

Business Opportunities in Croatia (Paperback)



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(Prof. Damien Schuster PhD)

BUSINESS OPPORTUNITIES IN CROATIA (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. With Croatia s EU Accession to take place on July 1, 2013, the need for product double-testing and customs clearances when distributing goods and services between EU countries and Croatia will be eliminated. U.S. companies already exporting to the EU will have an additional market opportunity, accessible without any further administrative burden. EU accession negotiations provided an additional impetus for the Croatian Government to undertake measures in recent years to address corruption and bureaucratic and judicial inefficiency. The current Croatian Government (elected in December 2011) has demonstrated its determination to further strengthen these reforms as well as find new and more effective ways to consolidate public spending, improve the business climate, and foster economic growth. Croatia is a small but complex market. It is about the size of West Virginia, but its geography divides it into two distinct markets -- the more affluent and tourism-oriented Dalmatian costal region along the beautiful Adriatic Sea, and the rural inland Slavonian region, dominated by agricultural and industrial activities. The country s population of roughly 4.5 million is largely homogenous in ethnicity, language and religion; but in the summer months its numbers are doubled by tourists from throughout Europe and the world, making it a cosmopolitan market for products and services. Its ports and transportation infrastructure make Croatia a natural trade gateway into southeast Europe, but its largest trading partners are Italy, Germany, Slovenia and Austria. Croatia is a strong democracy with a market economy, but retains significant state control or involvement in a number of industries -- and has a considerable public financial burden from its social welfare policies. In brief, Croatia is a market of opportunity, but one that should be...

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