



CROATIA

Population: 4,270,480 | GDP: \$102.1 billion | Language: Croatian | Unicorns 2009-2018: 0



What did Croatia do right?

The government legalized ridesharing services in 2018. Instead of operating in a legal gray area, rideshare operators can now work as legal taxi drivers, use city taxi lanes and aren't subject to pricing regulations.



What can Croatia do better?

Croatia could eliminate restrictive rules that hinder drone use, begin actively encouraging the development and testing of self-driving vehicles and increase the amount it invests in research and development.

KEY TAKEAWAYS

Croatia makes its Scorecard debut as an Innovation Leader. The country is relatively tax-friendly and welcoming toward ridesharing and short-term rentals.

Growing tech hubs, including Zagreb and Split, are attracting IT talent from around the world, in addition to the country's

native entrepreneurs. Croatia scores relatively well in measures of ease of starting a business, and boasts a sizable pool of local tech talent, with nearly 32 percent of all college graduates earning degrees in science, technology, engineering and math (STEM) fields.

Croatia's 3,600 miles of coastline are more than just a getaway destination. Hubbig, a startup founded in 2017, created a digital platform for freight shipping from China, which is increasingly using ports in the Adriatic Sea. Another company, Sentinel Marine Solutions, makes software that monitors a vessel's position and vital systems, keeping boats safer.

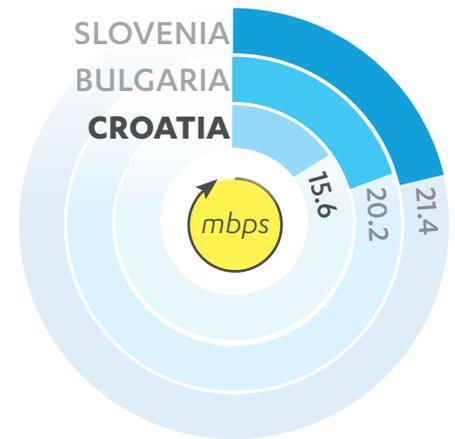
Earning only a single A grade, in Ridesharing, Croatia could improve in nearly every category. Drones and self-driving vehicles face significant restrictions in the country, and investment in research and development is also subpar, at only 0.9 percent of gross domestic product. Croatia could also earn a higher grade in Resilience by improving its physical and digital infrastructure and increasing its population's access to quality broadband internet service.

Sources: (Hubbig) (Sentinel Marine Solutions)

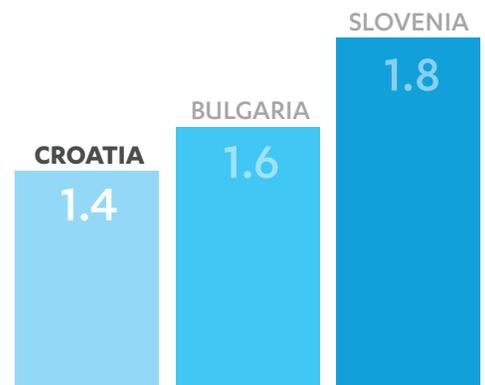


Credit: Balora, Wikimedia Commons

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Short-Term Rentals

Short-term rental hosts must meet registration requirements and submit to property inspections by local authorities, among other regulations.



Human Capital

36.3 percent of Croatia's workers are highly skilled, and the country awarded 31.9 percent of its college degrees in STEM fields.



Tax Friendliness

Streaming services are subject to tax. The corporate tax rate is 18 percent, and the top individual tax rate is 36 percent.



Environment

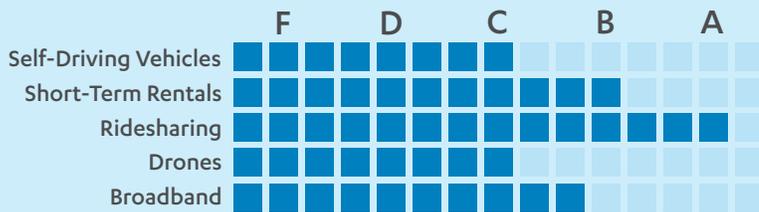
Air quality is below the WHO's standard, but nearly 100 percent of the population has access to clean and protected water sources.



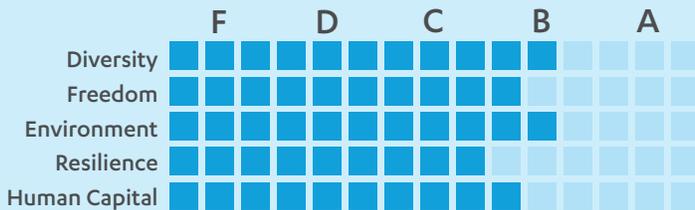
Broadband

The mean download speed of fixed and mobile internet is fast, at 15.6 Mbps. The monthly cost of fixed broadband is 1.40 percent of GNI per capita, and prepaid mobile broadband is 0.60 percent of GNI per capita.

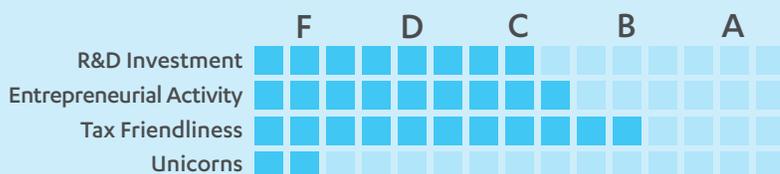
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

CONTACTS

Izzy Santa
Director, Strategic Communications
isanta@cta.tech

Bronwyn Flores
Specialist, Policy Communications
bflores@cta.tech

- @ConsumerTechnologyAssociation
- Consumer Technology Association
- @CTA
- @CTATech