

Industry 5.0, Bigger Competitiveness, Productive Diversification

Tourism & Culture, Diversification-Slow food & Supplies

Regional Innovation & Smart and Sustainable Specialization Strategies(RIS 4)

Education, Jobs & Skills

Digital Transition & Smart City

Post-COVID Recovery – social justice and social inclusion

General Socio-economic Profile

The Krapina-zagorje County is a historical region in northern Croatia. Its rural character is intersected by developing cities with a great potential for IT, logistics, tourism, and sustainable agriculture infrastructure. The local economic activities mainly include manufacturing, processing, trade and construction. New development trends, market demands and opportunities are increasingly present, such as the smart village/city development paradigm, and industrial/entrepreneurial zoning. The Krapina-zagorje County currently focuses on implementing the smart village and city development approach, designing and carrying out a digital transition strategy, and enabling interconnectivity of the public sector, private sector, NGOs, government, and education. It aims to fairly and sustainably develop its economy and improve quality of life.

Krapina -Zagorje County



124,517



1,229 km²



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Good Practices

The Krapina-Zagorje County has, and continues to create a sustainable and encouraging environment for service specialisation and innovative development.

The Bračak Energy Centre is a unique project that reconstructs (structurally, functionally, energetically) an old castle/manor, and converts it into office space for a regional energy agency (with a small museum). It conserves the cultural heritage as well as utilises vacant buildings to provide a business space for establishing the highest benchmark in energy research, implementation, and management.

Zagorje Development Agency and Krapina-zagorje County Entrepreneurship Centre support institutions in preparing, applying for, monitoring and managing projects funded by national or EU funds. They help both SMEs and public institutions with innovation and specialisation project subjects.

The County has been recognised as a medical tourism destination with two speciality hospitals or medical centres.

The County is among the leading tourist regions in Continental Croatia, offering both natural beauty and interesting local life. Its museums (such as the Krapina Neanderthal Museum) have won numerous awards for their creative, multimedia approaches to heritage presentation and interpretation.

Preferred Areas of Cooperation

As the County strives to become an industry centre and innovation hub, it is interested in “Industry 5.0”, which is being supported by its tourism competence centre and business incubator. It is certainly interconnected with the areas of “Tourism & Culture”, “Regional Innovation & Smart and Sustainable Specialisation” and “Education, Jobs & Skills”.

The Krapina-zagorje County has established two institutions for entrepreneurship. The Krapina-zagorje County Business Incubator (supporting start-ups with office space, broadband connection, and operational fee discount) and the Krapina-zagorje County Entrepreneurial Centre (including a consulting agency for private sector clients, and office space for start-ups and SMEs). The County is also in the advanced stages of establishing a tourism excellence centre. It has been recognised as an important destination for spa and medical tourism.