

PwC

# *EU GRANTS IN TOURISM & NATIONAL INVESTMENT INCENTIVES*

KroatienTAG 2014

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**pwc**

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# *About PwC*

# *1*

## *PwC is a global leader in professional services*

### *PwC globally <sup>(1)</sup>*

PwC provides consulting, audit and tax services with the aim of increasing the value of our clients.

*Revenue: 34 bn. US\$<sup>(2)</sup>*

*Number of employees: 195.433<sup>(2)</sup>*

We provide a variety of business and financial services to leading global, national and local companies and public institutions.

*Presence: 157 countries*

*Number of offices: 776*



*Note: (1) according to the latest available data*

*(2) Including \$1 bn revenue and 3,000 employees from the latest acquisitions of Booz & Company*

## *PwC Croatia and PwC EU Services*

- ✓ PwC Croatia employs more than 150 professionals who are focused on providing innovative advice and solutions for the specific needs of its clients. PwC's client base includes some of the largest Croatian and multinational companies. The close interaction with economic and government bodies allows PwC to keep up with the fast changing environment in which businesses have to work in Croatia
- ✓ PwC's EU services team consists of experienced professionals with expertise in the field of grants from EU funds. The team members are specialists in the field of investment promotion, including: grants co-financed from EU ESIF funds, as well as domestic sources, various tax and cash incentives, financing, etc. PwC constantly monitors current developments in the field of state aid at the European and national level. PwC also has extensive experience in managing projects and applications for financial grants
- ✓ PwC is key adviser to the European Commission and its bodies, the European Investment Bank and the European Investment Fund, the European Parliament, the European Council and many other EU institutions, as well as the member states themselves
- ✓ PwC has been deeply involved in assisting entrepreneurs, institutions and local authorities in the process of applying for grants and incentives. In many cases PwC's assistance resulted in awarded grants and incentives for new investments and education and created new workplaces

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# *Planned calls for proposals*

# 2

### *Priority axis 3. Business Competitiveness (1/2)*

*Investment Priority*      *3. 4. Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes*

*Specific objective*      *3.4.1 . Improvement of SMEs' performance and growth*

- Actions to be supported*
- Support for investments in new, innovative and sustainable tourism products and services and extension of existing ones contributing to raising quality and development of tourist destinations, in particular the underdeveloped ones, taking into account destination-based approach and introduction of non-technological solutions intended for increasing the effectiveness of production and service provision activities (including industrial design and other 'creative industry' solutions), including those leading to reduction of an adverse impact on the environment, indispensable specialized trainings and advisory for staff
  - Support to enterprises meeting norms and standards and receiving certification of products/services/processes in order to increase competitiveness and access to international markets. Assistance to the introduction of quality, environmental, process-management and other control and management systems, certificates and standards including carrying out a conformity assessment
  - ICT solutions

*Beneficiaries*      • *SMEs*

### *Priority axis 3. Business Competitiveness (2/2)*

<i>Investment Priority</i>	<i>3. 4. Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes</i>
<i>Specific objective</i>	<i>3.4.1 . Improvement of SMEs' performance and growth</i>
<i>Actions to be supported</i>	<ul style="list-style-type: none"><li>• Support to the promotion and presentation of Croatia and its regions as a year-round attractive tourist destination by implementation of new tourist products and offer -inter alia, promotion campaigns of tourist products, organization of promotion events, study visits, on-line campaigns, etc., research into tourist traffic (providing access to up-to-date information on tourist traffic to entities operating in the tourism sector and to improve the quality of tourist traffic research in the regions)</li></ul>
<i>Beneficiaries</i>	<ul style="list-style-type: none"><li>• SMEs willing to start or expand their activities on foreign markets, innovative clusters, the MEC in cooperation the regional authorities and BSOs (such as entrepreneurial associations, Chamber of Economy, Chamber of Crafts, Croatian Association of Cooperatives, HAMAGBICRO) involved in internationalization</li></ul>



## *Priority axis 4. Promoting Energy Efficiency and Renewable Energy Sources*

*Investment Priority*     **4.2. Promoting energy efficiency and renewable energy use in enterprises**

*Specific objective*     **4.2.2. Increasing energy efficiency and use of RES in private service sector (tourism, and trade)**

*Actions to be supported*

- Development of infrastructure for renewable energy sources in manufacturing industries and service sector (tourism and trade) including switch from conventional to alternative (RES) energy such as: installation of solar collectors, heath pumps, high efficient co-generation
- Implementation of measures for increasing energy efficiency in manufacturing industries and service sector (tourism and trade) including:
  1. "“soft measures”- introduction of systematic energy management, performance of energy audits, control of analyses of energy consumption, preparation of plans for more efficient management of energy, institutional and organizational assessment and proposal for optimizing business processes in terms of energy savings,
  2. Infrastructure investments such as smart metering and physical refurbishment of objects that will contribute to achieving energy efficiency targets, improvement of the currently used technologies, implementation of pilot projects.
  3. Promotional activities (info pults, brochures, commercials, spots) and advisory services for business
- Having in mind that SMEs are receiving funding primarily from the Priority axis 3 the demarcation of the possible (energy related) activities between PA3 and PA4 will be ensured as follows: in the cases where energy related measures are part of the integral modernization of manufacturing technologies, equipment and machinery (for example purchase of new production lines) those measures will be financed from PA3. In the case of projects encompassing only the energy measures in the SME (either energy efficiency ones or RES) then the financing will be done through the PA4. Energy efficiency measures that are dedicated to the renovation of industry / service buildings as such (e.g. management buildings or production hall) will be financed from the PA

*Beneficiaries*     • **Enterprises (SMEs and large enterprises)**

## *Priority axis 6. Environmental Protection and Sustainability of Resources*

### *Investment Priority*

### *6.3. Conserving, protecting, promoting and developing natural and cultural heritage*

### *Specific objective*

### *6.3.1. Enhancing protection and management of cultural heritage for development of tourism and other economic activities*

### *Actions to be supported*

- Renovation and reconstruction of cultural heritage sites (archaeological sites, industrial heritage, fortifications, castles, minor houses, palaces, ethnologic heritage) and construction of related infrastructure as well as improvement of services provided in the cultural heritage sites and creation of new services which will contribute to integrated tourism development
- Improvement of cultural heritage management by developing management plans, conservation analyses and guidelines for identified culture heritage sites.
- Rising of public awareness by education about cultural heritage, and its promotion in order to increase the visibility of the sites
- Promotion and marketing of the cultural heritage sites for tourism purposes are also included.
- Project preparation activities

### *Beneficiaries*

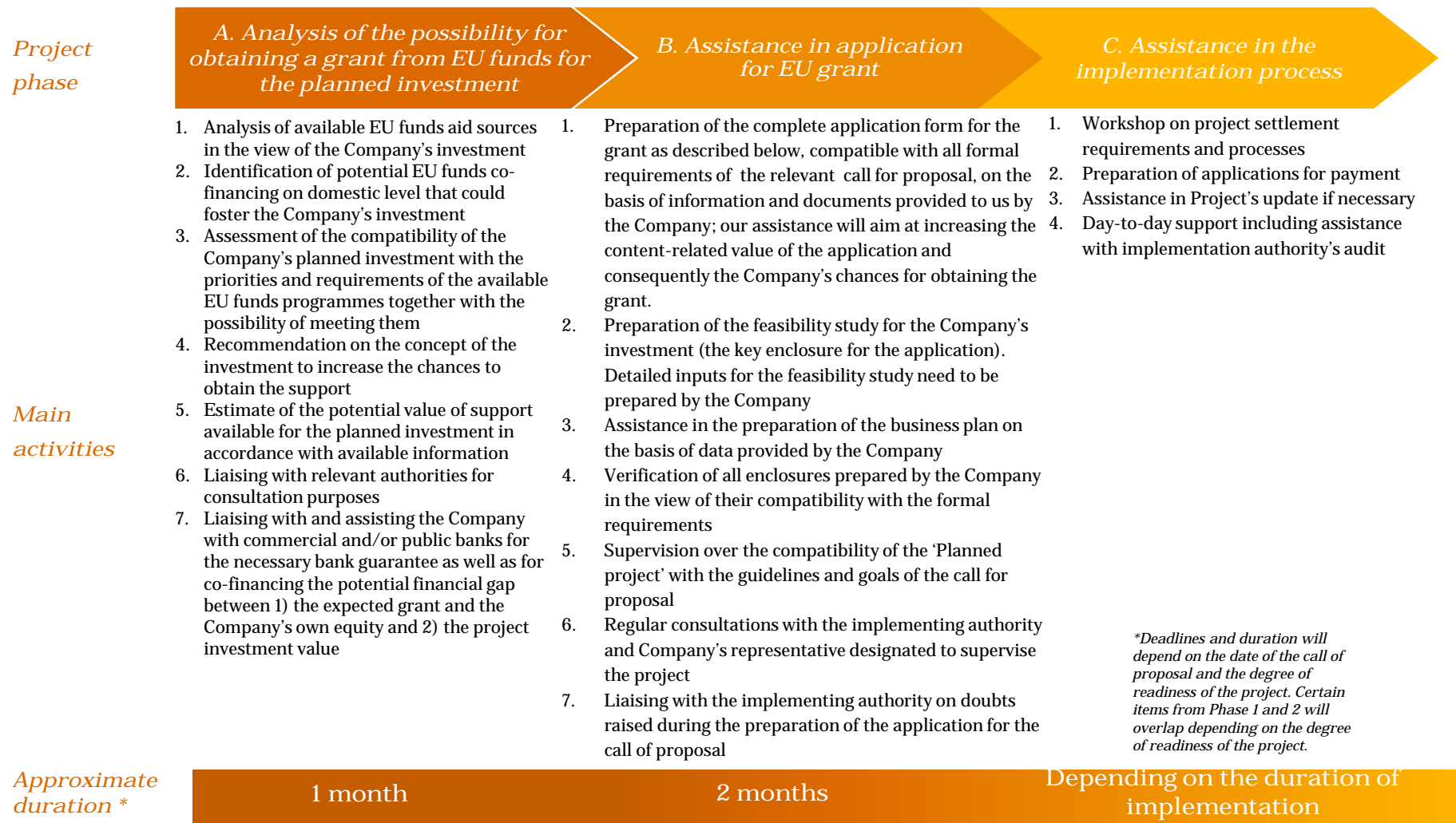
- Governmental bodies and institutions, regional and local authorities, owners of cultural heritage, local population, related to SMEs in tourism

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# *Project activities - EU grants & national investment incentives*

# 3

## Project for EU funds



*\*Deadlines and duration will depend on the date of the call of proposal and the degree of readiness of the project. Certain items from Phase 1 and 2 will overlap depending on the degree of readiness of the project.*

## Project for national investment incentives

### Project phase

#### D. Assistance in applying the investment project for incentives according to the Act on Investment Promotion

#### E. Support during the period of usage of incentives under the Act on investment promotion

### Main activities

1. Analysis of the size of the Company in accordance with Annex I of Commission Regulation (EU) N ° 651/2014 of 17 June 2014 (the definition of SME)
2. Identification of potential incentives according to the Act on Investment Promotion, which could stimulate investment of the Company (activities with high added value services - activities of tourism services)
3. Recommendation of concepts and if possible the dynamics of investment in order to increase the chances of obtaining grants and optimal incentives for the Company
4. Evaluation of the potential value of the aid that is available for the planned investment, according to the available information
5. Liaising with the relevant authorities and agencies for consultation purposes on use of incentives for the Company (Ministry of Entrepreneurship and Crafts or Ministry of Economy („Ministry“), AIK Invest...)
6. Analysis of documents and information that we receive from the Company
7. Analysis of the eligible investment costs
8. Optimization and calculation of the usage of incentive categories according to dynamics of payment / use, depending on what is best for the Company
9. Meeting with the Ministry for the purpose of notification and presentation of investment
10. Support in the preparation of entire documentation for the project application for incentives on investments, according to the Act on Investment Promotion and Improvement of the Investment Environment (Official Gazette 111/12, 28/13) and the Regulation on Investment Promotion and Improvement of Investment environment (Official Gazette 40/13)
11. Calculation of the base and the maximum intensity of incentives for investment, taking into account the potential financing of the planned project using preferential interest rates of HBOR
12. Monitoring the process of approving the application in the Ministry and for that purpose the necessary meetings with the Ministry, and possible modifications / additions to application at the request of the Ministry

After approval of incentives, it is necessary to prepare additional documentation that justifies and allows the use of incentives. This primarily refers to the annual reports that are submitted to the Ministry and the Ministry of Finance - Tax Administration, and the documentation proving the creation of new jobs and training related to the workplace.

*Thank you for your  
attention!*

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