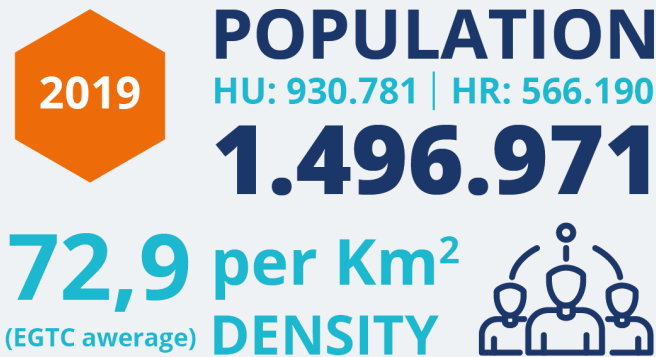


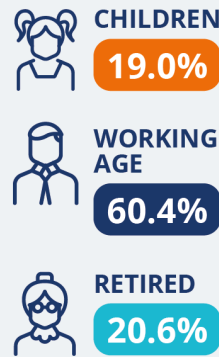


DESCRIPTION OF THE REGION

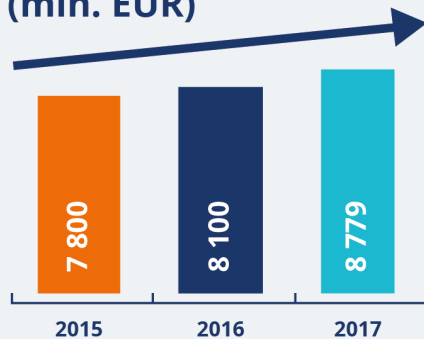
The region comprises three Hungarian and four Croatian counties, all are members of the Pannon EGTC. It is predominantly rural, with a network of small and medium sized towns and one larger urban centre on each side of the border – the agglomerations of **Pécs** and **Osijek**. Despite its rich and diverse cultural heritage and exploitable agro-ecological and hydrological, the region's economic performance is below the average of either Croatia or Hungary and is currently characterised by a population decline and a low level of investments.



DEMOGRAPHIC DATA (% of population)

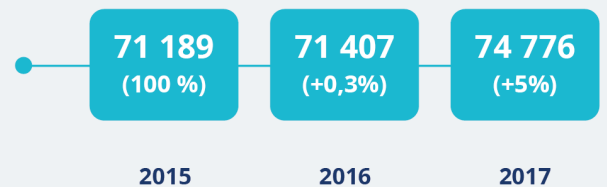


GDP IN THE REGION (mln. EUR)



ENTERPRISES

(% of SMEs in all companies)



PROBLEMS/NEEDS OF SMEs

The productivity of the local SME's is weak, skills in engineering and IT are lacking, resulting in a low performance of local industry. Below-standard transport and business infrastructure and shortages in vocational training make the region less attractive to FDI as other regions of Hungary.

Preparatory studies revealed complementarities between the economic structure of the Hungarian and Croatian part of the region and concluded that a more intense crossborder cooperation of SMEs could enhance the competitiveness of the regional SMEs.

Women, young people and long term unemployed people are overrepresented among the unemployed in Koprivnica - Križevci County (HR). No tools have been available to effectively help these groups to access jobs.

GOOD PRACTICES

Pécs and Baranya County Industrial Development Programme, a regional bottom-up initiative, led and managed by the Pécs-Baranya Chamber of Commerce and Industry that provide a coordinative framework that encourages cooperation of local economic actors, like University, SME's and local authorities.

A pilot support scheme that fosters business cooperation between SMEs operating on different sides of the Hungary-Croatia border. It provides non-refundable grant for joint projects of at least two SMEs, at least one from each country, that aim at developing joint product, technology or service, joining to supplier chains or carrying out common marketing activities.

Small value supports for self-employment has been awarded to selected unemployed people, together with a boot camp for 24 people on topics like ITC and "Taste the idea" - food&tech bootcamp, to develop the basic entrepreneurship skills. Events promoting women entrepreneurship were organized in parallel for participants.

PROJECT PARTNERS

Pannon European Grouping of Territorial Cooperation | Union of the Chambers of Commerce, Industry, Agriculture and Crafts of Lombardy (Unioncamere Lombardia) | Rzeszow Regional Development Agency | Association of the Carpathian Euroregion Poland | European Business and Innovation Centre of Burgos (CEEI-Burgos) | Klaipėda ID | Association of European Border Regions (AEBR) | Klaipėda City Municipality Administration | Society for the Development of the Province of Burgos. (SODEBUR)



European Union
European Regional
Development Fund