CROATIAN CHAMBER OF ECONOMY
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"Be CROative"

- Croatian Economy Promotion Project -

1. PROJECT SUMMARY

"Be CROative" is a project that was initiated in 2007 by the **Croatian Chamber of Economy** in cooperation with **5 GROUP** for creative market communication management.

Since promotion of the Croatian economy is one of the main tasks of the Croatian Chamber of Economy, as an institution that gathers together and represents all economic subjects in the Republic of Croatia, the "Be CROative" project is only one in a series of many activities that the Chamber implements toward this goal.

The "Be CROative" project was conceived in the form of an exhibition that has for already five years successfully promoted, throughout the world, Croatian high quality products (holders of the "Croatian Quality" and "Croatian Creation" labels), world renowned Croatian scientists, artists and innovators as well as their inventions and Croatia as a modern country of the 21st century, the homeland of creative and innovative people. The basic concept of the exhibition has changed with time and has been supplemented; the emphasis used to be on Croatian products, its historic contribution and comparative economic advantages, while today the emphasis is on the Croatian investment potential. Therefore, the exhibition now has a new component – "Invest in Croatia" – with the aim of representing Croatia and its economy as attractive investment destinations with a valid and high quality investment potential.

Even though Croatia is most famous in the world for the beauty of the Adriatic coast and its top sportsmen and women, it is little known that this is a country with a great and rich tradition in agricultural and industrial production, that it is the homeland of scientists, artists and innovators without whose innovations today's world would be inconceivable and that due to its exceptional geostrategic position in the heart of the Mediterranean it is one of the most desired European investment destinations. The very presentation of these comparative