



## **Mr.sc. Zvonimir Novak**

### **President**

Croatian Competitiveness Cluster for FPS

<http://www.aik-invest.hr/en/competitiveness/food-p>

### **Bilateral Meetings**

- Wednesday 12:00 - 14:00

#### **Description**

Croatian Competitiveness Cluster for FPS represents a networking and cooperation platform for different business subjects aiming to improve food processing sector competitiveness in the Republic of Croatia. Cluster inaugural assembly was held in January 2013 in Zagreb, comprised of recognised business subjects and public, private and business institutions, scientific and research community stakeholders and professional and business associations.

The goal of networking of various interested stakeholders during the implementation of different projects is to contribute to the enhancement of competitiveness of business subjects, increase the employment and competitiveness of food-processing sector, develop equal regional development and sustainable development and wellbeing of the society.

The cluster represents vast potential for cooperation, growth and development of individual subjects as well as the whole community. Therefore, from a community viewpoint, a cluster is a form of socially responsible engagement, handling resources to create new values not only for individual subjects, but also for the wellbeing of the whole community. Furthermore, examples of clusters active in various sectors in other countries, despite challenging economic periods and turbulent environment, testify in favour of successfulness of such a cooperation model between different social subjects, operating to enhance competitiveness and sustainable development of the community.

#### **THE OVERALL GOAL**

The overall goal, set within the Food Processing Sector is to contribute to the fulfillment of the vision and to promote the economic growth and competitiveness within the Food Processing Sector through research, technological development and the implementation of innovation and new technology, as well as to increase the inflow of investment.

The aforementioned goal is going to be achieved within the 4 priority areas, which are as follows:

#### **FOR THE 4 PRIORITY AREAS:**

Improving the business environment and strengthening of the competitiveness of the Food Processing Sector.

**The Improving and diversifying of the production through research, technological development, and the implementation of innovation and KET Technologies.**

**Developing business infrastructure and business support institutions for the Food Processing Sector. Reducing cost and increasing productivity within the sector by means of the implementation of new technology.**

**The implementation of intelligent (KET) technologies for the purpose of achieving the security and quality of food, and in developing packaging processes and materials-**

**Developing new products in compliance with the market requirements (functional food, organically grown food, improving of traditional products etc.).**

**Developing the scientific and research infrastructure and the technological platform for the Food Processing Sector.**

**Connecting of the public, private and the science and research sector through business clusters and competitiveness clusters (the implementation of cluster initiatives).**

**Harmonising of the manufacturing of agricultural products with the Food Processing Sector requirements.**

**Developing new business models (such as local manufacturing systems) and the models of service providing, logistics and transport as a support to raw material manufacturers.**

**Improving the sustainability of Agriculture and Food Processing Industry (sustainable production, implementation of renewable energy sources, efficient energy use etc.).**

**Identifying the domestic value chain of the Food Processing Sector and the integration within the international value chain through the internationalisation of business.**

**Improving of the legislative framework and the promotion of the Green Public Procurement. Development of human capital, knowledge and competences.**

**Investing in development and implementation of design, as well as in promotion and branding within the Food Processing Industry and of its Products.**

**Lifelong learning and education in accordance with the current and future requirements of the labour market. Devising and implementing of the Communication strategy within the Food Processing Industry. Developing new skills and a curriculum for new vocations within the Food Processing Sector.**

**Developing territorial brands (national, regional and local) within the Food Processing Industry as an economic value added to the sector-**

Promoting of a positive image of the sector

**Multi-sectorial collaboration with the Tourism Industry for the purpose of the placement of Croatian Food Products in the Tourism Industry etc.**

Organization Type

Cluster

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Country

Croatia

City

Zagreb, Prilaz G.Deželića 7 [Google map](#)

Areas of Activities

**Agriculture and Food**

**Tourism**