

BUSINESS ZONE

PLETERNICA

zone with 5 stars

Poduzetnička zona

Pleternica

zona sa 5 zvjezdica



TOWN PLETERNICA
GRAD PLETERNICA



PROFILE OF TOWN PLETERNICA :

O Gradu Pleternici:

- ❖ **37 RESORTS** (37 naselja)
- ❖ **SURFACE** : 205 kilometer²
Površina od 205 km²
- ❖ development index 65%
indeks razvijenosti, 65%
- ❖ **POPULATION** : 11 323 residents (0,29 % of the total population of Croatia)
stanovništvo: 11 323 883 stanovnika (0,29% st RH)
- ❖ **POPULATION DENSITY** : 55 inhabitants per kilometer² (in Croatia 77.8 inhabitants per kilometer²)
55 stanovnika po km² (prosjek RH 77,8 st.)

TOWN PLETERNICA

GRAD PLETERNICA



PROFILE OF TOWN PLETERNICA :

O Gradu Pleternici:

- ❖ 115 companies, 85 crafts, 850 family farms

115 trgovačkih društava, 85 obrta, 850 obiteljskih gospodarstava

- ❖ Main types of industries /glavne grane industrije

- ❖ Manufacturing prerađivačka industrija
- ❖ wood industry drvena industrija
- ❖ IT sector IT sektor

- ❖ Educational structure / obrazovna struktura

unemployed 586 persons (47 without school, 136 primary schools, 348 high schools, 32 grades, 23 with diploma) / nezaposleno 586 osoba (47 bez škole, 136 osnovna škola, 348 srednja škola, 32 vss, 23 sa diplomom)

- ❖ Elementary and high school in Pleternica / osnovna i srednja škola u Pleternici

higher education in Požega (12 km) / Veleučilište u Požegi (12 km)

TOWN PLETERNICA

GRAD PLETERNICA



Strategija razvoja Grada Pleternice :

Strategy for the development of a city of Pleternica:

TOWN PLETERNICA

GRAD PLETERNICA

❖ VIZIJA:

- ❖ Pleternica –gospodarsko najrazvijeniji grad Požeško-slavonske županije, grad ugodnog življenja koji svoje potencijale ostvaruje održivim razvojem istovremeno prateći suvremene europske trendove.

❖ Vision:

- ❖ Pleternica - the most developed town of Požega-Slavonia County, a city of pleasant living that achieves its potential for sustainable development while simultaneously following contemporary European trends.



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Prostorno planska dokumentacija:

Planning documentation:

- ❖ Prostorni plan uređenja Grada Pleternice:
Spatial plan of the city of Pleternica:

www.pleternica.hr/objava.php?id=27

Izbornik za investitore

Investor menu:

<http://www.pleternica.hr/sekcija.php?i=4>





BUSINESS ZONE PLETERNICA

PODUZETNIČKA ZONA PLETERNICA



BUSINESS ZONE PLETERNICA

PODUZETNIČKA ZONA PLETERNICA

AREA OF ZONE: 160 acres

- Područje zone: 160 ha

FREE FOR SALE: 30 acres

- Spremno za prodaju: 30 ha

OWNERSHIP STRUCTURE: City Pleternica: 30 acres

- Vlasnička struktura: Grad 30 ha
- City Pleternica buys private land own resources and formed the plot for entrepreneurs. Grad Pleternica otkupljuje privatno zemljište, formira parcele za poduzetnike.



Purpose: production and processing

- **Namjena: proizvodno-prerađivačka**

Equipment: water, gas, electricity, sewage

- **Opremljenost: voda, plin, struja, kanalizacija**

**Entrepreneurs: wood and metal industries, plastic...
successful in the growth phase, IT sector**

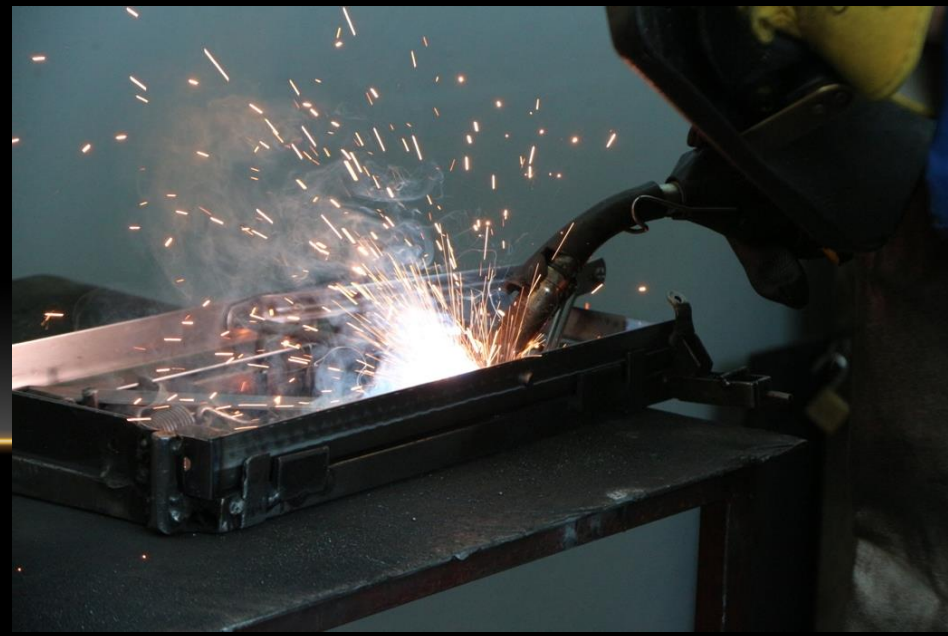
- **Poduzetnici: drvena i metalna industrija, plastika,...
Uspješni, u fazi rasta; IT sektor**

**Special: The first zone in the region, with permission for
construction of buildings on the topic of energy**

- **Posebnost: prva zona u regiji sa dopuštenjem za
gradnju objekata s temom energetike**

**BUSINESS ZONE
PLETERNICA**

**PODUZETNIČKA ZONA
PLETERNICA**

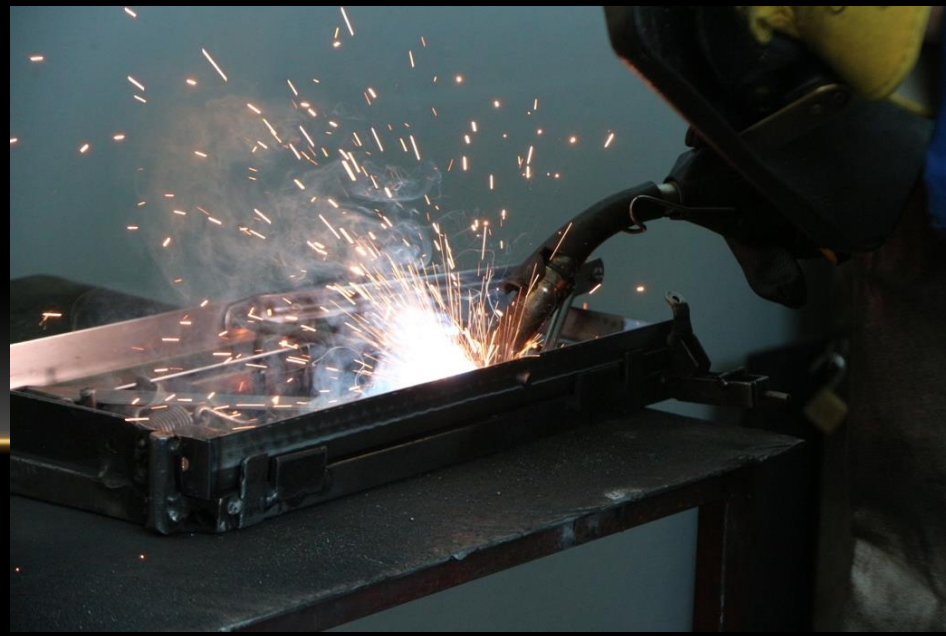


General information / **općenite informacije**

Zone size / Veličina zone	1.645.000 m ²
Usable land size / Raspoloživo zemljišta	619.700 m ²
Allowed construction coefficient / dozvoljeni koeficijent izgradnje	0,6
Allowed usability coefficient / Dozvoljeni koeficijent iskorištenosti	1,8
Allowed construction height / Dozvoljena visina	21 m
Electrical grid/ električna mreža	16 MW
Water supply/ opskrba vodom	yes
Sewers/ kanalizacija	yes
Price for land / Cijena zemljišta	0,3-4 eur
Water supply contribution / vodni doprinos	1-2 eur

BUSINESS ZONE PLETERNICA

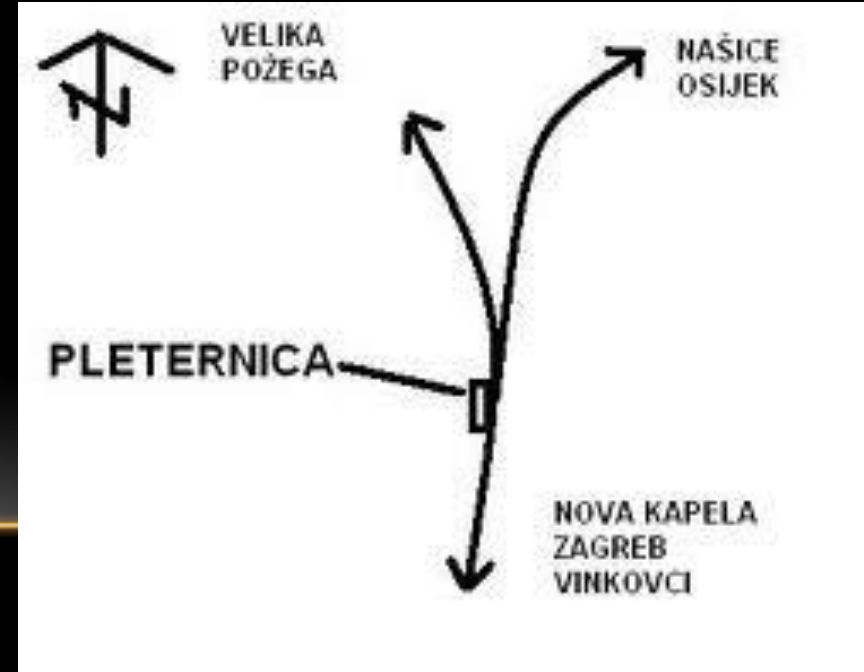
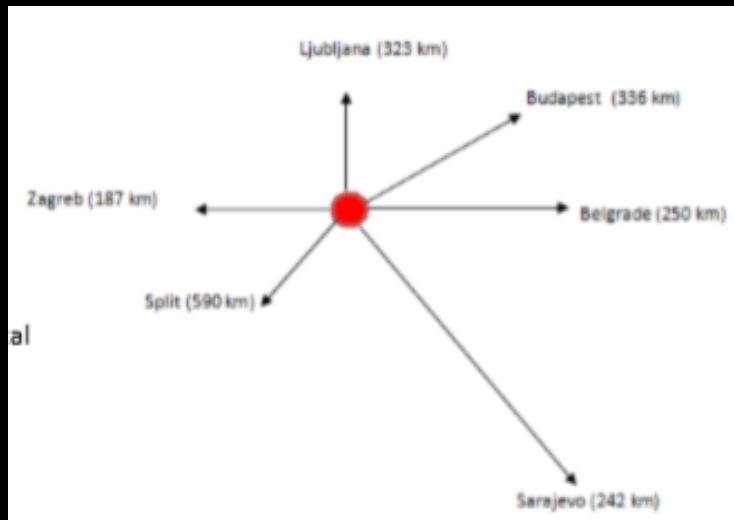
PODUZETNIČKA ZONA PLETERNICA





TRAFFIC CONNECTION

PROMETNA DOSUTPNOST



TRAFFIC CONNECTION

PROMETNA DOSTUPNOST

STRATEGIC ADVANTAGE / *Strateška prednost:*

Pleternica is on the intersection of five roads and two railway lines

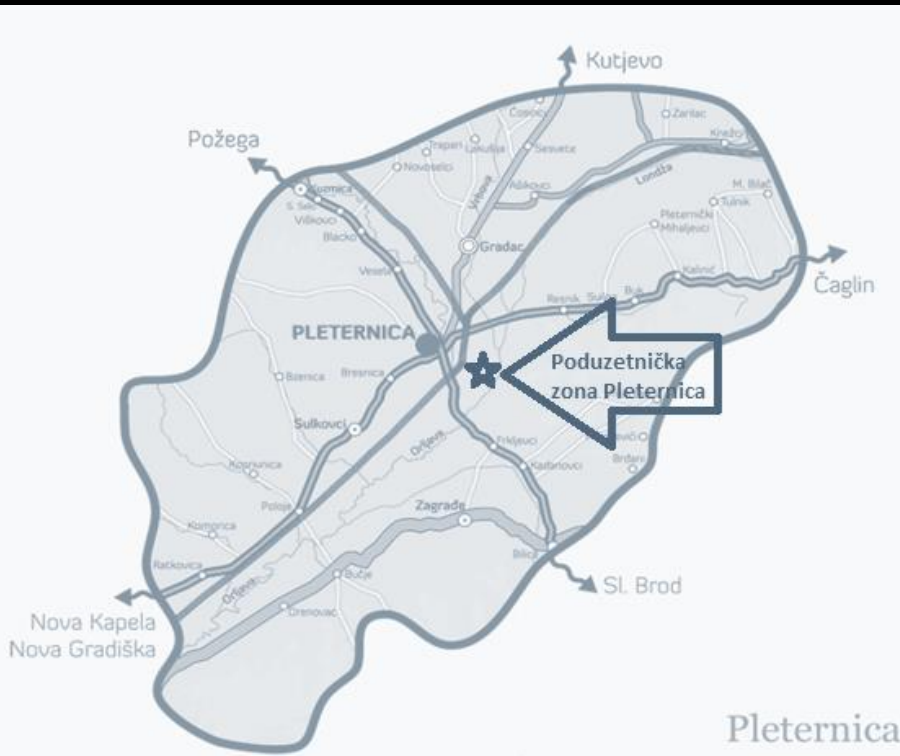
Pleternica je na sjecištu 5 cestovnih pravaca i 2 željezničke pruge

Distance:

- Center of Pleternica 0,5 km
- Industrial track in zone
- highway 18 km
- acces road 0,1 km;
- Airport 90 km
- Zagreb 186 km

Udaljenosti:

- *Centar Grada 0,5 km*
- *Industrijski kolosjek u zoni*
- *autocesta: 18km;*
- *pristupna cesta 0,1 km;*
- *Airport 90 km*
- *Zagreb 186 km*





BUSINESS CENTER PLETERNICA

PODUZETNIČKI CENTAR PLETERNICA

PCPL
PODUZETNIČKI CENTAR
PLETERNICA



BUSINESS CENTER PLETERNICA

PODUZETNIČKI CENTAR PLETERNICA

Activities for which it is established Business Centre Pleternica Ltd. are, among others, the following:

Aktivnosti Poduzetničkog centra Pleternica:

- ❖ advising, information and education entrepreneurs

Savjetovanje, informiranje i edukacija poduzetnika

- ❖ development of business plans, feasibility studies, market research

Pisanje poslovnih planova, studija izvodljivost, istraživanje tržišta

- ❖ accounting and bookkeeping services

Knjigovodstvene usluge

- ❖ promotion (advertising), organization and presentation at trade fairs

Promocija (oglašavanje), organizacija i prezentacija na sajmovima

BUSINESS CENTER PLETERNICA

PODUZETNIČKI CENTAR PLETERNICA

- ❖ founded by City of Pleternica
osnovan od strane Grada Pleternice
- ❖ purpose: development of projects by the EU and ministries and funds
cilj: izrada projekata prema EU i ministarstvima te fondovima
- ❖ project development department prepare project application for entrepreneurs, advises and informs about funding opportunities
razvojno projektni odjel priprema projektne aplikacije za poduzetnike, informira i savjetuje o mogućnostima financiranja

BUSINESS CENTER PLETERNICA

PODUZETNIČKI CENTAR PLETERNICA

- ❖ information about founding a company/craft/family farm

informiranje o osnivanju tvrtke/obrta/opg-a

- ❖ establishing trading company: /osnivanje tvrtke:

www.fina.hr - www.hitro.hr/default.aspx?sec=22

- ❖ costs of establishing trading company / troškovi pri osnivanju tvrtke

www.aik-invest.hr/investicijski-vodič/osnivanje-drustva/

- ❖ osnivanje obiteljskog poljoprivrenog gospodarstva / establishing family farms

<http://www.apprrr.hr/upisnik-poljoprivrednih-gospodarstava-1149.aspx>



BUSINESS INCUBATOR

PODUZETNIČKI INKUBATOR



BUSINESS INCUBATOR

PODUZETNIČKI INKUBATOR

SERVICES THAT ARE AVAILABLE IN BUSINESS INCUBATOR:

Usluge na raspolaganju u inkubatoru:

- | | |
|---|--|
| ❖ free advising | Besplatno savjetovanje |
| ❖ preparation of EU projects | Priprema EU projekata |
| ❖ Education | Edukacija |
| ❖ advice on energy-efficient construction | Edukacija o energetskej učinkovitosti |
| ❖ development of business plans | Izrada poslovnih planova |
| ❖ preparation of feasibility studies | Izrada studija izvodljivosti |
| ❖ rent conference rooms and computer labs | Najam konferencijske dvorane i informatičke učionice |
| ❖ accounting services | Knjigovodstvene usluge |

BUSINESS INCUBATOR

PODUZETNIČKI INKUBATOR



Technology Innovation Center with incubator for the development of rural economy and entrepreneurship

Tehnologijsko inovacijski centar za razvoj ruralnog gospodarstva



START-UP incubating:

Inkubacija poduzetnika početnika:

- ❖ 1st year **does not pay a rent**
Prvu godinu ne plaća
- ❖ 2nd year 25% of the market price,
Drugu godinu plaća 25% tržišne cijene
- ❖ 3rd year 50% of the market price
Treću godinu plaća 50% tržišne cijene
- ❖ 4th year 100% of market price
Četvrtu godinu plaća 100% tržišne cijene,

Administrative cost – 100%...but we have a solar panel!!!

Administrativni troškovi 100%... Ali imamo solarne ploče!!

BUSINESS INCUBATOR

PODUZETNIČKI INKUBATOR



- ❖ **Purpose of Plink:** designed to promote new technologies, innovation and in general entrepreneurship in rural areas.

Svrha Plink-a: promoviranje novih tehnologija, inovacija te općenito poduzetništva u ruralnih krajevima.

- ❖ **Focused activities:** integration of science and economy and security infrastructure, and financial support for innovative and technology based projects.

Glavne aktivnosti: povezivanje znanosti i gospodarstva kroz infrastrukturu, financijske potpore za projekte utemeljene na inovativnim rješenjima



LOCAL GOVERNMENT

LOKALNA SAMOUPRAVA



LOCAL GOVERNMENT

LOKALNA SAMOUPRAVA



- ❖ Experience in project implementation

Iskustvo u provedbi projekata

- ❖ Work team made from experts in different areas

Radni tim sastavljen od stručnjaka u različitim područjima

- ❖ Gospodarsko vijeće Grada Pleternice – savjetodavno tijelo gradonačelnice sastavljano od gospodarstvenika

Economic Council of the City of Pleternica - advisory body of the mayor composed by the businessman

LOCAL GOVERNMENT

LOKALNA SAMOUPRAVA

- ❖ holder of the economic development of the local community
Nositelj gospodarskog razvoja lokalne zajednice
- ❖ service to future and current entrepreneurs in starting or developing ideas
servis je budućim i sadašnjim poduzetnicima kod pokretanja ili razvoja ideja oticanje gospodarskog razvoja na lokalnoj razini, potičući poduzetnike u razvoju



TOWN OF PLETERNICA – A FRIEND OF ENTREPRENEURS

GRAD PLETERNICA- PRIJATELJ PODUZETNIKA

Pleternica economic development plan

Plan razvoja gospodarstva Grada Pleternice

- ❖ More than 10 incentive measures for entrepreneurs
Više od 10 poticajnih mjera za poduzetnike
- ❖ stimulating land prices, financing purchase of equipment, electricity connection, training, going to fairs
poticajne cijene zemljišta, financiranje kupnje opreme, priključka struje, usavršavanja, odlaska na sajmove
- ❖ Individual approach for investors (contact person in the investment planning proces)
- ❖ Individualni pristup investitoru (kontakt osoba u procesu planiranja investicije)



WHY SHOULD YOU INVEST YOUR BUSINESS IN CITY OF PLETERNICA?

ZAŠTO ULAGATI U SVOJE POSLOVANJE U PLETERNICI?

- ❖ Direct incentives and benefits for the investors
Direktne olakšice i povlastice za investitore
- ❖ Existing network of small business owners
Postojeća mreža malih poduzetnika
- ❖ Investments in the personnel training
Ulaganje u obrazovanje kadrova
- ❖ Assistance in resolving property rights
Pomoć u rješavanju imovinsko-pravnih odnosa
- ❖ Assistance in preparing documentation and obtaining necessary permits
Pomoć kod izrade dokumentacije i ishoda potrebnih dozvola
- ❖ Any other necessary operational support from city services to the investors
Sva ostala potrebna operativna podrška gradskih službi investitorima



CONTACT US FOR MORE
INFORMATION: / **kontaktirajte**
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www.plink.hr



Hvala na pažnji!