

#1 KEY TAKEAWAYS FROM JAPAN TDD

- Disciplined mentality and mindset
- Knowing your competitive advantage— and developing it
- Working with people & businesses who know what they're doing!
- Transformation of local economies (for example: from heavy industry to biomedical + research & development)
- Importance of innovation to make successful products
- Having a vision, a strategy and action planning
- ...But... “Don't eat raw fish”

#2 MEETING KEY CHALLENGES IN SLAVONIA

1. Making Slavonia MORE ATTRACTIVE to do business & to live

- Requires real changes—not just sales & promotion.
- For businesses: easier to do business.
- For people: more jobs.

2. USE Slavonia's advantages

- Honey, wine, tourism, tradition & history, culture.

Highest quality in Europe and the world, but.....

- NEED TO INCREASE VALUE: Focus on premium products
- FIND NEW EXPORT MARKETS: Link products to export markets
- IMPROVE PRODUCTS: Investing in research & innovation for food, wine, wood....

#3 ACTIONS

SHORT-TERM (3 months)

- Discuss with Mayors, municipal leaders, local businesses (farmers, processors)
- Increase information on markets and opportunities

MEDIUM-TERM (1 year)

- Marketing:
 - Slavonian brands (honey, kulen, bacon, wine, rakija, pumpkin oil, spices & peppers, green energy)
 - Trade & export advertising & marketing of Slavonian products to new markets
- Product development:
 - Invest in Centres of Competence for wood, wine, food
 - Irrigation for agricultural land
 - Cooperatives & logistics infrastructure

LONG-TERM (3 years)

Work with national government to change national political environment & regulations to provide easier business environment



#4 BARRIERS TO ACHIEVING THE ACTION PLAN

- National-level regulations are an obstacle for businesses
→ So we need to lobby to change laws
- Corruption is a problem
→ So we need to increase transparency
- Working habits, mentality, & self-criticism
→ We need to lead by example. (For example: Antunovac)

#5 SOME NEEDS FOR SUPPORT & KNOWLEDGE

- *KNOWLEDGE:*

- Technical knowledge on product / regional branding
- Market information to decide which countries to target for exports



- *FINANCING:*

- National support & EU Funds for projects in Slavonia
- Other financing for projects outside EU funds (for example: roads)

