KROATIEN: BEI UNS SIND IHRE GESCHÄFTSCHANCEN SO KLAR WIE UNSER MEER.

Auf zu neuen Märkten. Mit den AHKs.

Erfolgreich nach Kroatien zu expandieren
war noch nie so leicht:
Jetzt kostenfreie Erstberatung buchen.

AHK



GREEN TRANSFORMATION IN CROATIA

ENERGY MARKET OVERVIEW

High need + EU funding + local capacity gaps = room for strong technology partners

Demand is practical

Companies are looking for lower energy costs, resilient supply, measurable savings and implementation partners.

Projects move unevenly

Permitting, grid access, procurement and regulation can slow projects. Timing and local navigation matter.

Partnership beats distance

Local EPCs, distributors, planners, integrators and institutional contacts are often the fastest route to credibility.

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Njemačko-hrvatska industrijska i trgovinska komora

Gefördert durch:
Bundesministerium für Wirtschaft und Energie
aufgrund eines Beschlusses des Deutschen Bundestages

GREEN TRANSFORMATION IN CROATIA

CROATIA'S GREEN TRANSFORMATION IN NUMBERS

73.6%

renewables in total electricity generation

2024, incl. large hydropower

29.7%

renewables without large hydropower

2024 electricity generation

42.5%

renewables in gross final energy consumption

national target for 2030

76.7%

renewables in gross final electricity consumption

national target for 2030

What the numbers mean for technology providers

- **Hydropower remains the backbone** — The high headline share masks a lower share from wind, solar, biomass and geothermal.
- **The next growth phase is system-driven** — More solar and wind require grids, storage, digital control and flexible demand.
- **2030 requires a broad energy transition** — The 42.5% target applies to total final energy, not only electricity.
- **Nuclear energy enters strategic planning** — A new legal framework marks a policy shift toward nuclear power, including possible SMRs.
- **Concentrated market structure** — HEP's strong position across generation and supply can make market entry, project participation and customer acquisition more challenging.

Sources: Ministry of Economy, Energy in Croatia 2024; Croatia final updated NECP 2021–2030 (2025); Law on the Development of Nuclear Energy for Civil Use, NN 55/2026; HOPS, Electricity Market; HERA Annual Report 2024.

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GREEN TRANSFORMATION IN CROATIA

DECARBONISATION: SCALE, SECTORS AND INVESTMENT

Industrial emissions reduction is moving from policy goals into large, technology-intensive projects

16% industry share of final energy consumption

20% industry share of greenhouse-gas emissions

€9.5 bn additional investment needed by 2030

€2.7 bn of this for transmission and distribution grids

Technology demand

- industrial heat pumps & heat recovery
- PV and self-consumption
- battery storage & flexibility
- energy management & automation
- hydrogen / biomethane interfaces
- CCUS components and engineering

Priority sectors and concrete projects

Cement & building materials — NEXE CO_2NTESSA: €400m; >700,000 t CO_2/year capture target

CCUS, oxyfuel, process optimisation

Cement & concrete — Holcim KOdeCO Net Zero: €237m; 366,000 t CO_2/year capture target

CO_2 capture, liquefaction and export chain

Industrial electrification — Knauf Insulation: €120m line; 80% lower direct GHG emissions

electric melting, grid connection, efficiency

Sources: AHK - Potenzialanalyse 2026/2029; Energy in Croatia 2024; project data from NEXE, Holcim and Knauf.

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WHERE GERMAN SOLUTIONS CAN WIN

Focus on bottlenecks and implementation gaps, not on generic “green technology”.

Industrial efficiency

Process heat, heat recovery, HVAC, compressed air, monitoring

On-site energy

Commercial & industrial PV, self-consumption, energy management

Flexibility

Battery storage, inverters, virtual power plants, smart-grid integration

Hard-to-abate sectors

Electrification, CCUS interfaces (Carbon Capture, Utilization, and Storage), hydrogen and biomethane pilots

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PRACTICAL TIPS

DO

- Lead with a concrete reference case
- Bring a Croatian or regional service concept
- Prepare documentation for technical and public buyers
- Budget time for approvals and procurement
- Use in-person meetings to build trust
- Leave each meeting with one agreed next step

AVOID

- Waiting for a perfect national rollout
- Treating a trade fair as the full market-entry strategy
- Selecting partners only by company size
- Overpromising timelines before local checks
- Stopping after the first delegation visit

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UPCOMING EVENTS & SERVICES FOR GERMAN COMPANIES FROM THE ENERGY SECTOR, 2027

German Energy Solutions Initiative (BMWE): Power-to-X & green hydrogen

- Webinar: March 9
- Delegation trip to Germany: May 31 – June 3
- Business trip to Croatia (technology presentations, B2B meetings): October 26-28

German Energy Solutions Initiative (BMWE): Sustainable Mobility (joint project Croatia/Bulgaria/ Serbia)

- Business trip to Croatia (technology presentations, B2B meetings): April 19-23
- Delegation trip to Germany: May 10-14

EUREM – European Energy Manager

Practice-oriented qualification and a professional network for corporate energy management.

Related projects

- Sourcing Tour Croatia & Slovenia, October 4-7: Connect with qualified suppliers and business partners from the metal industry, mechanical and plant engineering, electrical engineering & electronics, IT and other high-potential sectors.
- Bayern-Fit for Partnership: Study Tour to Bavaria on Waste Management and Recycling, Q4

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OVERVIEW OF THE DIHK-AHK-IHK NETWORK

AHK

Chambers of Industry and Commerce(IHKs)
79 chambers in Germany

IHK



German Chambers of Commerce Abroad (since 1894)
150 chambers in 93 countries



German Chamber of Industry and Commerce (DIHK)
Umbrella organisation of the IHKs and AHKs

DIHK

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THE AHK NETWORK

MORE THAN
7.200 Events

SINCE
1894

OVER
50.000
MEMBERS

150
LOCATIONS

93
COUNTRIES

132 YEARS

2.300 AHK employees

ROLE AND TASKS OF THE AHKS

1 ORGANISATION – 3 CORE FUNCTIONS

The AHKs fulfil three core functions at their locations – with one common goal: economic success and networking.



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THANK YOU!
VIELEN DANK!
HVALA!

AHK Kroatien

Strojarska cesta 22/11

10000 Zagreb, Kroatien

Tel.: +385 1 6311 600

E-Mail: info@ahk.hr

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