



ZADARSKA  
ŽUPANIJA

# Zadar County

January 2023





# Geographical Position

Maritime  
orientation

Land area  
3.643,33 km<sup>2</sup>

Total area  
7.276,23 km<sup>2</sup>

Sea area surface  
3.632,9 km<sup>2</sup>

Coastal area  
length 1.350 km





# Vision

## *Zadar county in year 2027?*

- A competitive and developed county that leads in the blue and green growth of the Adriatic Croatia economy.
- A county of innovative and sustainable development with a safe and stimulating environment for all its residents.



## Business Environment in Zadar County

- July 2022 – 64.990 employees - 3.231 **MORE** than in the same period in year 2021
- In 2021, the revenue of entrepreneurs amounted to 2,34 billion euros (22,8% more than in year 2020)

Foreign direct investments in Zadar county

# Foreign Direct Investments in Zadar County

- from 1993 to 2018,  
around 560.5 million  
euros invested







## **Zadar County *the Most Fishing County in Croatia***

- **50% of the total bluefish catch in Croatia**
- **35% of the total fish landing in Croatia**
- **About 75% of the total production in Croatian mariculture**





# Industry

- Metal processing industry
- Food processing industry
- Robotics



# Tourism

- Accommodation capacity: 168.646 beds
- Nautical tourism: 3.640 berths in the sea and 845 on land
- Sustainable active tourism: natural beauties and investments in visitor infrastructure



# Agriculture

Agroturizam Zadar Platform





# Business Zones

Invest in Zadar County –  
website with information  
about the economic  
potential of Zadar county





# Port of Gaženica

- Passenger port
- Cargo port
- Fishing port







## Zadar Airport

- In year 2022. connected to 74 destinations
- The improvement project - Energy efficiency and runway extension





# The Waste Management Center

- Trial work: 2023
- Full operation: 2024





## Renewable Energy Sources in Zadar County

- Zadar County Wind Atlas: total production potential 900 MW
- About 100 MW of installed wind turbine power has been built
- Average insolation in Zadar county is 2.300 to 2.500 sunny hours per year



A scenic view of a wooden boardwalk leading to a beach. The boardwalk is made of light-colored wooden planks and extends from the foreground towards the water. The beach is sandy and populated with people, some sitting on towels or blankets. In the background, there are mountains under a blue sky with scattered clouds. The water is a clear, light blue-green color. The entire scene is framed within a large, semi-transparent circular overlay.

# **The Health Tourism Development Potential**

- Rehabilitation and Tourist Centre Nin
- Health and Tourist Centre Biograd na Moru



# The Sports Tourism Development Potential

Sports center Višnjik





*Thank you for your attention!*

Zadar County Prefect  
Božidar Longin



**ZADARSKA  
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Božidara Petranovića 8  
23000 Zadar





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