And we need to start now.

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The Sanja Artuković Law Firm was founded in 1991 by Sanja Artuković. It has a long-standing tradition of almost 30 years in different branches of law. During her legal career, Sanja Artuković has dealt with numerous cases related to all branches of law, including all types of litigation and non-contentious proceedings, all areas of civil law, contract law, inheritance law, commercial law, labor law, and copyright law. Situated in the center of Zagreb, near the main square and main judicial and state authorities, the firm currently employs 1 lawyer, 3 legal trainees, and 1 administrative assistant. Moreover, we are members of the CBA (Croatian Bar Association), CCE (Croatian Chamber of Economy), and ICC (International Chamber of Commerce). Lawyer Sanja Artuković was a member of the Board of Directors and the Executive Board of the Croatian Bar Association (1994-1997 and 2000-2003). Our goal is to provide our clients with legal advice and expertise at the highest level. We base our work on loyalty to our clients, trust in our employees, and belief in devotion to work and quality.

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### WHY LOCALIZE

Connecting with people has never been easier, considering that significant parts of our lives are now happening online. For business owners, it can mean setting up and regularly maintaining a website, which will represent them in the best possible way. However, sometimes having a website alone does not guarantee success, especially if going global is one of business's main goals. The global markets

or interface itself. Some of the useful modules would be Localization client module, Localization update and Internationalization (i18n) module. To be completely honest, none of them can stand alone, or at least cannot provide you with satisfying results. The idea is to use them symbiotically in order to launch proud-worthy multilingual website.

The good thing about Drupal is that it gets along with CAT tools, primarily with Memsourse. This means there's a special module that synergizes the two. Thanks to the Memsourse Translation Plugin, every piece of content can be sent to Memsourse Cloud platform for translation and pulled back into Drupal for review and publishing, preserving the code integrity and optimizing the localization process. It can be imported manually or automatically using the Automated Project Creation feature. It's important to emphasize that Memsourse plugin only supports Drupal 8, which is the current version of the software.

report

# WEBSITE LOCALIZATION: WHY IS IT IMPORTANT AND HOW TO DO IT PAINLESSLY

By Juraj Močilac, Digital Marketing Specialist, Ciklopea d.o.o.

require content that (almost) anyone can understand, which is why website localization is necessary.

It is a complex and serious task that takes time, resources, practical knowledge and a lot of patience to be performed the right way. Luckily, there are technologies designed to optimize the localization process and integrate it into website development. What makes the whole process less painful are definitely content management systems (CMS). In addition to being user-friendly, they also feature a bunch of plugins and modules enabling the users to set up multilingual website. The plugins can be easily integrated with the computer-assisted translation (CAT) tools, which can help speed up the process later on.

### CAT INTEGRATION

Surely, you have heard of WordPress, the most popular and the most powerful CMS of them all, but maybe you still haven't figured out all of its possibilities. Because it is an open source software, it offers developers endless possibilities for tweaks and expansions. There is one plugin in particular that has been designed for optimization of localization projects and it is called WPML (WordPress Multilingual) Plugin. It enables full integration of cloud-based translation productivity software into the CMS, making the localization process smoother, faster and leaner.

On the other hand, there is Drupal, another widely used content management platform. Just like WordPress, it has numerous modules used for website translation and localization, whether it be con-

### MAJOR BENEFITS OF CAT-CMS INTEGRATION

Website localization is not only cost-effective, but it can also be a time-saver, since processes are optimized and automatized. In addition, it preserves code and layout integrity, which means HTML, CSS and other codes will not get lost in translation. The layouts, fonts, image and video settings will remain intact across the localized versions.

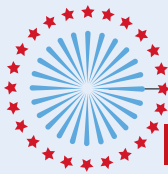
Wasting time and resources on preparation, export and import of textual content for localization becomes a thing of the past. Also, a website can be localized to more languages simultaneously as the completed content is automatically assigned to the linguists working on all required languages.

### IT'S WORTH IT

It seems that the producers of content management software have recognized the need for creating and maintaining multilingual websites intended for wide use. The main purpose of such websites is to reach the minds and hearts of audiences across the globe. And of course, the biggest benefit here is yours, since expanding your ideas outside the state borders means faster growth of your business.

No one said getting into website localization would be easy, especially not with all these modules and plugins that can leave you utterly confused, but it's the inevitable step on the business success ladder.

But it will pay off in the end. Literally.



Bundek Lake Zagreb, June 30, 2018

# INDEPENDENCE DAY PICNIC

AmCham is pleased to announce the traditional Independence Day Picnic to celebrate the 242nd anniversary of the Declaration of Independence of the United States of America.

Prepare for the most fun event of the year! Join us with your family, friends, colleagues and associates.

This family event gathers over 500 guests and as per the tradition of great outdoor celebrations you will be able to enjoy an all you can eat barbecue, soft drinks, beer and cocktails, delicious desserts, wonderful live music performance and a firework grand finale.

**Ticket price: 120,00 kn** (children under 10 years free of charge).

The ticket price includes all food, beverage and entertainment. Please reserve your tickets in advance at [event@amcham.hr](mailto:event@amcham.hr)

## SPONSORSHIP OPPORTUNITIES

This event is a good opportunity for networking, promoting your offer and increasing the brand awareness.

### ▶ GOLD SPONSOR (35.000,00 KN + VAT)

- Company logo listed on the event program
- Company logo listed on the AmCham website, Newsletter and in the News & Views magazine
- Logo on the tickets and mention of sponsorship in media announcements
- News & Views ad 1/1
- Sponsor's roll up displayed at the stage
- Company promotional stand & materials at the picnic site
- Company logo on the event banner produced by AmCham, main stage
- Official sponsor's greeting
- Public acknowledgment
- 12 free tickets

### ▶ SILVER SPONSOR (20.000,00 KN + VAT)

- Company logo listed on the event program
- Company logo listed on the AmCham website, Newsletter and in the News & Views magazine
- Logo on the tickets and mention of sponsorship in media announcements
- News & Views ad 1/2

- Company promotional stand & materials at the picnic site
- Company logo on the event banner, main stage
- Public acknowledgement
- 8 free tickets

*logo smaller in size in comparison to the Gold sponsor category*

### ▶ SPONSOR (10.000,00 KN + VAT)

- Company logo listed on the event program
- Company logo listed on the AmCham website, Newsletter and in the News & Views magazine
- Logo on the tickets
- Company stand at the picnic site
- Company logo on the event banner, main stage
- 6 free tickets

*logo smaller in size in comparison to the Silver sponsor category*

### ▶ IN KIND (services/ products vital for event production)

- Company logo listed on the event program
- Company logo listed on the AmCham website and Newsletter
- Company logo on the event banner, main stage
- Company stand at the picnic site for providing services to the guests
- 4 free tickets

*logo is smaller in size in comparison to the Sponsor category. If the value of sponsorship is below 500,00 kn we will only list the name of the sponsor, not the logo*

### ▶ PROMOTIONAL STAND (2.000 KN + PDV)

A company can rent an area (1,60 x 0,80 m) for the promotional stand. The company is free to set up a roll-up/pop-up within the area and give away any promotional materials and if needed AmCham can supply a table.

- 2 free tickets

### ▶ THEMED SPONSOR (for example: Kids zone sponsor, Sport area sponsor, Entertainment sponsor etc.)

AmCham determines the needed services; list of services and the sponsorship amount is available upon request.

- Company logo listed on the event program
- Company logo listed on the AmCham website and Newsletter
- company stand as a part of the themed area
- Company logo on the event banner, main stage
- 4 free tickets

*logo is smaller in size in comparison to the Sponsor category*

### ▶ RAFFLE SPONSOR (MINIMUM VALUE 500,00 KN)

We urge companies to sponsor the raffle with their products/services.

- Company name listed on the event program
- Company name listed on the AmCham website
- Company materials on a mutual "raffle sponsors" stand
- 2 free tickets

Silver Sponsor



Sponsors



HSProdukt

In Kind Sponsors



Coca-Cola HBC  
Hrvatska



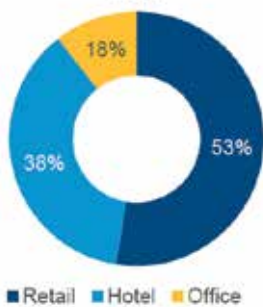
# RETAIL AND HOTEL SECTORS RECORD IN THE CROATIAN COMMERCIAL PR

New research by Colliers International Croatia on current trends and activities in the Croatian real estate market covers retail, office and industrial segments, hotels and luxury resorts, and investment sale transactions.

## RETAIL AND HTL SECTORS WILL REMAIN THE MOST ACTIVE SECTORS IN TERMS OF INVESTMENT AND DEVELOPMENT VOLUMES IN 2018

The Croatian economy is entering its fourth year of economic expansion, and growth is expected to remain solid. In 2017, approx. 90% of total investment volumes in commercial real estate were recorded in the retail and HTL sectors. Most of the investment and development activity came from investors already present on the market. Newcomers were mostly focused on distressed/ value-add or brownfield opportunities in the HTL sector. Colliers International expects investment volumes to increase in 2018, underpinned by yield opportunities and positive investor sentiment. Yields are expected to remain stable or slightly increase.

CRE - Capital Markets Transaction Volumes (€) by property sectors in 2017

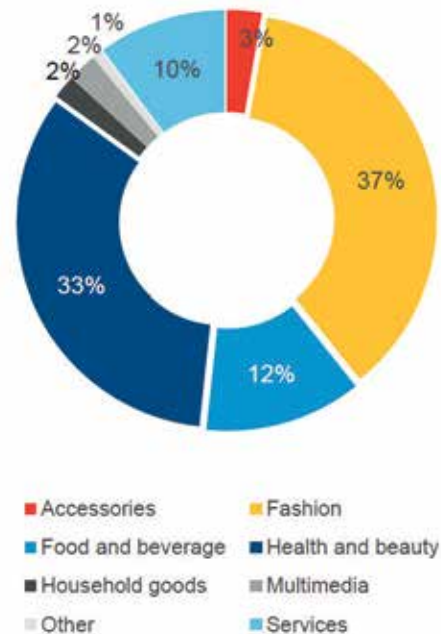


Source: Colliers International

## THE MAIN DRIVERS OF THE RETAIL SECTOR IN THE COUNTRY CONTINUE TO BE ECONOMIC GROWTH, HIGH CONSUMER SPENDING, AND RISING REAL WAGES.

Zagreb's rapid tourism growth has resulted in increased interest for high street units among F&B operators, which in turn bring more international chains and new culinary concepts to the market. In 2017, the demand continued to be driven by international brands focusing on Zagreb and coastal cities. The tenant demand is up for prime shopping centers. High street locations are also seeing an increased interest from international brands. The Austrian Supernova group continued increasing its market share in the shopping center market, with seven acquired properties in 2017. In H2 2017, Supernova purchased Branimir Centar and Kaptol Centar in Zagreb from Zagrebačka Banka. In H1 2017, Supernova acquired Colosseum in Slavonski Brod, Garden Mall in Zagreb, retail parks in Koprivnica and Sisak, and Cvjetni Shopping Center in Zagreb. The King Cross Jankomir (Zagreb) shopping mall was acquired by SES Spar EU Shopping Centers in H2 2017.

High Street Zagreb - retail offering



Source: Colliers International

## HTL AND LUXURY RESIDENCES MARKET - THERE IS A STRONG DEMAND FOR HOTELS IN CROATIA FROM EXISTING INVESTORS AND MARKET NEWCOMERS.

Investors often face a lack of projects with necessary quality standard. Value-add/distressed properties and brownfield opportunities are also in the focus of investors. The market is currently experiencing high activity, predominantly from local investors. In 2017 there were no new large tourist resorts added to the market, as the investors were opting for less risky brownfield opportunities. Construction of the tourist resort in Brizenica Bay by Arqaam Capital and the Four Seasons should start in 2018. The resort will be located on a waterfront site at Brizenica Bay, on the Island of Hvar. It will feature a 120-key Four Seasons hotel and 60 luxury residences. The Restructuring and Sales Center (CERP) has accepted the offer



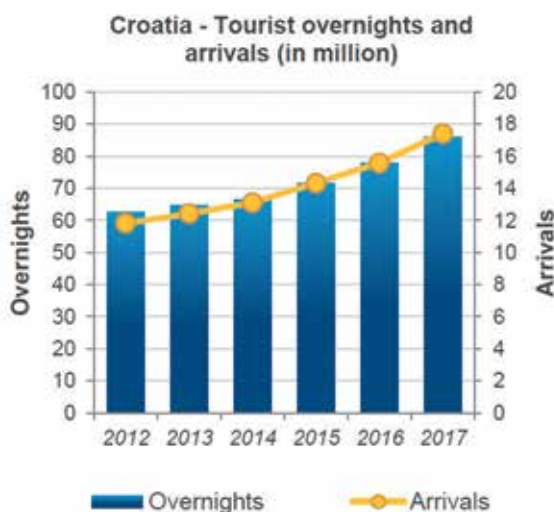
# D HIGHEST INVESTMENT VOLUMES OPERTY MARKET IN 2017

for majority shares of Hoteli Makarska (55.5%) from highest bidder Valamar Riviera (in cooperation with pension fund Allianz ZB). Valamar Riviera offered €23.3m (€3m higher than the asking price). CERP has also accepted the offer for hotel company Jadran (71%) in Crikvenica from pension funds PBZ Croatia and Erste. They offered €26.9m.

CERP has rejected the offer from Czech J&T IB Capital Markets for the purchase of majority share in Hotel Group Maestral (69%) in Dubrovnik. CERP has rejected their offer (€15.3m, same as the asking price) because of the low amount of planned investments in hotels at such an attractive location. A new tender has been announced by the government to find another private investor.

German tour operator TUI has purchased 50% of the Punta Zlatarac Tučepi company from Tučepi Hotels, part of the Sunce Group, for €31.5m, in H2 2017. Punta Zlatarac owns and operates the TUI Blue Jadran 4.5\* hotel with 161 rooms.

The MK Group from Serbia has acquired the Skiper Resort in Istria from bad bank HETA. The Skiper Resort comprises the luxury 5\* Hotel Kempinski Adriatic with its 186 rooms, Skiper residences (approx. 200 apartments and 22 villas), and a 18-hole golf course.



Source: Colliers International

## OFFICE

Demand for office spaces rose further in 2017. The demand in Zagreb was mainly driven by professional services, the ICT sector, and phar-

maceutical companies, while the majority of demand for office spaces in coastal cities comes from companies in tourism. The vacancy rate in the Zagreb office market continued to decrease throughout 2017 and currently stands at around 4.50%. Such a low vacancy rate was last recorded in 2008.

In H1 2017, Centrice Real Estate (owned by Lone Star) sold Castellum, an office building in downtown Zagreb, to a local investor. According to eNekretnine, the transaction amounted to approx. €6.95m or €1,400 per m<sup>2</sup>.



Source: Colliers International

## THE DEVELOPMENT OF CROATIA'S INDUSTRIAL AND LOGISTICS REAL ESTATE MARKET IS LAGGING BEHIND CEE COUNTRIES

Despite its favorable geographical position, proximity, and transportation routes to Central Europe, the industrial and logistics market is the least developed commercial real estate sector in Croatia. In 2017, the demand increased further for logistics stock, especially in Zagreb and Rijeka. Demand was driven mainly by food & beverage distributors, appliance distributors, and other consumer goods retailers.

The logistics vacancy rate is estimated to have further decreased as a result of increased demand and limited supply and currently stands below 5.0%. Primarily due to high investment costs, the rent in Zagreb is much less competitive in comparison to other capitals in CEE.

# AMCHAM CROATIA 20TH ANNIVERSARY

In 2018 AmCham Croatia celebrates 20 years of operations in Croatia. 20 years of developing business opportunities and contributing to a strong and competitive national business environment as well as growing transatlantic cooperation.

Following a tradition observed in other European countries, in December 1998, 20 companies and individuals gathered and founded AmCham in Croatia. Since then, AmCham has been a meeting place of leading international companies. American companies doing business in Croatia, international companies coming from more than 20 countries as well as Croatian companies engaged in international trade and investments all contribute to a more competitive Croatia.

Today, AmCham is the leading international business association representing more than 220 companies which employ more than 70,000 people in Croatia. Last year, we organized 77 events (62 our own), 65 committee meetings, and 33 policy meetings with government representatives.

The gala celebration of the 20th anniversary will take place at the Croatian National Theater in October.

- **200+ MEMBERS**
- **20+ NATIONALITIES**
- **50+ EVENTS**
- **20+ POLICY INITIATIVES**



## As part of our 20-year anniversary celebration, AmCham is offering the following sponsorship packages:

### PLATINUM SPONSOR (HRK 150,000 + VAT)

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- 2 corporate boxes with logo (10 persons) for gala reception at HNK
- Company representative address at the gala reception at HNK
- Company logo as part of AmCham e-mail signature from April 1 until December 31, 2018
- Company logo on anniversary banner on AmCham's home page from April 1 until December 31, 2018
- 1/1 AmCham Yearbook ad or article
- 1/1 page ad in two issues of the News&Views magazine in 2018
- Video statement of the company CEO/Board member published on the AmCham webpage and LinkedIn page
- Logo listed on printed invitations and the program of the gala reception at HNK
- Logo in the electronic invitation to the 20th anniversary gala reception in HNK
- Logo in at least 2 newsletter announcement spotlights
- Logo in at least 4 newsletter announcements of the gala reception (between April 1 and the date of the gala reception)
- Company logo listed on the anniversary page on the AmCham webpage
- Company mention in public communications (media interviews, welcome speech, press release)
- Company logo on AmCham's sponsor banner displayed in HNK

### GOLD SPONSOR (HRK 70,000 + VAT)

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- 2 corporate boxes with logo (10 persons) for gala reception at HNK
- Company logo on anniversary banner on AmCham's home page from April 1 until December 31, 2018
- 1/1 AmCham Yearbook ad or article
- 1/1 page ad in one issue of the News&Views magazine in 2018
- Video statement of the company CEO/Board member published on the AmCham webpage and LinkedIn page
- Logo listed on printed invitations and the program of the gala reception at HNK
- Logo in the electronic invitation to the 20th anniversary gala reception in HNK

niversary gala reception in HNK

- Logo in at least 4 newsletter announcements of the gala reception (between April 1 and the date of the gala reception)
- Company logo listed on the anniversary page on the AmCham webpage
- Company mention in public communications (media interviews, welcome speech, press release)
- Company logo on AmCham's sponsor banner displayed in HNK

### SILVER SPONSOR (HRK 30,000 + VAT)

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- 1 corporate box with logo (5 persons) for gala reception at HNK
- 1/2 page ad in one issue of the News&Views magazine in 2018
- Logo in the electronic invitation to the 20th anniversary gala reception in HNK
- Logo in at least 4 newsletter announcements of the gala reception (between April 1 and the date of the gala dinner)
- Company logo listed on the anniversary page on the AmCham webpage
- Company logo on AmCham's sponsor banner displayed in HNK

### SPONSOR (HRK 15,000 + VAT) AND IN KIND SPONSOR

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- (services and products essential for event worth at least 15,000 HRK + VAT)
- Two tickets for gala reception at HNK
- Logo in the electronic invitation to the 20th anniversary gala reception in HNK
- Logo in at least 4 newsletter announcements of the gala reception (between April 1 and the date of the gala dinner)
- Company logo listed on the anniversary page on the AmCham webpage
- Company logo on AmCham's sponsor banner displayed in HNK



Američka gospodarska komora u Hrvatskoj  
American Chamber of Commerce in Croatia



## >>> E-COMMERCE DRIVES FURTHER GROWTH OF PARCEL DELIVERY



In January 2018, Hpekspres ([www.hpekspres.hr](http://www.hpekspres.hr)), the Croatian Post's express delivery service, witnessed a tremendous growth in number of packages, which was 40% higher compared to the same period in the previous year. Such a high number is the result of the ever-increasing e-commerce sector. More and more buyers shop online, and the amount of packages is getting bigger in both number and volume. In terms of revenue, it is safe to say that all logistic companies are more than pleased with such a development, but this also poses operational challenges. Any, and specifically a significant growth of business must be accompanied by equivalent growth in human resources and technology, particularly regarding information and communication technology.

Traditional models of delivery cannot follow increased demand without increased transport costs. That's why big postal operators, including the Croatian post, explore different opportunities such as parcel sorting automation, pre-advance delivery notification, alternative delivery location, and cognitive/predictive 24/7 logistic. In the future, parcels could be delivered to your current location by tracking your mobile GPS signal, without the need for a physical address. The role of couriers will also change, and we can expect them to become salesmen who might sell merchandise directly from vehicles.

Today's modern customers want full control over their parcel delivery and they expect fast and cheap, if not free, delivery. In several developed markets, same-day delivery is already offered when buying through web shops.

In order to meet growing customer demands, courier companies must invest in IT infrastructure and constantly track disruptive technologies and hype trends, with deep insight to what will not change in the next 5-10 years. With this in mind and through the development of new delivery models, parcel delivery will become simpler, cheaper, and faster, and customers will, in return, become more satisfied.

The Croatian post with its Development Strategy Post2022 recognizes that emerging trends, and therefore digitalization and corporate social responsibility, are two foundations and development philosophies which enable us to fulfill our mission: Croatian post – at the service of citizens.

## >>> FORTINET DELIVERS THIRD GENERATION OF NETWORK SECURITY WITH THE EVOLUTION OF ITS SECURITY FABRIC

Last month Fortinet announced the evolution of its Security Fabric architecture with the release of a new version of its operational system - FortiOS 6.0. With more than 200 new features and capabilities, enterprises will benefit from new levels of security operations automation and advanced protection for their expanding digital attack surfaces. Fortinet introduces new security capabilities across the key solution areas within its Security Fabric architecture, including management and analytics, multi-cloud, network, advanced threat protection, unified access, web applications, email, IoT, and endpoint security.

Also with the new FortiOS 6.0, the secure SD-WAN functionality, threat detection services, and expanded visibility from IoT to multi-cloud networks protect the vast attack surface resulting from digital transformation (DX) strategies. As well as business, network- and entity-level tagging functionality enable business-precise segmentation, providing the critical building blocks for intent-based network security.

### **Business Precise Segmentation Delivers Foundation for Intent-Based Network Security**

Fortinet introduces business-precise segmentation through tagging, delivering the building blocks enterprises need to move towards intent-based network security. Organizations can tag devices, interfaces and objects at the business, entity, and network level and set global policies for automatic enforcement when new objects are created on the network. This level of tagging is foundational to intent-based network security architecture as it enables business-precise segmentation, automated management and control of the entire network.

## >>> A QUIZ IN PHYSICS AND GENERAL KNOWLEDGE ABOUT NIKOLA TESLA

On March 7, 2018, a quiz on physics and general knowledge about Nikola Tesla was held at the Faculty of Textile Technology of the University of Zagreb. The first round of candidate testing was conducted, with 139 students from elementary schools, high schools, and university.

The guests were greeted with inspirational speeches by Katarina Milković, on behalf of the Mayor of Zagreb, prof. dr. sc. Sandra Bischof, Dean of the Faculty of Textile Technology, prof. dr. sc. Nedjeljko Perić, Director of Innovation Center "Nikola Tesla", Ivan Bračić, president of the Croatian Innovation Association, Markita Franulić, Director of the Technical Museum "Nikola Tesla" in Zagreb, Jasminka Samardžija, PhD, professor at the Rochester Institute of Technology in Croatia, Ivanka Sluganović, Principal of the 1st Tesla Technical School, and Ivan Pražetina, her student. The program was attended by numerous representatives of schools, faculties, and partnership organizations of the Association. Among them were Krešimir Renzo Prosoli and Damir Kanaet, Director and Producer of the Real Business Group Communication Market, responsible for the success of the exhibition Nikola Tesla - Mind from the Future, Renato Filipin, Senior Curator of the "Nikola Tesla" Technical Museum in Zagreb, and Karolj Skala, PhD, Consultant at the Ruđer Bošković Institute.

This year's physics and Nikola Tesla general knowledge quiz was opened by Dragica Mihajlović, President of the Nikola Tesla Association - Genius for the Future. Songwriter Saša Kabiljo performed the compositions "Change" and "The Way".

Three candidates from each category (elementary school, high school, college) will be chosen for final testing, which will also be held at the Faculty of Textile Technology on April 4. One candidate from each category will be nominated for the annual Nikola Tesla - Genius for the Future Award, the ceremony for which will be held on July 10, 2018 at the Esplanade Hotel in Zagreb, within the Tesla & Friends event.



»» **MUNDOAKA REPEATED MICHELIN GUIDE SUCCESS IN 2018**

Mundoaka Street Food is a unique brand with a location in the heart of Zagreb. This little urban eatery has revitalized the Food and Beverage Gastro scene in Croatia by providing its Street Food concept back in May 2014, which earned a listing as a top eatery by the prestigious Michelin Guide 2017 and 2018 for Croatia.

Mundoaka is an acronym for “The World is Here” and the brand logo means “I Love you” in sign language. The approach is global and the focus is to integrate into the local community by providing an exceptional experience. Mundoaka also developed its own product line of Dulce Leche (caramel cream), and Mundoaka Craft Beer is the official representative of Otro Mundo Beer for Europe. It strikes an intangible chord in customers that’s difficult to explain. They continue to synthesize the brand by a quality approach towards end customers’ expectations and have plans to further propel their success into a Global Market with the ultimate goal of optimizing the quality potential into a culture oriented lifestyle brand. New York owners, Tom Novak and Jimi Pierre Antoine have taken all of their international experience and are constantly in search of how to make it even better. It’s where Zagreb’s food revolution began and they keep pushing the boundaries for the benefit of their customers. Mundoaka Street Food is synonymous with “Food with Heart and Soul”.



**MUNDOAKA**  
STREETFOOD



# INDEPENDENCE DAY PICNIC

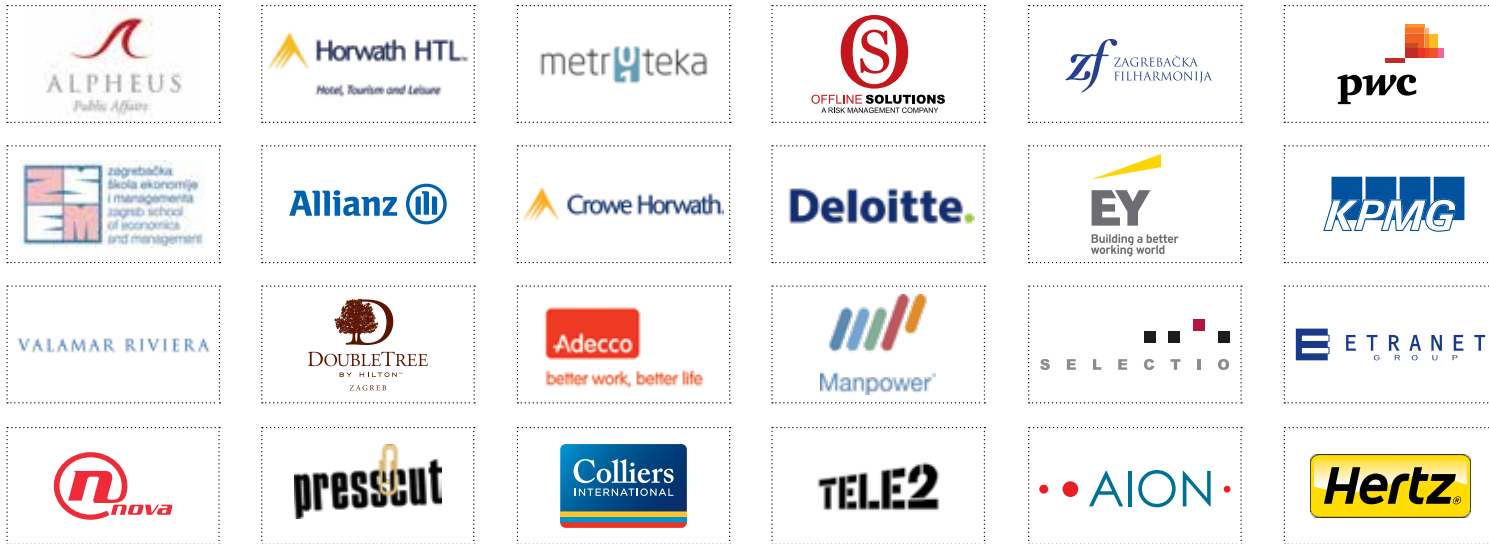
June 30, 2018

Bundek Lake Zagreb

**Ticket price: 120,00 kn** (children under 10 years free of charge). The ticket price includes all food, beverage and entertainment. Please reserve your tickets in advance at [event@amcham.hr](mailto:event@amcham.hr)



# Member to Member Discounts



## »» CONSULTING

### »» HORWATH HTL CROATIA - HORWATH I HORWATH CONSULTING ZAGREB d.o.o.

- 10% discount for consulting services

### »» METROTEKA d.o.o.

- 10% discount on our full scope of ISO 17025 accredited calibration
- 10% discount on temperature mapping of pharma/food warehouses and transportation vehicles
- 10% discount on qualification and ISO 17025 accredited calibration

### »» POSLOVNA INTELIGENCIJA d.o.o.

- 30% discount for consulting services

## »» CULTURE

### »» ZAGREB PHILHARMONIC

- 25% discount for purchasing subscription.

## »» DISTRIBUTION / LOGISTICS

### »» AGS ZAGREB d.o.o.

- 10% discount on domestic and international moves to all members

### »» DHL INTERNATIONAL d.o.o.

- 30% discount for international services paid in Croatia, to all members that do not already have contract

### »» OVERSEAS TRADE CO. LTD. d.o.o.

- 40% discount for international transportation paid in Croatia
- 20% discount for domestic transportation, to all members that do not already have contract

## »» EDUCATION

### »» PRICEWATERHOUSECOOPERS d.o.o.

- 10% discount for one-day and two-day open

seminars (PwC's Academy)

- 20% discount on PwC's Mini MBA program

### »» RIT CROATIA

- 10% discount on tuition for all Bachelor of Science and Master of Science programs in Dubrovnik or Zagreb to employees and immediate family of AmCham members

### »» SELECTIO KADROVI d.o.o.

- 15% discount on all education and training programs
- 20% discount on program "SELECTIO HR Academy"

### »» ZAGREB SCHOOL OF ECONOMICS AND MANAGEMENT

- For details on discounts offered, please contact ZSEM

## »» FINANCIAL SERVICES

### »» CROWE HORWATH d.o.o.

- 10% discount on selected services

### »» DELOITTE SAVJETODAVNE USLUGE d.o.o.

- 2-3 hour free diagnostics meeting relating to the subject of your choice
- 10% discount on Business Process Outsourcing services (book keeping & payroll services)
- 20% discount on all tax services

### »» ERNST & YOUNG d.o.o.

- 10% discount on new VAT compliance engagements in the first year

### »» KPMG CROATIA d.o.o.

- 10% discount on all bookkeeping& payroll services

### »» PBZ CARD d.o.o.

- special benefits and preferential fees for AmCham member companies, their

employees and full-time students of the institutions of higher education.

### »» U TURN TAX REFUND d.o.o.

- up to 20% discount on all services

## »» HOSPITALITY INDUSTRY

### »» ESPLANADE OLEANDER d.o.o. - ESPLANADE ZAGREB HOTEL

- 15% discount on published room rates and 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) and glass of sparkling wine per person during lunch or dinner

### »» HOTEL DUBROVNIK d.d.

- 15% discount on published room rates
- 30% discount on rental of meeting rooms
- 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

### »» RORAIMA 5 d.o.o. - FORUM ZAGREB

- 25% discount on rental of meeting rooms

### »» SUPETRUS HOTELI d.d.

- 15% discount on published room rates at: Waterman Svpetrvs Resort - The Residence - Hotel Osam Adults Only - Waterman Beach Village Mobile Home Bungalows - Waterman Milna Resort - Waterman Milna Hotel & Marina

### »» VALAMAR RIVIERA d.d.





- 5-10% discount on offered prices for MICE business in all Valamar Hotels

»» **ZAGREB CITY HOTELS d.o.o.**  
(DOUBLETREE BY HILTON ZAGREB)

- 15% discount on published room rates
- 30% discount on rental of meeting rooms
- Complimentary upgrade to a higher room category (upon availability)

»» **HUMAN RESOURCES**

»» **ADECCO d.o.o.**

- 15% discount for Search & selection
- 10% discount for Assessment centre and Technical payroll

»» **MANPOWER d.o.o.**

- 20% discount for Search & selection
- 15% discount for Assessment centre (through/ with) Career Harmony and Technical payroll

»» **SELECTIO KADROVI d.o.o.**

- 20% discount on the price of Employer Partner certification
- free basic HR Audit for new clients

»» **INFORMATION TECHNOLOGY**

»» **ETRANET GROUP**

- 10% discount for card products and loyalty solutions and infrastructure

»» **INFO NOVITAS d.o.o.**

- 10% on all ICT services, all self-made IT software solutions, custom development IT services, education and project managing, Infinity platform licenses and implementation

»» **INTEA**

- 10% discount on BALDOR motors, drives and motion products; SENA Bluetooth products; Aaxeon industrial ethernet switches, media

converters and serial device servers

»» **INSURANCE**

»» **ALLIANZ ZAGREB d.d.**

- For details on discounts please contact Allianz Zagreb

»» **LEGAL SERVICES**

»» **ODVJETNIČKO DRUŠTVO ŠOŠ MACELJSKI, MANDIĆ, STANIĆ & PARTNERI**

- 35% discount on legal services to AmCham members

»» **MANUFACTURING**

»» **HS PRODUKT d.o.o.**

- 20% discount on all products from assortment

»» **MEDIA/PUBLISHING**

»» **HP PRODUKCIJA d.o.o.**

- Special discounts on EVO TV Offer

»» **NOVA TV**

- 23% discount on 6 month OYO Subscription
- 35% discount on 12 month OYO Subscription

»» **PRESSCUT d.o.o.**

- 25% discount on monthly fee for media monitoring of all types of media in Croatia, Serbia, Slovenia, Macedonia, Montenegro and Bosnia and Herzegovina
- 15% discount on written translations
- extra 5% discount for every 10th translation
- special offers for Daily or Weekly Media Reports in English tailored to your needs

»» **NEWS SUBSCRIPTION**

»» **ALPHEUS**

- 10% discount on all Alpheus inSight

subscription models' annual fee

»» **VLAHOVIĆ GRUPA**

- 25% discount on yearly subscription for publication VG Intelligence

»» **REAL ESTATE**

»» **COLLIERS ADVISORY d.o.o.**

- 10% discount on all services

»» **RISK MANAGEMENT**

»» **OFFLINE SOLUTIONS d.o.o.**

- 10% discount on specific services

»» **TELECOMMUNICATIONS**

»» **TELE2**

- 30% discount on tariff data packages FIFTEEN GB, TEN GB, SIX GB, THREE GB AND HALF GB with the tariffs RASPALI, ČISTO TRISTO and TOLKO-KOLKO.

»» **TRAVEL / TOURISM**

»» **ANTERRA d.o.o. /**

**HERTZ CROATIA FRANCHISEE**

- 25% discount on car rental in Croatia and Worldwide

»» **ATLAS d.d.**

- For details on available discounts please contact Atlas.

»» **TRANSLATION SERVICES**

»» **AION d.o.o.**

- 20% discount for written translations
- special deals for simultaneous and consecutive interpreting and lease of equipment for conference interpreting

## PUBLISHER

American Chamber of Commerce  
in Croatia

## CIRCULATION

1.500 copies per issue

## PUBLISHING SCHEDULE

three issues per year  
(March, June, September)

## DISTRIBUTION

- Direct mailing to management of AmCham member companies and other business partners and
- various government and international institutions (in Croatia and abroad) – including diplomatic corps and American Chambers in all European countries
- distributed at AmCham events

## ABOUT MAGAZINE

- magazine is published in English
- archive issues are available online in pdf format at [www.amcham.hr/publications/](http://www.amcham.hr/publications/)

## RESERVATIONS AND ADDITIONAL INFORMATION

American Chamber of Commerce  
Marina Vugrin  
Phone: 01 4836 777  
Fax: 01 4836 776  
e-mail: [office@amcham.hr](mailto:office@amcham.hr)

## ADVERTISE IN AMCHAM “NEWS & VIEWS” MAGAZINE

3.000 kn  
inner cover - 5.000 kn  
back cover - 6.500 kn

1.800 kn  
1/2

1.800 kn  
1/2

1.000 kn  
1/4

1.000 kn  
1/4

221 x 271 mm  
format with bleed

90 x 240 mm

190 x 115 mm

90 x 115 mm

190 x 60 mm

1/1 page

1/2

1/4

1/4

1/1 page format without bleed: 215 x 265 mm

• VAT not included  
• Sponsored article - same pricing as advertising  
• Non-members pricing – base price + 50%  
• special additional discounts for members

double page - 5.500 kn  
2/1

3.000 kn  
A4  
flyer insert

436 x 271 mm

### 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](http://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: Marina Vugrin - [office@amcham.hr](mailto:office@amcham.hr)

### PRICE

170x120 pixels

5.000 kn

## NEWSLETTER ADVERTISING

Chamber's Newsletter 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. Non-members pricing – base price + 50%.

- one-time announcement – promotional text (max. 600 characters including spaces) and your company logo or other picture/photo - 750,00 kn + VAT
- Newsletter sponsor – your logo published in every Newsletter in the period of two months (4 issues) – 2.000,00 kn + VAT

For reservations and any additional info, please contact:  
Marina Vugrin - [office@amcham.hr](mailto:office@amcham.hr)



## ADVERTISING / PR

- Alpheus d.o.o.
- BBDO Zagreb d.o.o.
- Europlakat d.o.o.

## AGRICULTURE

- Agroproteinka d.d.
- Puck Custom Enterprises International d.o.o.

## ASSOCIATION

- European Institute of Compliance and Ethics
- Golf i ladanjski klub Zagreb 1995
- Hrvatsko društvo skladatelja
- Hrvatsko društvo za kvalitetu
- Hrvatsko-američko društvo
- Savez izviđača Hrvatske
- Udruga 'Nikola Tesla - Genij za budućnost'
- Udruga za istraživanja i razvoj ODAS

## AUTOMOTIVE

- Grand Auto d.o.o.
- LMG Autokuća d.o.o.
- Porsche Croatia d.o.o.

## CONSULTING

- Altera Savjetovanje d.o.o.
- Atera – ICT d.o.o.
- BCG - The Boston Consulting Group
- BDO Savjetovanje d.o.o.
- Corporate Performance Advisory - Callidus patronus adeptiorum d.o.o.
- Crowe Horwath d.o.o.
- Deloitte savjetodavne usluge d.o.o.
- DNV GL Adriatica d.o.o.
- Energo-data d.o.o.
- Equestris d.o.o.
- Ernst & Young d.o.o.
- Grant Thornton revizija d.o.o.
- Horwath HTL Croatia - Horwath i Horwath Consulting Zagreb d.o.o.
- Infokorp d.o.o.
- KPMG Croatia d.o.o.
- Maksima Komunikacije d.o.o.
- McKinsey & Company, Inc. Croatia
- Metroteka d.o.o.
- Offline Solutions d.o.o.
- PricewaterhouseCoopers d.o.o. (PwC Croatia)
- Studio 5 poslovno savjetovanje d.o.o.
- TMF Croatia d.o.o.
- U Turn Tax Refund d.o.o.
- Vlahović Grupa d.o.o. - Vlahovic Group Government Relations

## CONSUMER GOODS

- Atlantic grupa d.d.
- Bioeterica d.o.o.
- Coca-Cola Adria d.o.o.
- Coca-Cola HBC Hrvatska d.o.o.
- Gavrilović d.o.o.
- HERBALIFE d.o.o.
- JT International Zagreb d.o.o.
- Nike CR d.o.o.
- Orbico d.o.o.
- Philip Morris Zagreb d.o.o.
- PHILIPS d.o.o.
- Podravka d.d.
- Vindija d.d. Prehrambena industrija

- Zagrebačka Pivovara d.d.
- Zagrebačke pekarnice "Klara" d.d.

## CULTURE

- Zagrebačka filharmonija
- Zagrebačko gradsko kazalište "Komedija"

## DEMING

- Piper d.o.o.

## DISTRIBUTION / LOGISTICS

- AGS Zagreb d.o.o.
- DHL International d.o.o.
- HP-Hrvatska pošta d.d.
- Overseas Trade Co. Ltd. d.o.o.
- Rhea d.o.o. - UPS Authorised Service Contractor

## EDUCATION

- American International School of Zagreb
- RIT Croatia
- Visoko učilište ALGEBRA
- Zagrebačka škola ekonomije i managementa

## ENERGY

- General Electric Hrvatska d.o.o.
- MEBU d.o.o.
- Petrol d.o.o.
- Vertiv Croatia d.o.o.

## FINANCIAL SERVICES

- Addiko Bank d.d.
- Allianz Zagreb d.d.
- Croatia Osiguranje d.d.
- EOS Matrix d.o.o.
- Erste Card Club d.o.o.
- Hrvatska banka za obnovu i razvitak
- Hrvatska poštanska banka d.d.
- MasterCard Europe - Podružnica Zagreb
- PBZ Card d.o.o.
- Raiffeisenbank Austria d.d. Zagreb
- Splitska Banka d.d.
- VISA Europe Ltd.
- Willis Towers Watson d.d.
- Zagrebačka Banka d.d.

## HEALTH CARE

- 3M (East) AG Podružnica RH
- Abbott Laboratories d.o.o.
- AbbVie d.o.o.
- Amgen d.o.o.
- AstraZeneca d.o.o.
- Bayer d.o.o.
- Becton Dickinson Croatia d.o.o.
- Biomedica dijagnostika d.o.o.
- Bolnica za ortopediju i rehabilitaciju "prim.dr.Martin Horvat" Rovinj
- Eli Lilly (Suisse) S.A. - Predstavništvo u Hrvatskoj
- Fresenius Medical Care Hrvatska d.o.o.
- GlaxoSmithKline d.o.o.
- Johnson & Johnson S.E. d.o.o.
- Medical Intertrade d.o.o.
- Medtronic Adriatic d.o.o.
- Merck Sharp & Dohme d.o.o.
- Mylan Hrvatska d.o.o.
- Novartis Hrvatska d.o.o.
- Oktal Pharma d.o.o.
- Olympus Czech Group, s.r.o.
- Pfizer Croatia d.o.o.
- Pliva Hrvatska d.o.o.
- Poliklinika Bagatin
- Poliklinika Terme
- Roche d.o.o.

- Rotim Medical Centar d.o.o.
- SANDOZ d.o.o.
- SHIRE d.o.o.

## HOSPITALITY INDUSTRY

- Esplanade Oleander d.o.o. - Esplanade Zagreb Hotel
- Globalna hrana d.o.o. - nositelj franšize McDonald's za područje RH
- Hotel Dubrovnik d.d.
- Hotel Le Premier d.o.o.
- HUP-Zagreb d.d.
- Mundoaka Street Food d.o.o.
- Roraima 5 d.o.o. - FORUM Zagreb
- Supetrus hoteli d.d.
- Valamar Riviera d.d.
- Zagreb City Hotels d.o.o. (DoubleTree by Hilton Zagreb)

## HUMAN RESOURCES

- Adecco d.o.o. za privremeno zapošljavanje
- International Workers Group d.o.o.
- Manpower d.o.o.
- SELECTIO Kadrovi d.o.o.

## INFORMATION TECHNOLOGY

- Adacta d.o.o.
- Bisnode d.o.o.
- Burza d.o.o. - web.burza
- Cisco Systems Hrvatska d.o.o.
- Diverto d.o.o.
- ESKA d.o.o.
- Etranet group d.o.o.
- FORTINET B.V.
- Fractal d.o.o.
- Google Hrvatska d.o.o.
- Hattrick-PSK d.o.o.
- Hewlett-Packard d.o.o. - Hewlett Packard Enterprise
- HP Computing and Printing d.o.o.
- HP produkcija d.o.o.
- IBM Hrvatska d.o.o.
- IDEA Studio
- IN2 d.o.o.
- INFINUM d.o.o.
- Info Novitas d.o.o.
- Infosistem d.d.
- INsig2 d.o.o.
- Microsoft Hrvatska d.o.o.
- Oracle Hrvatska d.o.o.
- Poslovna Inteligencija d.o.o.
- Printec Croatia d.o.o.
- SPAN d.o.o.
- Synnefo sustavi d.o.o.
- TIS Grupa d.o.o.

## INVESTMENT

- Adriatic Capital Partners d.o.o.
- Alternative Invest d.o.o.
- Nova europska ulaganja d.o.o.

## LEGAL SERVICES

- Batarelo Dvojković Vuchetich odvjetničko društvo d.o.o.
- CMS Reich-Rohrwig Hainz Rechtsanwalte GmbH - Podružnica Zagreb
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- Odvjetnica Sanja Artuković
- Odvjetnički ured Darko Markušić
- Odvjetnički ured Marija Pujo Tadić
- Odvjetnički ured Petra Vuksanović

- Odvjetničko društvo Bekina, Škurla, Durmiš i Spajić d.o.o.
- Odvjetničko društvo Divjak, Topić i Bahtijarević d.o.o.
- Odvjetničko društvo Glinška & Mišković d.o.o.
- Odvjetničko društvo Kallay & Partneri d.o.o.
- Odvjetničko društvo Ravlić & Šurjak d.o.o.
- Odvjetničko društvo Šooš Maceljki, Mandić, Stanić & Partneri d.o.o.
- Odvjetničko društvo Vedriš & Partneri
- Odvjetničko društvo Vukmir i suradnici
- Odvjetničko društvo Župić i partneri d.o.o.
- Wolf Theiss Rechtsanwalte GmbH & Co KG- Podružnica Zagreb
- ZMP IP d.o.o.
- Žurić i partneri odvjetničko društvo d.o.o.

## MANUFACTURING

- ALTPRO d.o.o.
- Applied Ceramics d.o.o.
- Dalekovod d.d.
- DOK-ING d.o.o.
- Draco d.o.o.
- Ecolab d.o.o.
- Enikon Aerospace d.o.o.
- HS Produkt d.o.o.
- Intea d.d.
- LPT d.o.o.
- Nexe grupa d.d.
- Teknoxgroup Hrvatska d.o.o.

## MEDIA / PUBLISHING

- Business Media Croatia d.o.o.
- Hanza Media d.o.o.
- NOVA TV d.d.
- Presscut d.o.o.

## REAL ESTATE

- Colliers Advisory d.o.o.
- Globalne nekretnine d.o.o.
- Meridian 16 business park d.o.o.
- Metroholding d.d.
- VMD Grupa d.o.o.
- Woodford Grupa d.o.o.

## TELECOMMUNICATIONS

- Hrvatski Telekom d.d.
- TELE2 d.o.o.

## TRANSLATION SERVICES

- Aion d.o.o.
- Ciklopea d.o.o.

## TRAVEL / TOURISM

- Anterra d.o.o. / Hertz Croatia franchisee
- Atlas d.d.
- EX-ALTO d.o.o.
- Navis Yacht Charter - Posada d.o.o.
- Obzor putovanja d.o.o.
- Uber Croatia d.o.o.

**Leading international business organization in Croatia  
gathering U.S., Croatian and international companies**

# **REPRESENTING THE VOICE OF BUSINESS COMMUNITY**

- ★ **PROMOTING HIGH STANDARDS OF  
BUSINESS PRACTICES**
- ★ **PURSuing POLICY ADVOCACY**
- ★ **OFFERING HIGH LEVEL NETWORKING**

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- Zagreb City Hotels d.o.o. (DoubleTree by Hilton Zagreb)

**For a complete list of AmCham Members please visit [www.amcham.hr](http://www.amcham.hr)**

## **American Chamber of Commerce in Croatia**

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Phone: +385 1 4836 777

[www.amcham.hr](http://www.amcham.hr)



**20  
YEARS**

Američka gospodarska komora u Hrvatskoj  
American Chamber of Commerce in Croatia