#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………..
   i. NEED TO INCREASE VALUE: Focus on premium products
   ii. FIND NEW EXPORT MARKETS: Link products to export markets
   iii. 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)