



Template 2: SWOT Analysis

SWOT analysis - Bjelovar-Bilogora County

STRENGTHS

- Advantageous geographical position – physical – functionally speaking. Bjelovar-Bilogora County is located in the eastern part of the central group of Croatian counties, the most developed area of Croatia, in the key of European hubs and regional routes.
- Rich natural resources
- Preserved environment
- Existence of high educational institutions – Technical high school in Bjelovar – Mechatronics and Interdisciplinary Studies Nursing, and Faculty of Economics Rijeka
- Century – old tradition of craftsmanship
- Tradition in manufacturing industry – metal and food processing
- Tradition of health and spa tourism and hunting tourism – Daruvar Spa – optimal combination of natural factors and the most advanced procedures in the treatment of rheumatic diseases, medical rehabilitation and physical recreation. First mineral spring was regulated in year 288 BC, and their temperature averaged 46.7 degrees Celsius. Hunting is also known for its quality with the trophy hunting of wild animals.
- Developed network of institutions that participate in the development – Regional development agency of Bjelovar – bilogora County Ltd., a Business Park Bjelovar Ltd., Inova G Ltd., Technology park Velika Pisanica
- High proportion of enterprises in the metals industry in the basic financial indicators and export
- The export orientation of important export markets (Austria, France, Germany, Hungary, Kosovo, BiH, Italy, Slovenia, Montenegro, Macedonia, Serbia)
- High quality management systems (certification) – certification according to EU standards
- Social infrastructure – good health services (Bjelovar – bilogora is the founder of many health care institutions) – general hospitals, special hospitals for medical rehabilitation, health, pharmacy. A lot of private practice (special, gynecological, homes for the elderly, counseling). Many kinds of sports recreational facilities in the cities and municipalities – museum, galleries, theatres, many different shopping centers
- The county has nearly 90% covered gas network as compared to other infrastructure in the county adequate
- Low prices of land in business zones – the average price of land within the municipal equipped business zones in the county is about 30,00 HRK/m²

- Incentives for investors – do not pay municipal fees, exemption from payment of municipal contributions, do not pay taxes at the parts, exemption from fees for certain kw hours of electricity

WEAKNESSES

- Insufficient use of natural resources – agricultural land and forests
- Negative demographic trends
- Existing track and rail infrastructure is underdeveloped
- Roads in the Bjelovar – Bilogora county are at the lower category
- Agricultural population has a very low level of education and is at high age
- Little irrigated agricultural land as a prerequisite of modern agricultural production
- Lack of storage, refrigeration facilities and processing plants for fruits and vegetables
- Inadequate technological equipment in industrial sectors
- Insufficient number of skilled workers in all economic sectors
- Lack of accommodation facilities in tourism
- Non – compliance with the educational structure and the economy needs
- High percentage of unemployed who are at a low level of education
- Higher percentage of unemployed female population
- Lack of financial resources and insufficient capacity quarantees for loans
- Lack of specialized and inadequate vocational skilled young professionals
- The average salary – the average net salary is much lower (77%) of the amount of average salary in Croatia
- The absence of a dearly defined brand was never clearly define
- The concept of brand counties
- The low level of specialization of labour – mismatch skills in the workforce with the needs of the market
- In the county is low spatial and professional mobility of the workforce. Spatial no-mobility is related to the problem of public transportation and payment of travel expenses by the employer, while the professional no-mobility related to adult education opportunities and poor motivation for further education and training by both labour and by employers

OPPORTUNITIES

- Use of international and EU funds for regional development
- 17 entrepreneurial zones planned, 7 are in operation
- Benefits in the areas of domestic and foreign investors – reduced price of land, exemption from payment of municipal contributions in the first year and other benefits
- Great potential for using renewable energy sources – geothermal energy, agriculture – fertilizer for the production of energy, the remains of wood, solar energy..
- Cooperation with scientific and educational insitutions, and development of new knowledge and technologies – professional study Mechatronics

- A large number of domestic manufacturers to finalize the product of foreign investors – castings, lights, springs, tractors, fire doors, pumps, tool holders for machine tools, containers, valves, valves for high pressure pipelines..
- Construction of highways, construction of main water supply, railway construction and modernization of existing lines – building the highway Zagreb – Bjelovar – Virovitica will ensure better connectivity with the rest of the county population of Croatia and beyond and create a better infrastructure conditions for entrepreneurs and investors.
- Extension of water supply network will provide local residents to join the main water supply. The project was identified by Government as one of the Priorities for co – financing with the aim of improving living conditions primarily in rural areas.
- The possibility of further education – the existence of many organizations for technical and vocational training offered by many programs that are leaving school entered into a record book
- Public – private partnerships – there is a will of the city and counties for projects of this kind

THREATS

- Negative trend of economic activities
- Outflow of highly – skilled labor – „brain drain“
- Presence of „grey economy“
- Disordered property – legal realtions and incompatibility of land – registry status with the cadastre
- Poor credit policy commercial banks and State: high – interest rate, multiple credit insurance