



Source: PORA RDA of Podravina and Prigorje

RATIONALE FOR PRIORITY SECTOR SELECTION



FOOD PROCESSING INDUSTRY



Source: www.podravka.hr

Koprivnica, May 2011

One of the most developed industries in Croatia is **food-processing industry**. Many very known companies whose products can be found in stores in many EU countries are originating from Koprivnica Križevci County. One of those companies is Podravka d.d whose headquarters is in Koprivnica in Koprivnica Križevci County (KKC). Besides Podravka, in KKC are also several companies – drivers in food-processing industry: Mlinar d.d., Carlsberg Croatia Ltd., Tvornica stočne hrane Ltd., Sizim-TSH Ltd., Podravski mlin Ltd., Dergez Ltd. and Ljekovito bilje Ltd.

Food-processing industry is leading industry in overall processing industry in KKC, whose yearly revenue makes 32% of total County revenue. Also, food-processing industry employs more than 30% of all employees and also realises most significant foreign exchange. Food-processing industry makes more than 50% of total County export and around 60% of total County import.

KKC has a long food production history and an educational system that complements that tradition - 8 high schools with 4.527 pupils and 59 school orientations.

Besides good secondary education in KKC, there is also developed system of high education.

On Faculty of Economics in Koprivnica are possibilities for studying business and economics. There are 5 baccalaureus courses altogether:

- 3 courses lasting four academic years:
 - “Business economics”
 - “Economics”
 - “Bachelor Degree in Business”
- 2 baccalaureus courses lasting three academic years:
 - “Entrepreneurship”
 - “Entrepreneurship economics”.

Currently, there are 695 students, and 28 students has graduated in academic year 2009/2010.

For more information: <http://www.pou-kop.hr/fakultetsko-obrazovanje-novosti.aspx>.

College of Agriculture at Križevci offers possibilities for studying agricultural production and farming. There are 2 study programmes in biotechnological area, agricultural area structured 3+2 and fully adapted to Bologna process:

- “Expert agricultural course” – 180 ECTS points
- “Specialist expert agricultural course” – 120 ECTS points

Currently, there are 654 students, and around 100 students has graduated in academic year 2009/2010. For more information: <http://www.vguk.hr/>

Faculty of Organisation and Informatics from Varaždin has opened his branch in Križevci and has one three-years lasting study course: „Application of information technology in business“.

KKC administration, all 3 cities in KKC (Koprivnica, Križevci, Đurđevac) have also 2 programmes of scholarships for students from the County area:

- scholarships for baccalaureus study students
- scholarships for postgraduate students.

Special foundation for scholarships is founded within Croatian Chamber of Economy, County Chamber Koprivnica, where besides County Chamber Koprivnica, 4 biggest companies in KKC are giving scholarships for students from the area of KKC.

The County itself and the Podravina region are known for having a **quality soil** that is **ideal for growing crops, fruits and vegetable**. Nowadays the County is home of 2 big food production and processing companies – Podravka and Mlinar and also to a brewery owned by Carlsberg.

Developed existing agricultural production is also one of the key issues for success and represents a possibility for further upgrading within food processing sector.

Agricultural sector in KKC contributes with around 5% in total revenues of the County. Agricultural land makes 44% of total County surface, from which are following:

Table 1. Total number of cultivated surfaces in KKC

YEAR	TOTAL NUMBER OF CULTIVATED SURFACES	ACRES	LAWN, PASTURES AND NONCOMMERCIAL NEKOMERCIJALNI ORCHARDS	ORCHARDS	VINEYARDS
2009.	77.000,00	59.000,00	15.830,00	570,00	1.600,00

Source: Koprivnica Križevci County Development Strategy 2011-2013, page 60.

Data for 2010 regarding agriculture in KKC are following:

Table 2. Data on agricultural production in KKC in 2010

FRUIT		VEGETABLE	
Land (ha)	Seedlings	Land (ha)	Production (ton)
527,4844	1.335.077	4.231.3835	815,1904

Source: Koprivnica Križevci County Department for agriculture, rural development and tourism



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