



**Flanders**  
State of the Art

A photograph of laboratory glassware, including Erlenmeyer flasks and a graduated cylinder, set against a blue background. One flask in the foreground contains a red liquid, and a pipette is positioned above it. The glassware is reflected on a surface below.

# CHEMISTRY INDUSTRY IN CROATIA

FLANDERS INVESTMENT & TRADE MARKET SURVEY

# CHEMISTRY INDUSTRY IN CROATIA

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## CROATIA

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Croatia is a Central Eastern European country of 4.4 million inhabitants. Its main cities are Zagreb, the capital city, Split, Rijeka and Osijek. The country has borders with Slovenia and Hungary to the North, Bosnia and Herzegovina to the Southeast, Serbia and Montenegro to the East and has a long maritime border with Italy in the Adriatic Sea. It was part of the Socialist Federal Republic of Yugoslavia until 1991, when the country became independent and adopted a parliamentary democracy. Croatia has significant natural endowments and a long business tradition in a wide range of sectors. Therefore, the country was able to recover quickly from a four-year regional war.



Since that time, Croatia has enjoyed an exponential growth with a sustained increasing GDP of 4-5% per year and stable macroeconomic factors as a low inflation rate and a low Croatian Kuna/Euro rate (7.4)-Croatian Kuna/USD rate (6.1). Due to these factors, Croatia managed to attract foreign investments and successfully progressed in its efforts to join the European Union by signing the Stabilization and Association Agreement in 2001. This agreement enabled the accession to the European Union in July 2013. However, the country still has some challenges to face in the future, including high unemployment, heavy dependence on hospitality and tourism, a growing trade deficit and growing external debt.

The economic growth was stable until the global economic recession of 2008. As a result, the GDP decreased in 2009 to -6% and is still decreasing (-1%). Furthermore, the unemployment rate increased and many sectors were affected by this global turndown. In spite of this situation, the inflation remains stable.

Croatia is a member of the United Nations, the Council of Europe, NATO, the World Trade Organization (WTO) and CEFTA. Croatia has become on 1<sup>st</sup> July 2013 the 28th member state of the European Union.<sup>1</sup>

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<sup>1</sup> <http://www.quandl.com/croatia/croatia-economy-data>

## Economic indicators<sup>2</sup>

Indicator	Croatian market	Belgian market <sup>3</sup>
<b>Population</b>	4 386 779 (2014 est.)	11,161,642 (2014 est.)
<b>Human Development Index (IDH)</b>	0.796 (2013)	0.897(2012)
<b>GDP growth rate</b>	-0.4% (Jan 2014)	0.9% (2013)
<b>GDP</b>	€43,313 M (2013)	€381,401 Mill (2013)
<b>GDP (per capita)</b>	€10 200 (2013)	€34 300 (2013)
<b>GDP (Composition by sector)</b>		
- <b>Agriculture</b>	4.99%	0.7%
- <b>Industry</b>	2.,52%	21.7%
- <b>Services</b>	68.55%	76.7%
<b>Inflation Rate</b>	0,2% (February 2014)	1% (February2014)
<b>Average Monthly Salary (gross)</b>	€1044	€4307
<b>Average Monthly Salary (NET)</b>	€ 734	€1882
<b>Unemployment Rate</b>	17.6% (2014)	8,5%(2014)
<b>Export</b>	9,607.7 M.€ (2013)	347,627.0 M.€(2013)
<b>Import</b>	16,159.7 M.€ (2013)	342,001.0 M.€ (2013)
<b>Global Competitiveness Index</b>	4.044	5.21
<b>Gross public debt</b>	45, 7335	1,022,277
<b>Main Commercial Partners</b>	Italy, Bosnia and Herzegovina, Germany, Slovenia, Austria	Germany, France, Netherlands, United Kingdom.
<b>Currency</b>	Kuna (HRK) 1 HRK=0,13€ (April 2014)	Euro (€)
<b>Average Exchange Rate/Dollar</b>	5.59 HRK (2014)	0.73 Euro (2014)

Croatia is an open market for all the investors. Now that the country is a member of the European Union, foreign investors are not subject to any special laws or regulations. You can carry out business under the same conditions as local business structures.

<sup>2</sup> <http://countryeconomy.com/countries/compare/croatia/belgium>

<sup>3</sup> <http://www.diplomatie.gouv.fr/fr/dossiers-pays/belgique/presentation-de-la-belgique/>

<sup>4</sup> [http://www3.weforum.org/docs/WEF\\_GlobalCompetitivenessReport\\_2010-11.pdf](http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2010-11.pdf)

<sup>5</sup> [www.hnb.hr](http://www.hnb.hr)

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## THE CROATIAN CHEMICAL INDUSTRY

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### Description of the priority status of the chemical sector in relation to the overall industry sector ranking of the regions

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In Croatia, the chemical and pharmaceutical industry, plastics and rubber processing represent infrastructural branches of the economy. Chemical science and the chemical industry have a long tradition in Croatia. The country was the birthplace of two world-famous scientists, both Nobel Prize Laureates in Chemistry: Dr Lavoslav Ružička received the Nobel Prize in Chemistry in 1939 for his work in the area of cyclic organic compounds, and Dr Vladimir Prelog received the Nobel Prize in Chemistry in 1975 for his work in the area of fundamental operations in physical and organic chemistry. These facts point to the long tradition and existence of an experienced and well-educated work force, which is the main comparative advantage of the Croatian chemical industry.

\* \* \*

Significant productions in chemical industry are pharmaceutical production, the production of mineral fertilizers, production of technical gases, polymers and rubber and plastic products, detergents as well as paints and varnishes. In the overall Croatian production from 2009, the share of chemical industry was 3.74%. Compared to 2008, manufacture of chemical products in 2009 decreased by around 11%, while plastic and rubber processing industry decreased by around 8.3% for the same period.

Chemical industry notes the least considerable decrease in the production of plastic in primary forms as well as in the productions of soaps, detergents, cleaning and washing agents whereas the manufacture of perfumes and toiletry notes a significant increase by 49%.

The manufacture of basic pharmaceutical products for 2009 shows a 30% increase in comparison with the same period the previous year, whereas the manufacture of pharmaceutical preparations decreased by 31%. The share of personnel employed in the chemical industry for 2009 amounts to 3.3% of the total number of the employed.

Most of chemical companies, especially small and medium-sized enterprises, are focusing on the domestic market. They are restructuring production processes in accordance with EU standards. Manufacturing processes are continuously modernised and costs are reduced. Companies that are mostly export oriented, especially large ones, have international quality certifications. The Croatian chemical industry export rates for 2009 show a decrease by 37.7%, as well as import rates that have dropped by 26.4% in comparison with the previous year.

The chemical industry participated in the GDP of Croatia in 2011 by 1.3% (EUR 1035 million). In 267 active companies, there were 7 528 employees in 2011 (3.3% of employees in the manufacturing industry).

Export of the chemical Industry in 2011 participated in the total Croatian exports with 7.1% (EUR 622.835 million).

In 2011, the pharmaceutical industry with 4 181 employees (1.8% of the employed in the manufacturing industry) and the earning of EUR 596 million participated in the GDP of Croatia by 0.8%. The exports of the pharmaceutical industry in 2011 participated in the total Croatian exports with 3.9% (EUR 346.761 million).

The manufacture of chemicals and chemical products is one of the main export-oriented industrial sectors in the country.

The chemical industry's share of gross domestic product (GDP) in Croatia during 2012 was 2.1%, or €946 million. The 276 active companies (4 large, 22 medium, 250 small), employed 6 933 people in 2012, the equivalent of 3.0% of total manufacturing industry employment. The main products of the chemical industry are basic chemicals, fertilizers and nitrogen compounds, industrial gas, plastics in primary forms, pesticides and other agrochemical products, paints, varnishes and other similar coatings, soaps, detergents and similar.

In 2012, the pharmaceutical industry, with 3 918 employees – 1.7% of those employed in the manufacturing industry – and turnover of €695 million, accounted for 1.6% of Croatian GDP. There are 34 active companies (4 large, 5 medium, 25 small). The main products are the manufacture of basic pharmaceutical raw materials and the manufacture of pharmaceutical preparations. The exports of the chemical industry in 2012 accounted for 6.1% (€584 million) of total Croatian exports, while the pharmaceutical industry exports were 4.6%, or €438 million.

The plastic and rubber industry accounted for 1.2% (€539 million) of the GDP of Croatia in 2012, with 628 active companies employing 7 119 people in 2012 – 3.1% of employees in the manufacturing industry. The exports from the plastics and rubber industry were valued at 1.7% of total Croatian exports, or €167 million. There are 628 active companies (2 large, 18 medium, 608 small). The main products are plastic and rubber.

The value of investments in the chemical industry in 2012 totalled approximately €289 million.

The pharmaceutical industry had €580 million in investments and plastic and rubber industry investment reached €224 million.

Companies are concentrated around larger towns – mostly in the Zagreb area.

A majority of companies, especially small- and medium-sized enterprises, are focusing on the internal economy and organisational and marketing restructuring of production processes in line with European standards. Manufacturing processes are being modernised and operating costs reduced, while introducing international quality certification, as many of the companies, especially the larger ones, are export-oriented.

#### TEN LARGEST COMPANIES IN CHEMICAL INDUSTRY – BY THE INCOME IN 2012

No.	Name of the company	No. Employees
1.	PLIVA HRVATSKA d.o.o.	1.783
2.	PETROKEMIJA d.d.	2.294
3.	BELUPO d.d.	915
4.	SAPONIA d.d.	859
5.	JADRAN GALENSKI LAB. d.d.	571

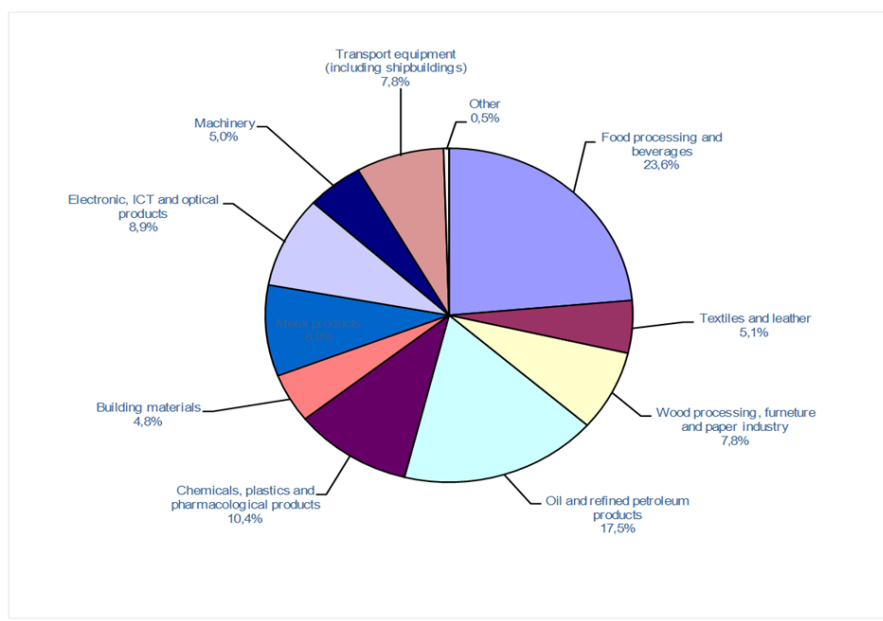
6.	<b>MESSER CROATIA PLIN d.o.o.</b>	<b>226</b>
7.	<b>SCOTT BADER d.o.o.</b>	<b>55</b>
8.	<b>HEMPEL d.o.o.</b>	<b>90</b>
9.	<b>GENERA d.d.</b>	<b>229</b>
10.	<b>CHROMOS BOJE I LAKOVI d.d.</b>	<b>193</b>

The decrease of the demand on the European market is a big problem to domestic chemical companies, which can be seen in the 29% decrease of export chemical products from Croatia in the first three months of 2013.

Within the Croatian Chamber of Economy, there is a professional Association of Chemical Industry (<https://www.hgk.hr/category/udruzenja/udruzenje-kemijske-industrije>), which represents the interests of its members through the work in the Council of the Association, and its groups (Group of Paint and Varnish Producers, Agrochemicals Producers Group). Since October 2005, the Chemical Industry Association has been an associate member of the European Chemical Industry Association (CEFIC).

The catalogue ([https://www.hgk.hr/wp-content/blogs.dir/1/files/mf/katalog\\_kemija\\_za\\_tisak.pdf](https://www.hgk.hr/wp-content/blogs.dir/1/files/mf/katalog_kemija_za_tisak.pdf)) is printed within the activities of the Association of Chemical Industry of the Croatian Chamber of Commerce to represent companies at home and abroad and encourage business contacts. By this catalogue, they also want to emphasize the importance of the chemical and pharmaceutical industry and their significant share in the Croatian economy.

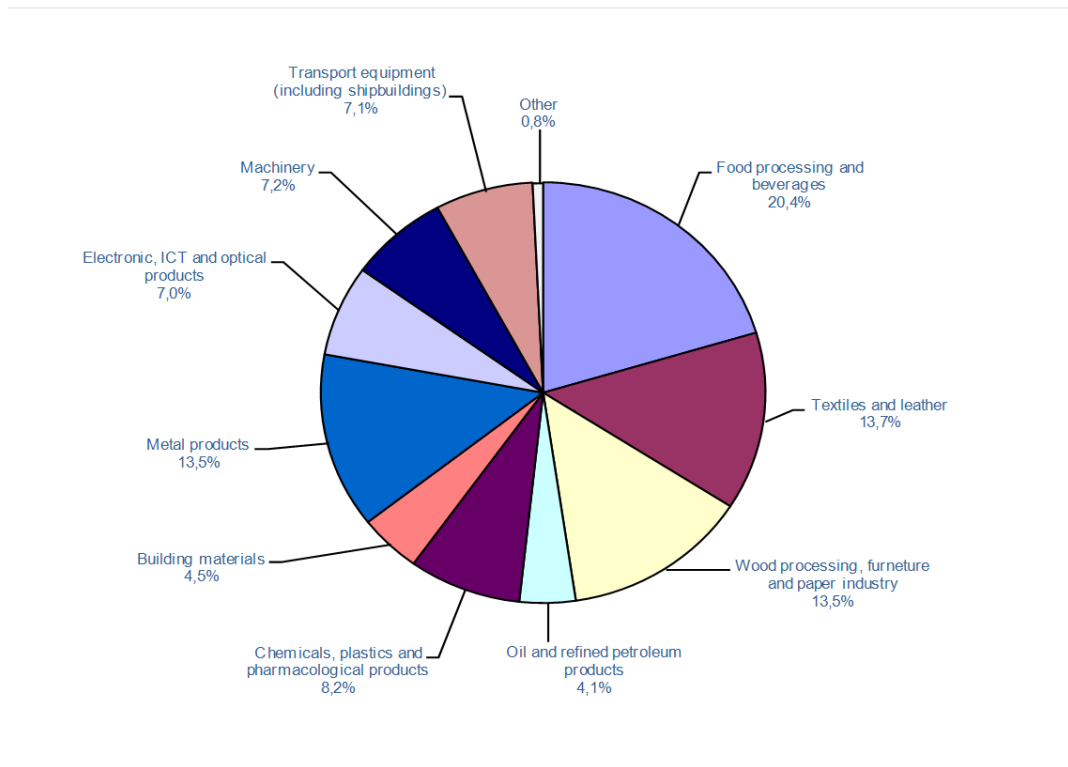
**Industry – Total income**



FINA 2011



## Industry – Employees



### The main characteristics of the Croatian chemical industry are:

- Important role in the national economy
- Experienced and well-educated work force
- Dependence on import of raw materials
- Wide production range
- Good foundation and environment for acceptance, cooperation and investment in the area of new technologies and production in order to strengthen competitiveness

OSNOVNI POKAZATELJI POSLOVANJA U KEMIJSKOJ INDUSTRIJI (C20)							
BASIC PERFORMANCE INDICATORS FOR THE CHEMICAL INDUSTRY (C20)							
	2003.	2004.	2005.	2006.	2007.	2008.	2009.
Proizvodnja (fizički obujam) tone Total volume of production(tonnes)	2.342.540	2.784.861	3.066.741	2.939.226	3.282.811	3.127.388	*2.365.823
Ukupan prihod 1000 kuna Total revenues (in HRK 000)	9.190.640	10.234.938	11.157.877	11.413.064	11.676.874	12.727.430	*6.468.692
Broj zaposlenih No. of employees	13.000	12.200	11.600	11.157	12.200	12.900	*7.745
Indeksi industrijske proizvodnje (2000=100) Industrial output indices	90,4	99,0	105,5	101,1	91,9	100,0	***90,2
Izvor: DZS i FINA, obrada: HGK				Source: Central Bureau of Statistics and FINA; Compiled by: Croatian Chamber of Economy			
*Podaci obuhvaćaju kemijsku industriju bez proizvodnje farmaceutskih proizvoda i farm. pripravaka							
***index 2009/2008 prema NKD 2007							

OSNOVNI POKAZATELJI POSLOVANJA U PROIZVODNJI FARMACEUTSKIH PROIZVODA I FARM. PRIPRAVAKA (C 21)							
BASIC PERFORMANCE INDICATORS FOR THE PHARMACOLOGICAL PRODUCTS AND PREPARATIONS (C 21)							
	2003.	2004.	2005.	2006.	2007.	2008.	2009.
Proizvodnja (fizički obujam) tone Total volume of production(tonnes)	**	**	**	**	**	**	3.301
Ukupan prihod 1000 kuna Total revenues (in HRK 000)	**	**	**	**	**	**	4.463.428
Broj zaposlenih No. of employees	**	**	**	**	**	**	4.225
Indeksi industrijske proizvodnje (2000= 100) Industrial output indices	**	**	**	**	**	**	***57,2
Izvor: DZS i FINA, obrada: HGK				Source: Central Bureau of Statistics and FINA; Compiled by: Croatian Chamber of Economy			
**podaci su obuhvaćeni u tabeli Osnovni pokazatelji poslovanja u kemijskoj industriji (C20) za iste godine							
***index 2009/2008 prema NKD 2007							

OSNOVNI POKAZATELJI POSLOVANJA U PRERADI PLASTIKE I GUME (C22)							
BASIC PERFORMANCE INDICATORS IN PLASTIC AND RUBBER PROCESSING (C22)							
	2003.	2004.	2005.	2006.	2007.	2008.	2009.
Proizvodnja (fizički obujam) tone Total volume of production(tonnes)	79.029	78.059	97.623	98.464	103.901	115.155	105.601
Ukupan prihod 1000 kuna Total revenues (in HRK 000)	3.218.001	3.395.097	3.592.621	4.055.398	5.194.901	4.232.498	4.234.066
Broj zaposlenih No. of employees	6.600	6.900	7.000	7.200	7.700	8.200	8.546
Indeksi industrijske proizvodnje (2000= 100) Industrial output indices	126,0	128,1	146,3	154,3	140,1	137,2	***97,6
Izvor: DZS i FINA, obrada: HGK				Source: Central Bureau of Statistics and FINA; Compiled by: Croatian Chamber of Economy			
***index 2009/2008 prema NKD 2007							

## MANUFACTURE OF CHEMICAL PRODUCTS

### Manufacture of chemicals and chemical products (C20) – SWOT matrix

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Tradition in business and the familiarity of the companies</li> <li>• Internal knowledge</li> <li>• A higher proportion of highly educated workforce and products with higher added values in relation to processing industry</li> <li>• Satisfying quality of products according to EU standards</li> <li>• Installed capacities</li> <li>• Competitive prices</li> <li>• Satisfaction and loyalty of regular customers</li> <li>• Geographical proximity of the EU market</li> </ul>	<ul style="list-style-type: none"> <li>• Decline of the total volume of production</li> <li>• Decline in the employment</li> <li>• Low added value and low productivity in relation to the EU</li> <li>• Lack of skilled staff</li> <li>• Obsolescence of machinery and equipment</li> <li>• Limited/underutilized production capacity</li> <li>• Low investments in R&amp;D</li> <li>• A small number of new products</li> <li>• Low investments in marketing and promotion</li> <li>• No patents</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Increase in demand in certain market segments</li> <li>• Investment in R&amp;D</li> <li>• Innovation in products and production processes</li> <li>• Application of new technology and knowledge transfer</li> <li>• Investment in the training and education of personnel</li> <li>• Opening universities</li> <li>• EU funds for financing environmental projects</li> <li>• Croatian accession to EU</li> <li>• Public education / promotion of the chemical industry as a branch</li> </ul>	<ul style="list-style-type: none"> <li>• The possibility of obtaining the required quantities of raw materials in the market</li> <li>• Upward pressure on prices of energy and raw materials</li> <li>• Upward pressure on prices of external and utility costs</li> <li>• High costs of waste management and implementation of environmental, safety and security standards</li> <li>• Possible takeovers from multinational companies</li> <li>• Pressure to limit budget spending for medicines</li> <li>• negative public attitude towards the chemical industry</li> </ul>

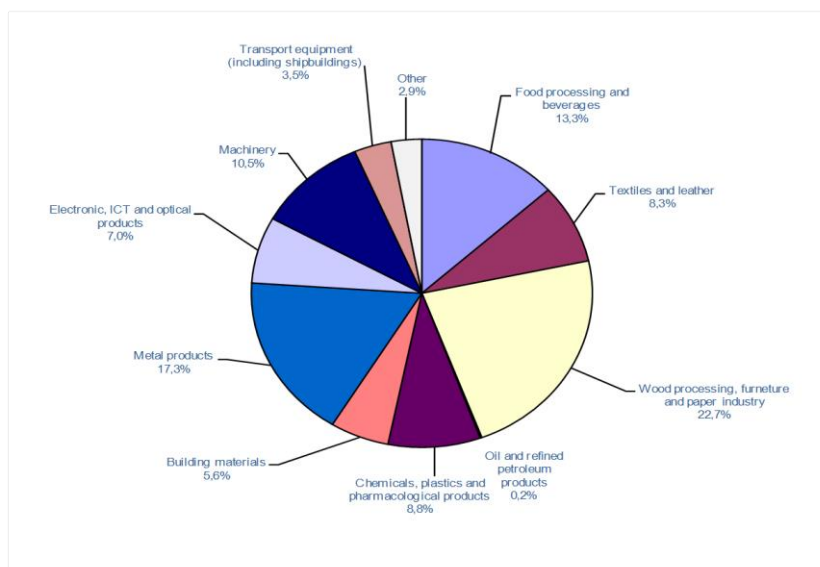
The sector includes many fields of production activities such as the manufacture of:

- Basic pharmaceutical products and pharmaceutical preparations
- Perfumes and toilet-cosmetics preparations
- Soap and detergents, cleaning and polishing products
- Plastics in primary forms
- Plastic and rubber products
- Fertilizers
- Pesticides and other agrochemical products
- Paints, varnishes and similar coatings, printing ink and fillers
- Technical gases
- Glues

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## Industry – Companies

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Fina 2011

### PLIVA

<http://www.pliva.com/>

Pliva is the largest pharmaceutical company in Croatia and one of the leading companies in Southeast Europe thanks to its highly competent employees, innovative technologies and continuous investments in production. It is also one of the major exporters in Croatia with over 80% products intended for exports and its major markets in Croatia, USA and Russia. With 90 years of successful pharmaceutical experience, Pliva is today a member of the Teva Group, one of the largest global pharmaceutical companies. In addition to Croatia, Pliva successfully operates in Southeast European markets, primarily in Bosnia and Herzegovina and Macedonia where it has its own representative office and subsidiary, respectively. Thanks to the approvals by the US Food and Drug Administration (FDA), the British Medicines and Healthcare Products Regulatory Agency (MHRA) and those of other relevant European agencies, Pliva is one of the manufacturers complying with the highest global quality standards required for international markets. In 2006 Pliva was sold to an big american company named "Barr Pharmaceuticals" and after the acquisition they control about 92% of Pliva's shares. But in 2008, the company "Teva" merged "Barr", so now both Pliva and Barr are parts of Teva.

### SAPONIA

<http://www.saponia.hr/>

Saponia dd from Osijek is a company engaged in the production of detergents and personal care products for households and industrial hygiene. A company started as a first soap factory in this region. Regarding the production of products for industry it is divided based on the industry sectors. There are products for food industry, beverage industry, dairy and dairy products, food industry and products for a hygiene of pool spaces. Moreover, they are engaged in the production of professional products for hotels, restaurants and others. "Saponia" is in Croatia mainly well known because of products for personal hygiene. In one period, and mostly because of high foreign competition, the company had a

decrease in the activity, but in the last few years they completely rebranded some products, changed their business strategy and used aggressive marketing approach that is increasing company's profits and its market position.

## PETROKEMIJA

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<http://www.petrokemija.hr/>

Petrokemija is a Croatian chemical company which specializes in manufacturing agricultural fertilizers. It was founded in 1968 as a branch of the state-owned oil company INA. In the late 1990s it was privatised and in 1998 it was incorporated as an independent joint stock company and listed at the Zagreb Stock Exchange. Petrokemija is, after INA, the second largest exporter in the country. It is one of 24 companies included in the CROBEX share index.

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## NATIONAL STRATEGY

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**Top national strategies (public or private) that are putting the Member State in a European/globally advantaged position**

### **Research policy and links with other industries and with research infrastructure**

There are no strong and effective links between industry and research/universities, in spite of successful cooperation.

The Croatian chemical industry is represented by: the Chemical Industry Association (<https://www.hgk.hr/category/udruzenja/udruzenje-kemijske-industrije>), the Plastic and Rubber Processing Industry Association (<https://www.hgk.hr/category/udruzenja/udruzenje-industrije-plastike-i-gume>), the Affiliation of Health Service Products Manufacturers (<https://www.hgk.hr/category/zajednice/zajednica-proizvodaca-proizvoda-za-zdravstvo>), and the Affiliation of Manufacturers and Wholesalers of Detergents and Cosmetics (<https://www.hgk.hr/category/zajednice/zajednica-proizvodaca-i-veletrgovaca-sredstvima-za-pranje-ciscenje-i-kozmetiku>). Through these organisations, we work to strengthen cooperation between science and industry to increase competitiveness.

### **Opportunities for Growth**

There are many opportunities for growth of the chemical industry in Croatia. Consumption of most chemical products per capita in Croatia has not yet reached EU levels. The production structure of the chemical industry should be changed to boost the competitiveness of the Croatian chemical industry, and to move to the production of high value added products. Our assets are a highly skilled labour force supported by good scientists and an excellent geostrategic location.

## Smart Specialization Agenda

The Croatian government is currently working on a Smart Specialization Strategy in Croatia. There is an ongoing project through which they will give their support for smart, inclusive and sustainable growth of chemical industry, based on a broader concept of innovation.

- [http://www.regionalna-konkurentnost.hr/userdocsimages/Pametna\\_specijalizacija\\_i\\_%20rast\\_u\\_%20Republici\\_%20Hrvatskoj.pdf](http://www.regionalna-konkurentnost.hr/userdocsimages/Pametna_specijalizacija_i_%20rast_u_%20Republici_%20Hrvatskoj.pdf)
- [http://www.utt.unist.hr/files/prezentacije/2014\\_03\\_04\\_Split\\_RIS3/ris3\\_rajakovic\\_mingo.pdf](http://www.utt.unist.hr/files/prezentacije/2014_03_04_Split_RIS3/ris3_rajakovic_mingo.pdf)

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