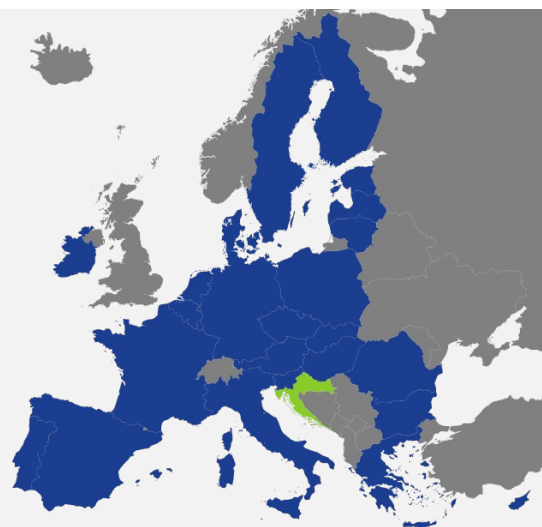


## EU-NZ FTA COUNTRY FACTSHEET CROATIA



### Overview of benefits



Eliminates **customs tariffs** for Croatian exporters and importers



Improves **market access** for Croatian service providers



Protects **distinct Croatian** food and drink products



Enables opportunities for **green** Croatian firms and **technology**



Supports Croatian **small- and medium-sized businesses** to export



Creates opportunities for Croatia's **digital firms** to export their services



Enables Croatian firms to bid on **public contracts** in New Zealand



Facilitates Croatian **investments** into New Zealand

## Trade in goods and services

Top-5 exported goods from Croatia to New Zealand

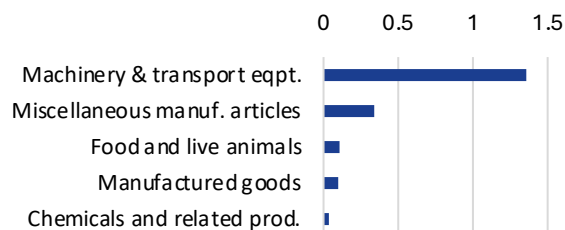


Figure 1: Top-5 exported goods in million Euros, 2023  
(Source: [Eurostat](#))

Top exported services from Croatia to New Zealand

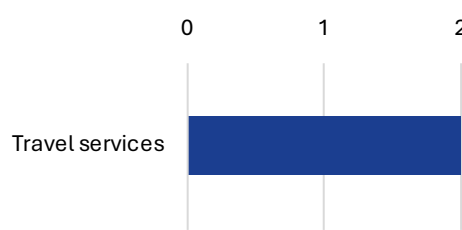


Figure 2: Top exported services in million Euros, 2022  
(Source: [Eurostat](#))



### Trade in goods

In 2023, Croatian goods exports to New Zealand exceeded **€1.9 million**, led by **machinery and transport equipment**, totalling €1.4 million. This was followed by **miscellaneous manufactured articles** (€0.3 million) and **food and live animals** (€0.1 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Croatian firms' competitiveness across these and other sectors.



### Machinery and transport equipment

**Electrical appliances** (€0.6 million) are the main exports, mainly including electrical transformers (€0.5 million). This is followed by **metalworking machinery** (€0.3 million), dominated by machine-tools; and **industrial machinery** (€0.3 million), mainly including furnace burners (€0.2 million).



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for machine-tools for working metal (HS 8462.29.00), previously 5%, is now 0%.



### Miscellaneous manufactured articles

**Miscellaneous articles** (€0.3 million) are the main exports, dominated by carved or moulded organic materials. This is followed by **professional and scientific instruments** (€10 thousand), such as geophysical surveying instruments (€4 thousand); and **travel goods** (€3 thousand).



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for water-sport equipment (HS 9506.29.00), previously 5%, is now 0%.



### Food and live animals

The main exports in this category are **soup and broth preparations** (€50 thousand), followed by **food preparations containing cocoa** (€35 thousand) and **sugars and sugar preparations** (€8 thousand), dominated by sugar confectionery not containing cocoa.



Prior to the FTA, tariffs in this sector were **as high as 5%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for food preparations filled with cocoa (HS 1806.31.00), previously 5%, is now 0%.



## Trade in services

Croatian service exports amounted to **€2 million** in 2022, with the entire amount coming solely from the **travel sector**.

The agreement facilitates **easier access** for Croatian firms to New Zealand's service market, ensuring a **level playing field** for Croatian service providers in sectors like **telecommunications, financial services, and international maritime transport**. Additionally, the FTA includes advanced provisions for the **movement of business professionals**, allowing Croatian firms to efficiently post managers or specialists and their **families** to subsidiaries in New Zealand.



## Support framework for exporters

The FTA introduces a comprehensive regulatory framework designed to simplify export procedures and reduce compliance costs for Croatian firms. This includes **streamlined customs processes** and **easy access to essential information**. Central to this effort is the European Commission's **Access2Markets** platform, which provides detailed information and guidance on **tariffs, rules of origin** ([Rules of Origin Self-Assessment Tool - ROSA](#)), **taxes, import procedures and formalities, product requirements, trade barriers, and trade flow statistics**. The databases are restricted to users in the EU. EU companies' offices outside the EU can request access via this [form](#).



Please visit the EU's **Access2Markets** platform for more information

## Investment opportunities



New Zealand is an untapped market for Croatian investors.

The FTA lays the groundwork for increased Croatian investment in New Zealand, particularly in sectors such as

- **financial services**
- **information and communication technology**
- **pharmaceutical and biotechnology**

aligning with Croatia's investment strengths.

Figure 3: Investment opportunities for Croatian firms and investors

Croatian investment in New Zealand is poised for growth, supported by a **favourable investment climate** and shared priorities in **sustainability and innovation**. Under the FTA, the investment screening threshold has been doubled to **NZD 200 million (~€110 million)**. This adjustment impacts Croatian investors planning to **acquire significant business assets** in New Zealand. Guidance on the overseas investment regime in New Zealand is available from the [Overseas Investment Office](#). More information on investing in New Zealand can be found on the [New Zealand Trade and Enterprise website](#).

## Agriculture & Geographical Indications

Croatia's exports of food and beverages to New Zealand ranked third among its export sectors in bilateral trade for 2023, totalling about **€0.1 million**. The leading commodities were **soups and broths** (€50 thousand), followed by **food preparations containing cocoa** (€35 thousand), and **sugars and sugar preparations** (€8 thousand).

The FTA ensures **robust protection** for **40 Croatian food and drink items** in New Zealand, **guarding against counterfeit** goods and securing marketing for authentic products with their traditional names. The agreement also includes provisions to potentially **expand the list of protected geographical indications (GIs)**, bolstering the safeguard of Europe's culinary and cultural legacy. All EU GIs protected in New Zealand can be accessed through [New Zealand's Intellectual Property Office](#).

Protected **Croatian items** include, among others:



**Wines:** Dingač, Hrvatska Istra, Moslavina, Plešivica, Slavonija



**Spirits:** Hrvatska travarica (herbal brandy), Hrvatska stara šljivovica (plum brandy)



**Food items:** Baranjski kulen (sausages), Dalmatinski pršut (dry-cured ham)

## Public procurement

The FTA unlocks new opportunities for Croatian firms within New Zealand's public procurement sector, offering several key benefits:

- **Expanded market access:** Croatian firms now have **broadener access** to New Zealand's procurement, extending beyond WTO limits to include all entities governed by New Zealand Procurement Rules.
- **Equal footing with local firms:** The FTA levels the playing field, allowing Croatian companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Croatian businesses gain entry to **transport and infrastructure** projects, notably those funded by the New Zealand Transport Agency and Auckland Transport, enhancing prospects in engineering and technology.

More information on public procurement can be accessed via [New Zealand Government Procurement](#). Furthermore, New Zealand's [Marketplace platform](#) allows EU firms to register their interest in providing Software as a Service (SaaS), consultancy, managed services, and enterprise software to the government.

## Key contacts & additional information

### Embassy of the Republic of Croatia

E: [vrh.canberra@mvep.hr](mailto:vrh.canberra@mvep.hr)

P: +61 2 6286 6988

W: [mvep.gov.hr/au/en](http://mvep.gov.hr/au/en)

### New Zealand Croatia Business Council

E: [Kelly.Greenem@talleys.co.nz](mailto:Kelly.Greenem@talleys.co.nz)

[co.nz](http://co.nz)

### Enterprise Europe Network

Link to website:

[een.ec.europa.eu/](http://een.ec.europa.eu/)

Local contact points:

[een.ec.europa.eu/local-contact-points/hr](http://een.ec.europa.eu/local-contact-points/hr)

### New Zealand Europe Business Council

E: [info@nzebc.org.nz](mailto:info@nzebc.org.nz)

W: [nzebc.org.nz/](http://nzebc.org.nz/)

Please refer to the [EU-NZ FTA SME Guide](#) for more information