

CROATIA

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Europe, Political



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Western Balkans : Political



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KEY MARKET CHARACTERISTICS

- Population: 4.4 million
- Small market but possible route to neighbouring markets
- Young, designers with international acclaim, e.g.: Bruketa & Žinić, Parabureau, Luminus
- Main industries: leisure & tourism, food processing, wood processing, telecommunications

Opportunities

- Product design
- Branding
- Visual identity
- Interior design
- New media communication

EVENTS

- FESTO – (Marketing Communications) 17th edition, May 2009, Opatija
- Weekend Media Festival – 2nd edition, September 2009, Rovinj
- Ambienta – Zagreb Fair (furniture, interiors and supporting industry) – 13-18 October 2009
- Days of Oris – Zagreb (architecture) – 24 & 25 October 2009