



Delegation of the European
Commission to the Republic of
Croatia

Trg žrtava fašizma 6, Zagreb
Tel.: 385 1 4896 500
Fax.: 385 1 4896 555
www.delhrv.ec.europa.eu
delegation-croatia@ec.europa.eu



Ministry of Economy, Labour
and Entrepreneurship

Ulica grada Vukovara 78
Zagreb
Tel.: 385 1 6106789
Fax: 385 1 6109711
www.mingorp.hr

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EU-FUNDED SURVEY OF 2,000 CROATIAN BUSINESSES

On Wednesday, 7 May 2008 the European Union-funded BIZimpact Project will present the results of a survey of 2,000 Croatian small businesses on the effects they expect Croatia's accession to the European Union will have on their activities and the information they need to prepare for operating within the EU market.

BIZimpact is a Project within the Ministry of Economy, Labour and Entrepreneurship, financed under the European Union's CARDS Programme. Its objective is to improve information to the Croatian business community – and to small and medium-sized enterprises (SMEs) and crafts in particular – about the impact of EU accession on businesses and changes to laws and regulations in a number of key fields.

In addition to the Ministry of Economy, Labour and Entrepreneurship, the Project's key partners are the Croatian Chamber of Economy, the Croatian Chambers of Trade and Crafts, the Croatian Employers' Association and the Croatian Agency for SMEs.

The BIZimpact Project has commissioned market research agency Puls to conduct a Business Information Needs Survey (BINS) of a representative sample of 2,000 small business and crafts throughout Croatia.

The survey aims to measure how prepared they are for EU accession and to identify the information they require in eight key fields: consumer protection, environmental protection, standards for agricultural products, standards for industrial products, public procurement, state aid, competition policy and intellectual property rights.

The presentation of the survey results will take place on Wednesday, **7 May 2008** at the **Mimara Museum**, Rooseveltov trg 5, Zagreb at **10.00 am**.

Ms **Tajana Kesić-Šapić**, State Secretary of the Ministry of Economy, Labour and Entrepreneurship and Mr **Constantino Longares Barrio**, Head of the Operations Section of the Delegation of the European Commission to Croatia will address over 100 representatives of the business community who have been invited. Representatives of the other key Project partners will also speak.

Media representatives are invited to attend the event and report on the speeches and the results of the survey.

Further information:

Ms Mirella Rašić, Delegation of the European Commission to Croatia (01) 489 6571

Ms Marijana Šundov, Ministry of Economy, Labour and Entrepreneurship, (01) 610 6789

Ms Ana Ilijčić, BIZimpact Project, (01) 610 9776