



PRESS RELEASE**Information Seminar of BIZimpact Project – Improving Information to the Croatian Business Community held in Varaždin**

Varaždin, 10 December 2008 - the second information seminar on the implementation of the BIZimpact project was held in the Varaždin County Chamber of the Croatian Chamber of Economy. Experts from the Ministry of Economy, Labour and Entrepreneurship, the BIZimpact Project and the Croatian Standards Institute presented the information campaign which will be implemented in the Bjelovar-Bilogora, Karapina-Zagorje, Međimurje and Varaždin counties to the seminar participants.

In addition to the presentation by the Small Business Directorate of the Ministry of Economy, Labour and Entrepreneurship and information update on the BIZimpact activities, the seminar participants were informed on the standards for industrial products, one of the key areas covered by the BIZimpact project, which is to be piloted in the Northern Croatia region and for which, due to the particularities of this region, additional information seminars and trainings are planned.

BIZimpact is the EU-funded project whose aim is to improve the business climate in Croatia by developing tools for impact assessment of legislative changes and improve information to the business community about those changes. The two-year project will finish in September 2009 and it covers legislative changes in eight key areas: consumer protection, environmental protection, standards for industrial products, standards for agricultural products, public procurement, state aid, competition policy and intellectual property rights.

The main BIZimpact project beneficiary is the Small Business Directorate of the Ministry of Economy; Labour and Entrepreneurship (MINGORP). Other beneficiaries include the Croatian SME Agency (HAMAG), the Croatian Chamber of Economy (HGK), the Croatian Chamber of Crafts (HOK) and the Croatian Employers' Association (HUP).

In 2009 the BIZimpact project will focus on the national information campaign in all Croatian regions with the aim of improving information level among small businesses about new regulations and standards in business which will arise with the Croatia's accession to the European Union. In the Northern Croatian region in the implementation of the information campaign at the local level through the establishment of the working group will include all partner organizations which have participated in the project activities at the level of Bjelovar-Bilogora, Krapina-Zagorje, Koprivnica-Križevci, Međimurje and Varaždin counties.

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