

SWOT ANALYSES OF KOPRIVNICA KRŽEVCI COUNTY

STRENGTHS	WEAKNESSES
NATURAL RESOURCES AND INFRASTRUCTURE <ul style="list-style-type: none"> - significant natural and water resources - preserved environment - favorable geographic position (nearness to most important European centers) ECONOMY IN GENERAL <ul style="list-style-type: none"> - developed entrepreneurial infrastructure - stable and continuous crediting of SME's - available space in business zones - tradition of agricultural production (as possible linkage to food-processing industry) - coordination of all development projects through Regional Development Agency - strong export orientation - developed exhibition activities - developed educational system (high schools and colleges, available programmes of lifelong learning) FOOD-PROCESSING INDUSTRY <ul style="list-style-type: none"> - strong brands in food-processing industry - application of high technologies in food-processing industry - qualified workforce 	NATURAL RESOURCES AND INFRASTRUCTURE <ul style="list-style-type: none"> - fragmentation of agricultural land - lack of irrigation network ECONOMY IN GENERAL <ul style="list-style-type: none"> - lack of connections between SME's among themselves and with big companies - insufficient direction of SME's towards technological development and commercial innovations - lack of technological infrastructure for further development of SME's - insufficient implementation of EU standards and norms of SME's - investment decline of big and medium companies due to global economic crises - stagnation and fall of former traditional wood-processing industry - discrepancy between offer and demand of workforce on labor market FOOD-PROCESSING INDUSTRY <ul style="list-style-type: none"> - low level of connection between small agricultural producers and existing medium and big companies - lack of autochthonous products protection

- available raw materials

ENERGETIC

- reached consensus among local and regional administration, institutions and private sector for attracting investments in energetic (confirmation in County Development Strategy)
- tradition in energetic (existing big companies)
- significant reserves of geothermal resources proven within executed studies

ENERGETIC

- low utilisation of potential renewable energy resources
- unresolved property legal issues and relations

OPPORTUNITIES

THREATS

NATURAL RESOURCES AND INFRASTRUCTURE

- greater use of EU funds for more quality using natural resources for different purposes (e.g. tourism)
- improvement of traffic and communal infrastructure quality
- activation of state agricultural land

NATURAL RESOURCES AND INFRASTRUCTURE

- pollution of natural resources coming outside of the County

ECONOMY IN GENERAL

- networking of SME's on regional level (improvement of their competitiveness)
- strengthening of investment climate through improvement of County economy promotion
- connecting SME's into clusters and connecting small companies and subjects with medium and big ones
- strengthening of entrepreneurial and technological infrastructure
- establishment of guarantee fund with purpose of giving support to business activities
- harmonisation of offer and demand on the labour market
- specijalisation and commercialisation of commercial producers (development of eco-agriculture)

ECONOMY IN GENERAL

- inadequate tax policy – development of grey economy
- global economy crises
- slow implementation of national programme for economy recovery
- slow implementation of national competitiveness policy
- outflow of expert and highly educated workforce
- investment decline in medium and big entrepreneurship due to decrease of economic activity within economic crises
- national educational programmes don't reflect regional specificities

- strengthening of high education system through establishment of new educational institutions and further development of existing ones
- promotion and strengthening of lifelong learning system

FOOD-PROCESSING INDUSTRY

- further development of food-processing sector through connecting existing agricultural producers with existing companies
- protection of existing products and development of new ones
- branding of existing autochthonous products

ENERGETIC

- greater use of renewable energy resources
- selling of produced electricity from renewable energy resources
- creation of preconditions for development of other connected business activities (e.g. greenhouse production)
- to increase % of energy produced from renewable energy resources, according to EU propositions

FOOD-PROCESSING INDUSTRY

- strong and growing competition of EU producers in agriculture and food-processing industry in general, import of goods with suspicious quality

ENERGETIC

- lack of financial sources for further exploitation of energy resources and development of energetic sector