



## SEKTOR ZA INDUSTRIJU I IT

INDUSTRY AND IT SECTOR



HRVATSKA GOSPODARSKA KOMORA

# CCE PROJECTS FOR WOMEN ENTREPRENEUR

# WOMEN ENTREPRENEURS IN CROATIA

- make up 50% of population, and 50.2% of active population
- have a share of 25% of all registered companies
- owned 30% of trades
- are most represented in trade and service activities
- the highest entrepreneurial level is between 35-44 years (men aged 25-34)
- the relationship between entrepreneurial activity of women and men last year 1: 2 meaning that at 1 entrepreneurial venture of women there were 2 entrepreneurial ventures of men (average EU 1.8)
- of the top 500 managers in Croatia, there are only 45 women
- only 28.2% of women occupy positions in executive management
- earn an average of 10-11% less than men
- make 60% highly educated

# CCE PROJECTS FOR WOMEN

- CCE is one of the participants in the implementation of the National Strategy for the Development of Women's Entrepreneurship 2014-2020. and the National Gender Equality Strategies
- promoting women's self-employment, education, workshops and seminars in support of existing and future members and by actively participating business meetings in Zagreb and throughout the Republic of Croatia
- A total of 640 educational activities (conferences, courses, workshops, lectures, seminars, etc.) were organized for the training of members of the HGK, attended by 25,307 participants, of which 57% are women
- in line with the goal of contributing to the development of entrepreneurship of women, in the county chamber Split, in July 2015, was launched an Entrepreneurial Incubator for Entrepreneurs-Beginners.
- providing organizational, spatial and other assistance
- develops promotional education and training materials with local examples of women entrepreneurs, co-finances participation of entrepreneurs at fairs, conferences, round tables, counseling, etc.

# **EBRD (European bank for reconstruction and development) AND CCE**

- "Online Diagnostic Tool for Business Analysis" (as part of the Enterprise Program that the European Bank for Reconstruction and Development (EBRD) carries out in co-operation with business banks in Croatia, it is possible to use the online business diagnostic tools called Business Lens that entrepreneurs can identify good for their companies, identify opportunities for further development and ask the EBRD to support finance and consulting to improve business.)
- Training for the use of free tools has passed 27 women entrepreneurs

# INTERNATIONALISATION SERVICES

- **2012 – 2017 → 742 business delegations**  
**→ 8,593 participants**
- **Participation at fairs and exhibitions**  
**2012 – 2017 → 942 fairs and exhibitions**  
**→ 16,693 participants**
- **The number of business delegations**  
**2012 – 2017 → 248 delegations**  
**→ 3720 participants**
- Education, professional assistance and advisory services to Croatian companies on internationalization of their business activity
- Issuing and distribution of publications on internationalization and catalogues of Croatian companies....
- Finding business partners and markets for placement of goods and services of the members
- Organization and co-financing performances at fairs and exhibitions (136 fairs with 3410 participants held in 2016)
- Organization of business meetings and B2B conversations at home and abroad (147 business delegations with 1890 participants in 2016)
- National coordinator of Enterprise Europe Network EEN
- Promotion and investment opportunities and potential of Croatia
- National contact point for ERASMUS for young entrepreneurs

# INNOVATION MISSIONS

## **12 INNOVATION MISSIONS and 124 B2B meetings:**

- 3xKuala Lumpur, Malaysia
- Hong Kong, Kina
- Taipei, Taiwan
- Moscow, Russia
- 2x London, United Kingdom
- 2x Bruxelles, Belgium
- 2x Katowice, Polland

It has participated 36 innovative women entrepreneur.

## **INNOVATION FAIRS :**

- ARCA – sajam inovacija, Hrvatska
- INOVA – sajam inovacija, Hrvats
- MTE - MALAYSIA TECHNOLOGY EXPO
- PALEXPO – Ženeva, Švicarska
- INPEX – Pittsburgh, SAD
- BIS – London, Ujedinjeno Kraljevstvo
- INTARG – Krakow, Poljska
- iENA – Nurnberg, Njemačka
- KIE - Kaohsung, Taiwan
- INNOVA - Bruxelles, Belgija

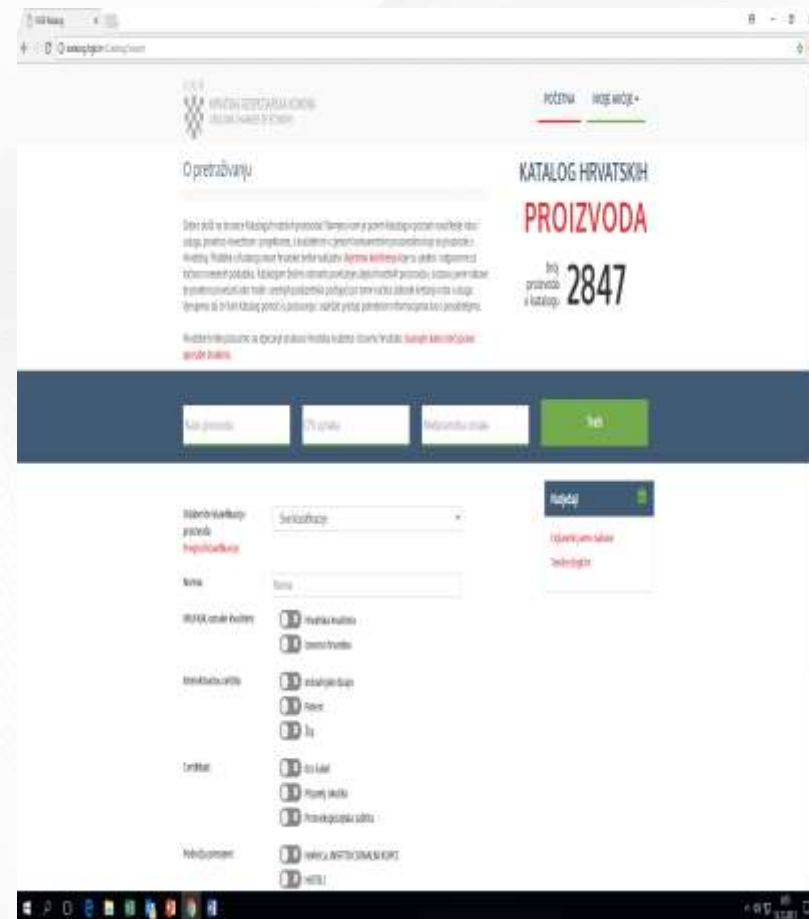


# ERASMUS FOR YOUNG ENTREPRENEURS

- Erasmus for Young Entrepreneurs helps provide aspiring European entrepreneurs with the skills necessary to start and/or successfully run a small business in Europe. New entrepreneurs gather and exchange knowledge and business ideas with an experienced entrepreneur, with whom they stay and collaborate for a period of 1 to 6 months. The stay is partly financed by the European Commission.
- As a new entrepreneur, you will benefit from on-the-job training in a small or medium-sized enterprise in another Participating Country. This will ease the successful start of your business or strengthen your new enterprise. You can also benefit from access to new markets, international cooperation and potential possibilities for collaboration with business partners abroad.
- As a host entrepreneur, you can benefit from fresh ideas from a motivated new entrepreneur on your business. He may have specialised skills or knowledge in an area you do not master, which could also complement yours. Most host entrepreneurs enjoyed the experience so much that they decide to host other new entrepreneurs afterwards.
- 16 women as NE has participated in ERASMUS and 9 as Host Entrepreneurs.

# SME IN PUBLIC PROCUREMENT– ONLINE CATALOG

- Intention is to introduce customers of goods and services through Catalog, especially investors and designers, with high quality and price competitive products produced in Croatia
- Aim is to increase the share of Croatian products in the public procurement system and to increase the share of small and medium sized enterprises, while respecting the principles of free movements of goods and services
- A special part of this catalog also applies to women entrepreneurs as it provides the possibility of selecting products and by the sex of the owner in order to engage more entrepreneurs in public procurement procedures





# Thank you for you attention!

Industry and IT Sector

Draškovićeva 45

10000 Zagreb

Email: [industrija@hgk.hr](mailto:industrija@hgk.hr)

Phone: +385 1 460 6701

Fax: +385 1 460 6737