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# ANNUAL REPORT

2008

Association of Trades and Crafts Zadar

## Introduction

The activities of the Association of Trades and Crafts in Zadar in 2008 is based on the Work Programme of the Association for 2008, and in accordance with that, the confirmed Budget for 2008, which was adopted by the Assembly on 19 December 2008, based on the Statute of the Association of Trades and Crafts in Zadar.

This Annual report therefore comprises the report of the work of the Association in 2008 and report of the Supervisory Board considering financial report for 2008.

The work of the Association in 2008 was based on the activities of Assembly, Management Board and President as the Body of the Association, as well as Sections and committees contributing to the work of the Association.

The tasks ensuing from the activities of the managing and executive bodies of the Association, as well as those concerned with the entire Croatian Chamber system, such as informing, counselling and giving services to the members of the Association, have been coordinated and carried out by the Administration Office.

As a result, this Annual report covers all the activities which were carried out, as well as the results obtained in 2008, and which are related to the Statutory obligations of the Association, work of the bodies, work of the Administration Office, work of the professional Sections of the Association, and the activities promoting trades and crafts, and the Chamber itself.

The first section of the report consists of the overview and dynamics of the development of trade and crafts on Zadar area, both throughout the year, and according to sections. This analysis shows certain trends which may serve as a basis for planning and determining future activities, aims and priorities of the Association.

One of the main tasks of the Administration office is to monitor economic changes as well as the needs of the tradesmen. The office is also becoming stronger and stronger in the area of counselling and supporting tradesmen, and in organising various seminars, coordinating professional work, informing and other activities. Therefore, this Report also contains a cross-section view of the results of the work of the Administration Office, for the period covered by the report. It is based on counselling, organisation of professional work, informing and notifying its members, monitoring the manner in which the conclusions of the professional and managing bodies of the Association were carried out, along with other activities.

The professional work of the Association is characterised by numerous section meetings held during 2008, where problems and interests of different business sectors were discussed and where suggestions for changes in the business regulations of tradesmen were agreed on.

In 2008 many new long term projects were started, and previous successful cooperation with other institutions continued. It was especially important because it marked the 40<sup>th</sup> anniversary of Association of Trades and Crafts, Zadar, which was specially celebrated in 2008.

## **WORK REPORT FOR 2008**

The basic programme document for the past period was the Annual Work Programme of the Association for 2008. Most of the activities planned in the Programme were carried out, along with some activities which had not been planned, but which strongly influenced the promotion of Trades and Crafts, and contributed to the development of the Association itself.

Along with the Work Programme, all the activities of the Association were coordinated with the tasks of chamber institutions which are defined by the Trades and Crafts Act, the Statute of the Croatian Chamber of Trades and Crafts, the Statute of the Chamber of Trades and Crafts of Zadar County, as well as the Statute of the Association of Trades and Crafts, Zadar.

Furthermore, all the activities were carried out on the basis of the decisions of the bodies in authority, the Management Board and the Assembly as well as the other documents of the Association. Implementing and measuring the results of all these activities were monitored and coordinated by the Administration office.

The current mandate of the bodies of the Association for the period 2006-2010 continued in 2008, as well as the development of the previously defined objectives which are result of the agreement of all the members of the bodies about carrying out the long term plans and development of the Association.

### **1. Overview of the developing of Trades and Crafts in 2008**

The Associations of Trades and Crafts, Zadar, in the area of its activities, encompasses all the registered tradesmen in the following towns: Zadar, Nin, Obrovac and the councils of: Bibinje, Galovac, Gračac, Jasenice, Kali, Kukljica, Novigrad, Poličnik, Posedarje, Preko, Privlaka, Ražanac, Sali, Starigrad, Sukođan, Škabrnja, Vir, Vrsi and Zemunik Donji. Because the Association covers such a huge area, specific and varied problems have been noted, as well as the need for a solution.

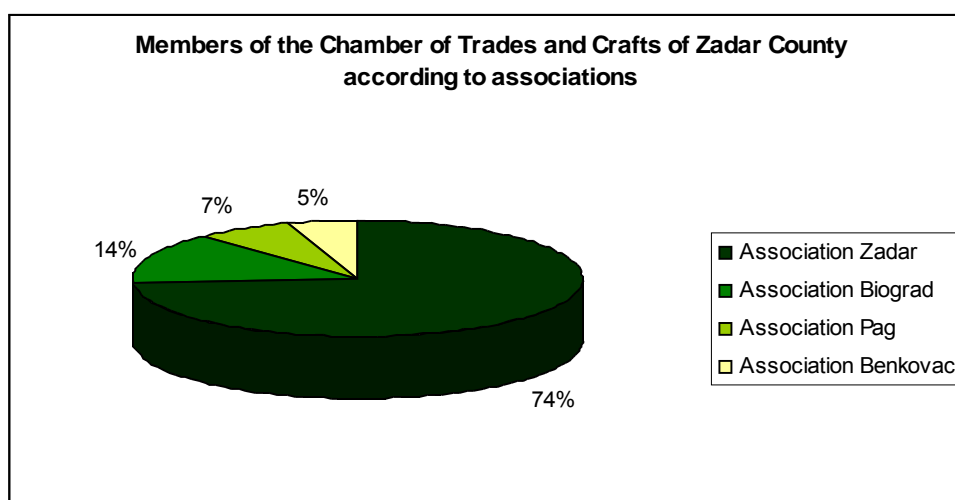
According to the data of the Craft Register of the Ministry of Economy, Work and Entrepreneurship, the Association of Trades and Crafts in Zadar, had 3,998 registered members at the end of 2007, while that number was 3,907 at the end of 2008. This meant a decrease of 2.3% that is 91 businesses fewer than in the same period in the previous year.

The Association of Trades and Crafts Zadar, is part of the Regional Chamber (Chamber of Trades and Crafts of Zadar County), and in terms of the number of members makes 74% of the total membership of the Regional Chamber along with trades belonging to other associations: Biograd, Pag and Benkovac.

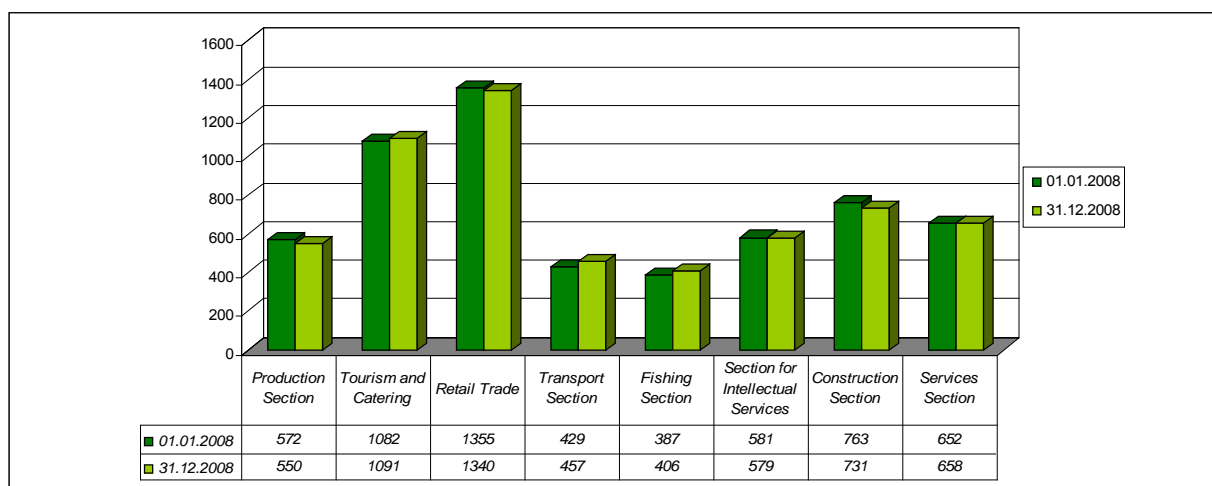
The total number of trades and crafts which work and/or are temporarily closed down in the county are given in the following table overview for particular association. The number of Zadar's tradesmen in the total number of those who are active, can be clearly seen, from the following tables:

	Trades Working	Temporarily Not Working	Total number of active trades*	Percentage in County
Zadar County	5119	174	5293	-
Association Zadar	3790	117	3907	74%
Association Biograd	731	32	763	14%
Association Pag	349	24	373	7%
Association Benkovac	249	1	250	5%

\* Working and temporarily not working



In further analysis of the number of trades in the Association of Trades and Crafts in Zadar, according to registered trades, divided into eight main sections, it was confirmed that there was a positive trend in some activities (transport, fishing, catering) whereas others show a negative trend (retail trade, production, construction). This data can be seen from the following chart and the table which shows a comparative overview of the number of registered trades from 1<sup>st</sup> January 2008 till 31<sup>st</sup> December 2008.



## 2. Administration Office Services

Economy, as well as trades and crafts today, faces continuous changes around it, which makes it necessary to constantly adjust and improve business. For this reason the activities of the Administrative Office of the Association in 2008 were to a large extent conditioned by the needs of its members to be timely informed and counselled.

### 2.1. Advisory Office

Through its Advisory service, the Association of Trades and Crafts Zadar, fulfils in the Statute defined obligation, to give support to tradesmen when opening a business and afterwards.

The Advisory Office of the Association was formerly founded in 2005 and since then it has monitored its development and the quality of its services. The aim of

its formation was to supplement counselling services of the Croatian Chamber by employing a local legal counsellor. The extent of the counselling services was constantly growing in the previous period and extended to members outside Zadar's Association.

During 2008, the Office continued to work in Obrovac once a month, intending to bring closer its services to the members in the wider area of the function of the Association.

The Advisory Office regularly filed and updated data on legal regulations available to all on the website of the Association, where a number of questions were either asked personally or by phone at the office in Zadar.

If we compare 2008 with the previous year, it is obvious that the number of questions decreased which can perhaps be explained by the different methodology in monitoring queries, and since during 2007 the interest of the members in education in the area of safety at work was recorded as a query:

2007	2008	Changes 2007-2008
Number of query	Number of query	
351	323	-7.98%

The greatest number of questions in 2008 came from the Zadar area, as it was previously. Part of the questions received on the website, in total number of questions for 2008, was 4.95%, which is less by 36% if compared with the previous year.

Considering small number of questions registered in Obrovac office, at the beginning of 2009, in Gračac, a two-hourly duty was started once a month.

Depending on the area and the importance of the problem, the questions are classified into simple (in practice, this is the kind of question which immediately provides an answer on the web), complex (the kind of question which requires a written answer, or demands more time), and a counselling visit (when a question is complex, because of the importance of the problem and on a clients request, requires a personal contact).

Complexity of Questions	2005*	2006	2007	2008	Change 2007-2008
Simple	66	210	184	197	+7.07%
Complex	31	67	64	68	+6.25%
Written reply	26	31	103	58	-43.69%
Counselling visit	2	0	0	0	
<b>total</b>	<b>125</b>	<b>308</b>	<b>351</b>	<b>323</b>	<b>-7.98%</b>

\* 2005 includes a 10 month period

For the fore-mentioned table overview it is evident that the number of questions in 2008 decreased by 7.98% which could partly be explained by the changed methodology of monitoring questions. However, the biggest fall appeared in the number of answers to which the tradesmen received a written reply – up to 43.69%, whereas the number of simple questions increased by 7.07%.

The following table shows that most of the questions are simple and the least need was shown for counselling visits.

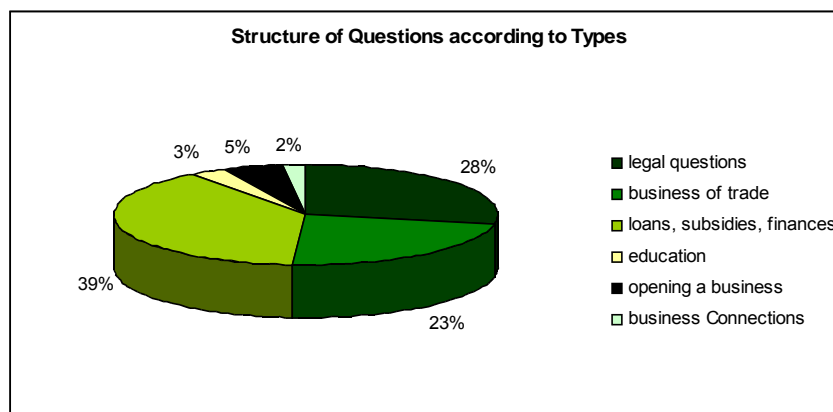
Complexity of questions in 2008	Number of questions	Percentage
Simple	197	60.99%
Complex	68	21.05%
Written replies	58	17.96%
Counselling visit	0	-
Total number of questions	<b>323</b>	

If the types of question are compared we can see a number of changes in 2008 in relation to 2007. The biggest relative increase can be noticed in asking questions about education, and there was also a 23.08% increase in questions about loans, subsidies, obligations of trades, debts and the like, which make up most of the questions. The biggest decrease in the number of questions concerns the opening of a business which is reduced by 68.63%. As to the questions related to safety at work, all the questions were recorded through all the other questions because in 2007 the organisation of seminars was transferred to the area of professional work and information service.

Types of questions	2007	2008	Changes
Legal Advice	86	90	+4.65%
Business dealing of Trades and Craft	77	73	-5.20%
Safety at Work	22	-	



Loans, Subsidies, Finances	104	128	+23.08%
Education	2	10	+400.00%
Starting up a business	51	16	-68.63%
Business connections	9	6	-33.33%
<b>Total</b>	<b>351</b>	<b>323</b>	

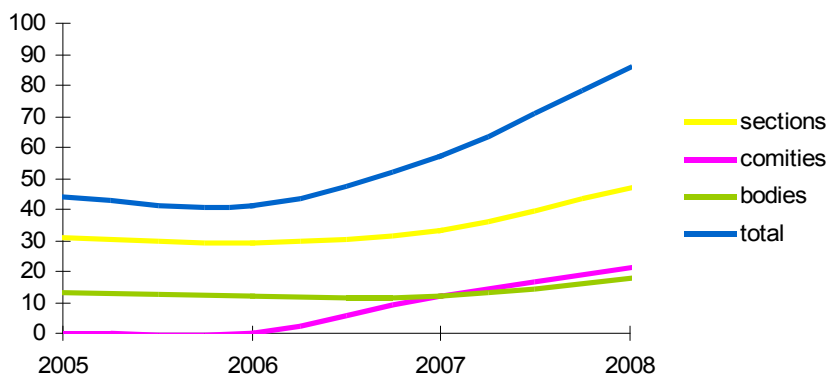


## 2.2. Association bodies work and professional activities supporting

In the last year, the Administration office, coordinated and organised a total of 86 meetings. If we compare the number of meetings with those held in the previous four years, we can see that the work of the Association was intensified through the comities and Sections, which became more active and gather more and more members.

Meeting	2005	2006	2007	2008
Sections	31	29	33	47
Comities	-	-	12	21
Bodies	13	12	12	18
<b>Total</b>	<b>44</b>	<b>41</b>	<b>57</b>	<b>86</b>

The increase in the number of meetings over a period of four years can also be seen from the graph showing this trend.



Based on the fore-mentioned data it can be concluded that in 2008 there was an increase in the activities of professional work by 97% compared with the previous year and periods, and at the same time the work of the comities as well as the bodies of the Association was more intensive. It is worth mentioning that the number of participants in professional meetings increased significantly from year to year especially those connected with work with the comities which are a cross-section and are established in order to carry out the projects of the Association.

The work of the Administration office and conclusions resulting from these meetings were to a large extent focused on resolving professional and other questions. A more detailed report about the work of individual sections and comities is given in chapter 6 of this report.

### 2.3. The Informing of members and Public Relations

The activities of the Association related to the informing of its members relating to essential questions, is an ever more important activity of the Association due to the changes surrounding it, and the increasing need of tradesmen for good quality and timely information.

Consequently, the activities in creating quality communication methods and means, present an important task for the Administration Office of the Association, and for this purpose, the website of the Association is of the greatest importance ([www.hoz.hr](http://www.hoz.hr)). The website includes all the most important current information as well as numerous rules and regulations ad most frequent

questions. The website enables asking questions directly, by means of e-mail and is maintained and updated almost on a daily basis. In order to present the contents of the website in a quality way, in 2009 the creation of a new visual design and structure of the website will start.

According to the data of website visits in 2008 the number was 50% bigger than in 2007 and more than 7.400 visits were recorded.

<b>Month</b>	<b>2007</b>	<b>2008</b>
December	459	868
November	461	782
October	474	807
September	398	655
August	401	477
July	416	538
June	417	774
May	389	740
April	358	559
March	390	328
February	378	482
January	402	475
<b>Total</b>	<b>4943</b>	<b>7485</b>

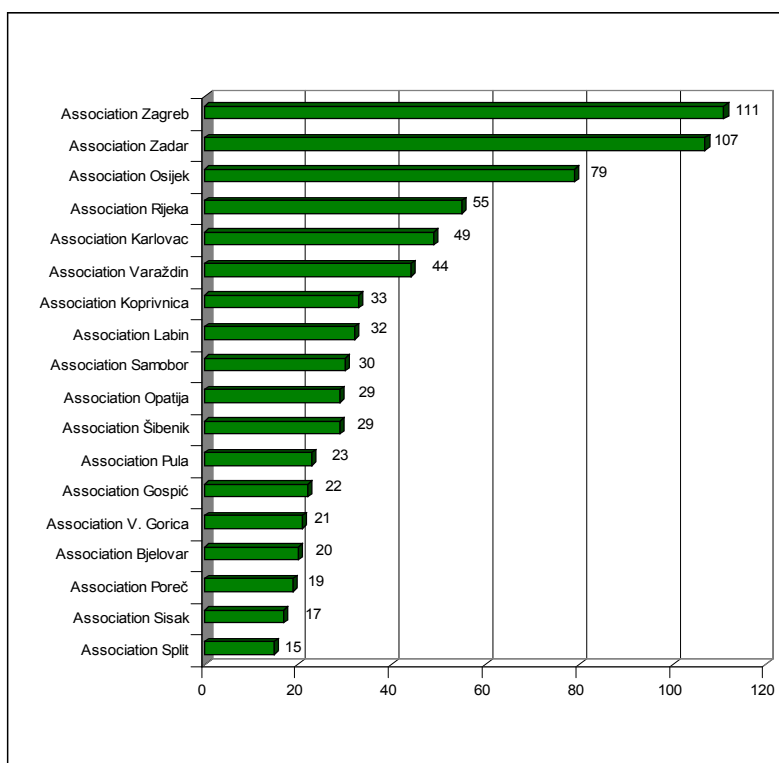
In addition to the website, the members are also given information in other ways. In the previous period the number of mailed items increased, and there has also been a widening of the database of the members with e-mail addresses, which is an exceptionally important form of communication in terms of time and cost.

During 2008 Association was continuing partnership with the media (radio, newspapers, web-portals etc.) and they were informed about the most important events either through announcements or media reports. In accordance with the fore-mentioned a system evidence of media coverage was lined-up and to this evidence the data of the Croatian Chamber of Trades and Crafts was also added. The Chamber has its independent public relations department and follows all the media at a national level.

Due to numerous activities and results obtained by the Association the media regularly followed and announced the activities and current information from the Association of Trades and Crafts Zadar, which helped to create a positive public perception of the Association and contributed to the quality image of the Chamber system in general.

According to the records media coverage of the Association, in 2008 there were 107 articles mainly in the local newspapers where the readers were informed, both about the activities of the Association as well as other questions related to local Trades and Crafts. This puts the Association of Trades and Crafts Zadar at the level of Croatia, in a high second place, ahead of the majority of associations and country chambers. It should be mentioned that the articles were mostly affirmative and at the level of the Chamber of Trades and Crafts of the County of Zadar, there were 121 such articles.

The following graph shows the number of articles for individual associations in Croatia in 2008.



#### 2.4. Promotion of incentives from the Ministry of Economy, Work and Entrepreneurship

Significant efforts were made by the Administration office in 2008 aimed at informing the members about the possibilities of obtaining incentives, which the Ministry of Economy, Work and Entrepreneurship announced in the same year, in order to stimulate small and medium sized entrepreneurship. More than 90 tradesmen asked for help in preparing their applications, and a considerable member applied and obtained non-refundable financial support.

## 2.5. Seminars and Education

In 2008, the Administration Office of the Association continued in organising seminars planned in the Work Programme, as well as other educational courses, depending on the needs of its members. From the data showed in Chapter 2 of the Report, it is obvious that the number of questions relative to education was on the increase, which resulted in a larger number of organised seminars.

### 2.5.1. Safety at work

In 2005, the Association of Trades and Crafts established cooperation with the licensed company, which is authorised to educate about safety at work, as it is needed in order to coordinate the work of tradesmen according to the regulations of the Law of Safety at Work.

Thus in 2005 seminars were started which enabled tradesmen and their employees to have abilities in:

- working in a safe way
- in the area of fire protection

The seminars also continued during 2008, so the total of four seminars attended by 67 participants, were held. On total, during a period of three years 329 tradesmen and their employees were trained for work in a safe manner and in the area of fire protection.

### 2.5.2. Computer Courses

In cooperation with the licensed adult education centre Association continued organising computer courses which were mostly co-financed by the Ministry of Economy, Work and Entrepreneurship.

Namely the Association applied for the Ministry project entitled Education of Trades and Crafts for 2008, and thus obtained non-refundable financial support in the sum of 23.000 Kuna. This enabled holding a total of six seminars which were attended by 60 participants.

Besides, the Association co-financed further courses for computer education of tradesmen and another 3 courses were held for 30 participants.

In this way the total of 90 tradesmen and their employees attended computer courses which were organised in 2008, whose aim was to train the participants for work in WORD, EXCEL and the Internet.

### 2.5.3. Seminar on Accounting and Tax Regulations

Considering the foreseen activities of the Section for Intellectual Services, also this year a free-of-charge seminar was organised by the members who work in accounting, in order to enable them to learn better about legal regulations in the area of financial work.

The seminar was held on the 29 January 2009 at the City Library and in cooperation with the local private company. The programme of the seminar included lectures on the theme of the status of an authorised accountant, the new law on accountancy, as well as annual balance sheets. The seminar was attended by 15 participants.

### 2.5.4. Course for Sommeliers

At the initiative of the Section for Catering and Tourism, a one-day



course for sommeliers was organised together with the Croatian Association of Sommeliers from Pula, in November. The seminar was

attended by 18 participants and the lectures were from the Croatian Club of Sommeliers.

This seminar was also confirmation of the need for a permanent training of employees in the sector of catering and tourism, which is an essential prerequisite for creating a better quality tourist product, that is, service.

#### 2.5.5. Seminar on Construction Licensing

Together with the Chamber of Trades and Crafts of Zadar County and the Croatian Chamber a professional seminar was organised for construction workers, which was held on the 20 February 2008 in the Kolovare Hotel.

The theme of the seminar was the application of the Rules and Regulations of Conditions and Measures for getting a license to start a construction activity, according to which all tradesmen and trading companies who are classified as construction workers, and who want to carry out works on buildings bigger than a family house, have to satisfy the conditions from the new Rules and Regulations and obtain a license from the Ministry of Environmental Protection, Regional Development and Construction.

The seminar was attended by 90 participants and was held by Ivica Štambuk from the Department Organisation of Work in Guilds, at the Croatian Chamber of Trades and Crafts.

#### 2.5.6. Workshop for Souvenir Producers

The cooperation of the Association with the USAID project of strengthening small businesses "Enterprising Croatia" also confirmed in 2008 on the premises of the Association. On the 6<sup>th</sup> August there was a free-of-charge workshop for the producers of different hand-made souvenirs. The main aim of the workshop was to promote and launch authentic Croatian souvenirs (handmade souvenir, gastro

souvenir, wellness souvenir, artistic souvenir and other handcrafts), and the increase in their total sales.

The workshop for 9 participants was held by Vendi Borović from Split, who produces souvenirs, owns a shop and holds her own workshops for souvenir production.

### 3. Projects and Events

#### 3.1. The Wedding Festival

The Section of retail traders which works on the Association of Trades and Crafts Zadar, started an initiative to organise a Wedding Festival Event. The aim was to present in one place, to potential couples and a wider public, the products of local tradesmen who deal with making and selling of wedding dresses, and to offer other products and services related to organising a wedding.

The idea originated following the example of commercial fairs which have been organised in Zagreb and Opatija for years, and which due to their prices are available only to big and renowned firms. It should be mentioned that this was the first such event in the Dalmatian area and the initiative was given by a group of tradesmen.

The organiser of the event was the Association Zadar, and co-organiser was the Chamber of Zadar County, while the main partner of the festival of Weddings was Arsenal in whose unique gallery, the exhibition was held.

At this event 31 trades presented their work in the Gallery and through the programme and on the catwalk on the ground floor.

The event was held at the weekend: on Saturday the Festival was formally opened with a catwalk show, after which the visitors could view different products related to





wedding organisation for two days. fashion show and competition and  
On Sunday, in the final part of the other entertainment for about 2.000  
programme there was another visitors.

In order to organise this event a team of outside co-operators were engaged, and the event was continually covered by the media.

The total expenditure of this event was 84.908,98 Kuna only part of which was financed from registration fees of participants, and the majority of the expenses were paid by the Association Zadar as the organiser, and the Chamber of Zadar County as the co-organiser, the partners and the sponsor of the Festival, Arsenal, where the event was held, with their full support.

According to the survey carried out among participants, particular elements of this event were evaluated as follows:

- Venue and whole arrangement	4.64
- Conditions and area for individual exhibitors	3.73
- Attractiveness and quality of the programme	4.39
- Overall organisation	4.33
- Overall mark of the event	4.55
This event is necessary in our town	100%
Pleased to have exhibited	97%
Satisfied with the attendance	88%
We will exhibit at the next fair	94%

Participants, media, visitors and the wider public gave positive reactions to this event, and confirmation of its success was the fact that the Ministry of Economy, Work and Entrepreneurship consented to co-finance the project. Namely, the Croatian agency for Small Businesses granted the co-financing of the Festival of Weddings with the sum of 40.000 Kuna, within the project "Strengthening the Competitiveness of Small Businesses in 2008".

### 3.2. The Constructa Fair

From 20 to 23 November 2008, at the Sports Centre Višnjik, the first international fair of Construction and Housing named “Constructa” was held, where seven members of the Zadar Association of Trades and Crafts were present.

The participants presented their products and services from the sale of building material, building machinery, prefabricated houses and other buildings, interior design, swimming pools, horticulture, professional tools, electrical installations and devices, plumbing installations and accompanying equipment, furniture as well as other products and services connected with construction and housing.

### 3.3. Work Fair of Zadar County

The event called the Work Fair of Zadar County, which occurred in Arsenal on the 18 April 2008, and was organised by the Croatian Job Centre.

Organisers of the event were the following partner institutions and organisations, Zadar County, the Croatian Chamber of Commerce – County Chamber of Zadar, the Chamber of Trades and Crafts Zadar, the Association of Trades and Crafts Zadar, the County Development Agency, the Croatian Job Centre – Regional office in Zadar, Zadar University, Secondary Schools from Zadar County and employers among which were also tradesmen.

All the exhibitors had a chance to present their activities either through a prepared presentation or direct contact or advertising materials.

The aim of this event was to gather for the first time all interested parties from the labour market of the County of Zadar, in order to create a common approach to the problems of this market, from the point of view of human resources.

### 3.4. Sunny Days Fair

The two weekends between 25 July and 2 August 2008 in the Church of Saint Domenic, the ninth fair “Sunny Days” organised by the association “EKO” Zadar was held. This year also, the Association of Trades and Crafts joined the

organisation of the event and several tradesmen took part in presenting and exhibiting ecological and traditional products. The event was focused on raising the quality and level of presentation of the exhibitors as well as that of the products.

Association of Trades and Crafts Zadar helped the organisation of this event which promotes traditional products during the tourist season. The event also included lectures given by Dražen Šimleša entitled "How we are using up the World" and by professor Ivan Stagličić, entitled "Computer technology and the production of Healthy Food".

### 3.5. The Fair "Our Sweet Little Pleasures"

On the 10, 11 December 2008, in the gallery area of Arsenal, the third exhibition of food, drink, delicacies and souvenirs of the Zadar area, was held under the title "Our Sweet Little Pleasures". The aim of the exhibition was to promote authentic products from Zadar County and it included tasting and sale of those products.

The main initiator of this exhibition was the Croatian Chamber of Commerce - the County Chamber in association with the Chamber of Trade and Crafts of Zadar County, the Association of Trades and Crafts Zadar, tourist boards and other partners, who for the third year running, accepted the invitation to take part. The exhibition promoted authentic products of Zadar County which were served for visitors to taste, and were also offered for sale.

A total of 34 exhibitors took part, and this has again an opportunity to jointly present producers in our area, who with their products significantly contribute to the tourist offer and identity of Zadar County.

### 3.6. Publishing Advertiser "Tradesmen 023"

Compiling the catalogue of tradesmen started as a planned activity of the Production Section in 2007, and according to the Work Programme of the Association for 2008, it continued.

Further publishing of this catalogue was carried out by the Advertising Committee and during the year a total of 4 issues were published quarterly.

This publication is intended to co-finance advertising for tradesmen, and it also informs a wider public and tradesmen themselves about the current rules and regulations and activities of the Association.

### 3.7. Advent in Zadar

The event Advent in Zadar was held under the auspices of the City of Zadar and was organised by the Association of Trades and Crafts Zadar and Zadar Tourist Board, and also co-ordinated by the Internet portal eZadar.

The aim of the event was to revive the historical nucleus of Zadar – the peninsular as well as to create new cultural and entertainment contents, for both the residents of Zadar and their guests.

The event included various happenings such as: baking and tasting the largest strudel in town, the decoration of shop windows and Christmas trees in front of shops and cafés, a prize for the best decorated tree, competition to prepare cod (speciality bakalar) humanitarian event Children of Zadar for the Children of Vukovar, 100 meals for the old People's Home Saint Francis, and so on.

Advent in Zadar took place throughout December and at the request of the Association, during the event, the City Authorities allowed longer working hours for the restaurants on the peninsular, and shops until midnight.

### 3.8. The Award from the City of Zadar

At the formal session of the City Council, on Monday 24 November 2008, on the Day of the City – the holiday Saint Grisigono, at the theatre, Stipe Knežević, the President of the Association was



presented with the highest Association of Trades and Crafts recognition of the City of Zadar, Zadar. which this year went to the

The award from the City of Zadar was given to the Association for the merits and results achieved in promoting the values of trades and crafts and their activities as well as the development of private entrepreneurship in the Zadar area.

Apart from the recognition the Association was also given by the City of Zadar, financial means in the sum of 15.585,00 Kuna.

Furthermore, the longstanding member of the Association, its Vice-president, and the recipient of the highest award of Croatian Chamber of Commerce, Mr Vinko Pavlović, on the same occasion was awarded with the coat-of-arms of the City of Zadar, for noticeable results and achievements in the area of trades and crafts.

In the year when the Association markets the 40<sup>th</sup> Anniversary of its foundation, these important awards are another confirmation of the quality of the work done by Zadar's tradesmen.

### 3.9. Celebration of the 40<sup>th</sup> Anniversary of the Association

On 28<sup>th</sup> October 2008, at the theatre in Association was presented. On the Zadar the formal celebration and same occasion in co-operation with suitable programme were held on the the National Museum Zadar, in the occasion of the 40<sup>th</sup> anniversary of the lobby of the theatre an exhibition of Association of Trades and Crafts, Zadar. photographs taken by Ante Brkan At the celebration a total of 33 presenting the motives of trades and certificates were given to the most crafts was arranged. deserving tradesmen, and a film was shown about the development of economy and trades and crafts through history, and today's strength of the



### 3.10 Competition of Florists

The second State Competitions of Florists of the Croatian Chamber of Commerce was held in Pula on 22 September in the Tradesmen's Centre. The host of this competition was the Chamber of Trades and Crafts of Istria County and the organisers of the competition were the Association of Trades and Crafts, Poreč and the Guild of Florists of the Croatian Chamber of Trades and Crafts. A representative of Zadar florists, Radmila Miletić, took part in the competition.

### 3.11. Awards of Vinko Pavlović: the Golden Hands of the Croatian Chamber of Trades and Crafts, and the coat-of-arms of the City of Zadar

The Management board of the Croatian Chamber of Trades and Crafts brought about the decision to award deserving tradesmen, among them was Vinko Pavlović, a longstanding tradesman and an active member of the Association of Trades and Crafts Zadar, and the current Vice-President of the Association. Vinko

Pavlović was awarded the statue Golden Hands, in recognition for his contribution in preserving and improving traditional and artistic trades, as well as the development of the chamber system.

On the occasion of the marking of the Day of Croatian Chamber of Trades and Crafts, in the Nacional theatre, a day of observance was held on Friday 27 June, when the year's awards were presented.



Besides the development of his own business, Vinko Pavlović has greatly contributed to the development of the chamber system, and joint efforts in order to protect their interests. As a young beginner tradesman, in 1968, he participated in the founding of the then Association of Independent Traders in Zadar, whose legal successor is today's Association in Zadar. Since its establishment, to date, Vinko Pavlović has continually been active in strengthening the organisation through fellowship, by which he greatly contributed to the development of the Chamber system.

Vinko Pavlović is an active tradesman, who stands out for his contributions for the protection of trades and socially responsible business, and with this business results, and after all these 42 years, he is a symbol of trades in Zadar. Besides this, he is continually active in the work of the bodies of the Chamber system, and as Vice-President of the Association in his second mandate he gives his contributions to the development of the system.

### 3.12. Organised trip to the Kornati

On the 11<sup>th</sup> May 2008, for members of the bodies of the Association, and members of the boards and managing boards of sections, a one-day trip to the Kornati was organised.



About 40 tradesmen and members of their families went on the trip, starting on Sunday morning by boat, and the trip lasted the whole day, during which they visited the island of Kornat, the lighthouse Sestrice, and the island of Maria. After sightseeing, they had a joint lunch on the island of Kornat in an atmosphere of cordiality, after which they left for Zadar. This was a chance for the active members of the Association to get away from their daily obligations and relax.

### 3.13. Party for Retired Tradesmen

Again this year the traditional dinner was organised for retired tradesmen at Christmas. It was an opportunity for them to get together.

The joint dinner was organised for 25 retired traders and held on 19 December 2008. Again the attendance of the pensioners was quite big which confirmed the need for former tradesmen to meet and exchange past memories.

## 4. Work of the Administrative Bodies of the Association

The work of the bodies of the Association in 2008 was also based on the tasks determined by the Statute and foreseen in the Work Programme for 2008, as well as the needs which were established during the year.



The elections for the new mandate in the administrative bodies were held at the end of 2006 when for most members of the bodies, the new mandate actually started. A large number of members became active for the first time in the work of the bodies, which confirms the increase in interest, awareness and wishes of the members to represent the interests of their professions through the existing administrative bodies of the Association.

#### 4.1. The Assembly of the Association

As the supreme body of management and decision, the Assembly has a total of 19 members. In 2008 there were two meetings of the Assembly, chaired by the President of the Association, Stipe Knežević. The following meetings were held:

1. The meeting of the Assembly was held on 10 April 2008, since it was a reporting assembly. The meeting was also attended by members of the Management Board who informed the Assembly about the activities carried out in each particular Guild-Section. Thus the Annual Report was accepted, that is, the report on Work, the Report of the Supervisory Board and the Balance Sheet for 2007. The members of the Assembly were informed in more detail about these, by the President of the Supervisory Board, Vesna Parić. At the same meeting, the Decision was made not to increase the amount of Chamber contribution.
2. The second meeting was held on 9 December 2008 when the Work programme for 2009 was accepted as well as the Budget for 2009.

#### 4.2. The Management Board of the Association

During the year the Management Board of the Association, which has 9 members, held 12 meetings out of the total of 21 meetings which were held in the current mandate of the Management Board.

The Management Board of the Association consists of the Heads of Sections of the Association, the Vice-President of the Association, Vinko Pavlović, and the meetings are chaired by the President of the Managing Board, Stipe Knežević.

Most members regularly attended all the meetings and by their active discussions contributed to the quality of work of the Management Board and the Association in general. As 2008 was the year when the 40<sup>th</sup> Anniversary of the Association was marked, the entire Management Board was also the Organising Committee of the celebration, and this theme was regularly on the agenda of the meetings of the Management Board.

The Management Board had also a meeting with representatives of the regional Development Agency of Zadar County, in order to exchange experiences and establish the possibility of cooperation.

The following meetings of the Management Board were held:

- 24 January 2008 - meeting in the Council of Gračac. Amongst other things, at this meeting the use of the business premises in Put Murvice was discussed, the possibility of financing the Classified Advertiser Tradesmen 023, as well as the preparations for the celebrations of the 40<sup>th</sup> Anniversary of the Association. In addition this meeting was an occasion to present the Association to its members in the area of the Council of Gračac, and the Management Board went on to present its work to leaders of the Council and all interested tradesmen. The members of the Management Board, at the same time, were informed about the problems of tradesmen in the area.
- 26 February 2008 - current problems related to the business premises in Put Murvice were discussed, as well as the financing of computer education for tradesmen, and the preparations of the activities for the 40<sup>th</sup> Anniversary of the Association, as well as the financing of the current activities of the Association.
- 4<sup>th</sup> March 2008 – the Management Board interviewed the candidates who applied for the post of Legal Adviser (until the return of the employee from maternity leave). Besides, the part of the meeting where cooperation with the Local Committee of the Peninsular was being arranged was attended by the Vice-President of the fore-mentioned committee, Klaudio Vidaić.
- 2 April 2008 - the Management Board and the Supervisory Board had a joint meeting. Amongst other things, in this meeting there were

discussions about the 40<sup>th</sup> Anniversary, the trip to the Kornati and the members also agreed on the suggestion to put forward Vinko Pavlović, the Vice-President of the Association for the highest award of the Croatian Chamber of Trades and Crafts, Golden Hands.

- 13 May 2008 - the members of the Management Board accepted the suggestion of change in the Rules of Procedures of the executive committees, the members of temporary and permanent committees were confirmed, and the possibilities of financing regular activities related to the celebration of the 40<sup>th</sup> Anniversary were discussed.
- 21 July 2008 - the fifteenth of the Management Board was held of the mandate 2006-2010. The President of the Chamber of Trades and Crafts of Zadar County, Eduard Vicković, was present at the meeting, and most of the meeting passed in discussing the relationship between the Association and the regional Chamber.
- 4 September 2008 - the Management Board discussed: the half-yearly financial report, proposals for awards of the Association, and changes to Regulations on conditions and manner of award. They accepted suggests and the concept of promotional material for the celebration and decided on the current activities of the Association and their financing.
- 7 October 2008 - the Management Board discussed the changes and accepted the proposal to change the Statute of the Croatian Chamber of Trades and Crafts, and decided to continue financing computer education.
- 23 October 2008 - the 19<sup>th</sup> meeting of the Management Board was held, where the possibility of co-financing of the costs to the members who presented at the Constructa Fair, and the details related to the celebration were also agreed.
- 21 November 2008 – at the meeting of the Management Board the co-owners of the business premises in Put Murvice street were invited in connection with the joint maintenance of the building. Furthermore, the participation of the Association in the project Advent in Zadar was discussed along with other current activities of the Association.
- 1 December 2008 – the Management Board held its 21<sup>st</sup> meeting in which members adopted the proposal of the Regulations of participation fairs , and adopted the proposal of the Work Programme as well as that of the Budget.

During this year, at meetings of the Management Board, other proposals were discussed and decisions made in connection of the functioning of the Association. One of the main discussion themes at the meetings of the Management Board was the maintenance, purpose and use of the business premises in Put Murvice. Till the end of 2008, in these premises there were five contractors who rented them and who had not paid the rent for the first year of use, because these people adapted and renovated their own office space.

#### 4.3. Supervisory Board of the Association

The Supervisory Board of the Association of Trades and Crafts in Zadar, during 2008, held a total of 4 meetings as follows:

- 7 March 2008, when the supervision of financial transactions was completed and the Balance Sheet for 2007 was sent to the Assembly for adoption. Namely, examining the financial documents and reports, no irregularities were found in managing the funds of the Association.
- 2 April 2008, members of the Supervisory Board held a joint meeting with the Management Board of the Association in order to exchange information and inform each other about their work.
- 19 June 2008 – a meeting was held in which a revise of financial transactions for the first quarter was made. At the same time a member of the Supervisory Board Emilio Bajlo attended a seminar of the Croatian Chamber of Trades and Crafts connected for the unified monitoring and financial reporting of all organization in the Chamber system, of which he informed the rest of the Supervisory Board.
- 5 December 2008 – the financial transactions were examined for the period from 1 January to 30 September 2008 and no irregularities were found.

#### 4.4. President of the Association

The President of the Association Stipe Knežević has carried out this function for the second year of the repeated mandate. In accordance with his tasks

laid out in the Statute, he presided at meetings of the Assembly and the Management Board of the Association, he coordinated activities of the bodies of the Association, took care of the work of the bodies in accordance with the the Law, Statute and other regulating documents of the Association, as well as the interest of the members of the Association. Continually cooperated with the bodies and services of Local Government, made decisions on necessary official trips of members of the Association, distributed the funds within the financial budget and authorised their usage, carried out other tasks in accordance with the Statute and other regulating document of the Association.

Continually carrying out this function has enabled him to realise long-term aims and direction of the development of the Association with the cooperation of the Vice-President, Vinko Pavlović, and other members of the Management Board.

Besides, he represented the Association by taking part in the work of the Management Board of the Chamber of Trade and Crafts of Zadar County, where he actively represented and put forward the interests of his Association.

## **5. Work of the Guilds-Sections in the Association**

In 2008, the largest number of professional meetings were recorded, the total of which was 47, which is a 42% increase compared to the previous year. This is a confirmation of the more effective work in solving professional issues and interests of members in solving problems and looking for the solution through their Association.

Based on the Statute of the Association of Trades and Crafts, Zadar there are 8 basic sections, and during the last years within the framework of the existing sections some subsections were founded, in this way satisfying the requests of some professions that they come together according to their narrow specialised activities.

The setting up of the sections and the work in them has greatly contributed to the quality and effectiveness of the work of the sections.

The number of meetings held according to each section compared to previous years is given in the following table and confirms the growing trend of the growth of interest of the members in improving their own business through professional work:

<b>Section</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Production Section	3	2	6
Service Section	3	5	9
Section for Catering and Tourism	2	4	6
Retail Section	6	10	5
Transport Section	8	6	8
Section for Intellectual Services	4	4	6
Section for Fishing	1	1	6
Section for Building and Construction	2	1	1
<b>Total:</b>	<b>29</b>	<b>33</b>	<b>47</b>

To the number of 47 meetings held in sections, 21 meetings of ad hoc and permanent committees should be added:

- The Committee for reviving the area of Peninsular
- The Committee for advertising
- The "The Wedding Festival" Organizing Committee
- The The 40<sup>th</sup> Anniversary of the Association celebration Organizing Committee
- The Committee for presenting awards
- The Committee for the retired

Amongst the fore-mentioned committees, the committee for organising the Wedding Festival should be specially mentioned, which held a total of 6 meeting the result of which was the organisation of the event called the Wedding Festival. Furthermore, the Committee for advertising had 9 meetings in which it was agreed to continue the project "Tradesmen 023", as well as other possible way to advertise the Association and its members.

At meetings of sections, that is, subsections, current problems were generally discussed about individual professions and suggestions for solving these were

out forward and some themes relating to particular professions are given as follows:

### 5.1. Production Section

In February 2008 the Head of the Section Željko Knežević called a gathering of the Production Section in order to extend the Board of the Section and improve the quality of work. Furthermore, in order to gather tradesmen who carry out the same activity, at the meetings of the Board of the Section in April, the suggestion was accepted to form a subsection of producers of food, who would at independent meetings discuss the problems of this profession. However, this initiative did not have much response amongst food producers who did not attend the meetings.

The Board of the Section in 2008 had six meetings, whilst two meetings were not held due to the lack of quorum. At the meetings the possibility was considered about the realization of the projects which could enable local producers of food, souvenirs and similar products to sell them at the same point at the centre of the city.

In connection with this two meetings were held with the Association Eko Zadar, in order to work out this project in detail and cooperation was suggested with the Production Section.

Besides the fore-mentioned, at meetings of the Board of the Section, suggestions from the production profession was discussed in connection with presenting awards at the celebration of the 40<sup>th</sup> Anniversary of the Association.

At the end of the year the Board of the Section held the last meeting at which the Plan of Section Activities for 2009 was agreed.

### 5.2. Service Section

This section held a total of 9 meetings in 2008, which made it the most active section of the Association in the previous period.

At several meetings of the Board of the Section, the possibilities were discussed of presenting the subsection of photographers at the celebration of the 40<sup>th</sup> Anniversary of the Association, as well as suggestions for presenting awards.

Two meetings were held in order to solve the problems of the car maintainer profession and negotiate with insurance companies the price per hour when servicing cars, while the photographers tried to gather at the meeting twice but there was not a quorum. All the meetings were called and chaired by the head of the Section Davor Hofman.

During the year on the initiative of the Board of the Section a visit was arranged to the International Fair of Trades and Crafts in Zagreb and for this one-day trip, 40 tradesmen took part.

On the initiative of the hairdressers, once again a visit was organized to the hairdressing event FDC in Zagreb in November 2008. Once again this year, there was a large number of hairdressers, over 40 of them, who showed interest and took part in this joint trip.

### 5.3. Section for Catering and Tourism

The head of the Section for Catering and Tourism, Dubravko Milin, during 2008 called a total of 6 meetings. At the beginning of the year, a meeting was held in which the need was established to form a Committee for reviving the area of Peninsular and their representatives were chosen for this committee. Amongst other things, it was agreed to require from the City administration of Zadar an extension of working hours to carry out planned activities, legal obligation related to the HACCP system, and suggestions for presenting awards to older and deserving caterers were discussed.



In April, and in connection with presenting stimulating measures for employment, a meeting was held with the Croatian Job Centre. On this occasion number of the Board of the Section presented the possibility of co-financing employment.

In April, in cooperation with the Guild of Caterers of the Chamber of Trades and Crafts of Zadar County, event "Days of Gastronomy" were held, and in April a meeting was held with the tourist agencies and the representatives of the City of Zadar Tourist Board in which further cooperation was agreed on as well as the distribution of advertising materials of the Tourist Board.

In order to carry out summer activities on the Peninsula (festivities), representatives of the caterers from the Peninsula were delegated as coordinators with the Tourist Board, who were at the same time informed about suggestions for realising this event. In October a meeting was held in which members of the Board joined in the initiative of the City of Zadar to be part of the project Advent in Zadar. In October was organised a seminar for sommeliers in cooperation with the Sommelier Club from Pula, in which there were 18 participants.

In November, in cooperation with the Regional Development Agency of Zadar County, the idea was conceived about establishing of small caterers through association, and establishing a cluster of Zadar County caterers, which was a theme of this introductory meeting.

Members of this section joined in the project Advent in Zadar, which along with other institutions was started by the Zadar Local Government, and caterers on the Peninsula took part in it, promoted customs and prepared traditional cod and organized competitions and free tasting for residents. Besides this, a large number of caterers, owners of restaurants, supported the action called "100 Christmas Dinners for the Elderly People of Zadar". This humanitarian action in cooperation with St Francis Home for Adults was organized in order to deliver meals from the local restaurants to the elderly and disabled people.

#### 5.4. Retail Section

In 2008 the work of the Retail Section was coordinated by its Head, Mladen Malta who called, and chaired a total of 5 meetings. In February the Board of the Section gathered to agree on the carrying out of the planned activities, and inform each other of the results, as well as the financial construction of the first event which took place, under the title “The Wedding Festival”.

At the meeting in April the members were informed about the planned changes of the Commercial Law as well as about the preparation for “Trader’s Encounter”, which took place in May. This meeting of traders from all over Croatia was attended by four representatives, members of the Board of the Retail Section.

In order to make the participation in the project of the Zadar Local Government, called Advent in Zadar, a sub-section of traders was set up. This project is a continuation of the idea started back in 2007 by the Retail Section then called “December on the Peninsular”, and its aims were recognised by some other institutions that joined in the project Advent in Zadar.

At the end of the year the Board of the Section discussed the suggestions of its profession related to the presentation of awards of the Association. The members were informed about the on-going preparations for the Second Festival of Weddings event, and agreed on the planned activities of the Section for 2009.

#### 5.5. Section for Transportation

Dragan Brzoja as Head of Transport Section called a total of 10 meetings, out of which only 8 were held and two were not held due to the lack of a quorum. At the beginning of the year, the initiative was given and a sub-section of Tourist Boat Transporters was formed in order to make it easier for this profession to articulate their problems and suggestions. They also intended to establish an independent Guild at the Chamber of Trades and Crafts of Zadar

County, which was forwarded to the Chamber. The subsection of Tourist Boat Transporters held a meeting with the representatives of the City of Zadar, County Port Authorities, the Ministry of the Sea, Transport and Infrastructure, the Institute of Regional Planning and other relevant institutions in order to find a solution to the mooring of tourist boats in Zadar.

In 2008 again, the problems of the taxi service were discussed connected with their work in the area of Zadar airport, with representatives of the Zadar Local Administration there were talks about the taxi service charges, as well as the possibility of having concessions. At the end of the year, the members of the subsection of taxi drives elected a new representative of their profession.

At the end of the year, hauliers showed their dissatisfaction with the new regulations on parking heavy goods vehicles in the area of the port Gaženica, because of Customs procedures. Namely, according to the new rules of the local concessionaire, the vehicles had to park in the port area which doesn't fulfil the law requirements, so this theme was discussed at the meeting with all the relevant institutions in December.

Among numerous debates and conclusions from the meetings, special mention should be made about the intentions of hauliers to regulate differently the price of carriage, that is to reduce it, which they had requested from Jadrolinija. Furthermore, the suggestions for presenting awards to hauliers on the occasion of the 40<sup>th</sup> Anniversary were discussed. The members were informed of the blue print of suggestions to change the Law on Road traffic, in connection with which a suggestion was sent to the Croatian Chamber of Trades and Crafts, via the competent Guild, related to abolishing parking terminals.

In order to inform hauliers about news in the area of transportation, a visit to the fair Logotrans in Celje was organised, but as there was no interest among the members only the Head of the Section visited the fair.

## 5.6. Section of Intellectual Services

Head of the Section, Ivana Maršan Jukić, in 2008 called a total of six meetings which were attended by most of the total eleven members of the Board of the Section.

At the beginning of the year a seminar was held for accountants, about new book-keeping regulations, relating to financial transaction and reports. The seminar was attended by 15 participants.

In May, on the initiative of the members working in the profession of computer design, a visit was organised to the biggest European Fair of the graphic industry, called DRUPA, which was held in Dusseldorf, and was visited by four people.

In April, on the initiative of the Board of the Section, a visit to International Craft Fair in Zagreb was organised and more than 40 traders took part.

In order to improve the work and gather the profession on the basis of more specific trade, in June a subsection of accountants was set up, and this meeting was also attended by the Croatian Job Centre. The aim of the meeting was to present the current measures and incentives for employment, primarily among accountants, but also other traders. The meeting was also attended by a representative of the Regional Development Agency.

The meeting held at the end of the year was about determining the activities for 2009 and a subsection of book-keeping trades decided on the time and content of a new seminar for accountants.

#### 5.7. Section for Fishing trade, Marine culture and Agriculture

This Section mostly functioned through previously founded Subsection of fishing net float. The Head of the Section Damir Mišlov in 2008 called six meetings which were attended by a large number of fishermen, who discussed ways of following problems of the profession.

At the beginning of the year, in cooperation with the Directorate of Fisheries a meeting was held where the members were informed about the obligations set out in the Inquest Register, reports on catches and submission of the data on commercial fishing at sea. Among numerous suggestions for solving fishermen's problems, special attention was given to the initiatives concerning changes of the regulations which govern the way in which catches are reported, tax-free allowances are paid, etc. In connection with this the suggestions were sent via the Guild of Regional Chamber to the Guild of Fishermen at the Croatian Chamber of Trades and Crafts.

At the meetings held during the year, the price of fuel, the wholesale price of fish, ZERP and other topics were discussed and the meetings were attended by the Presidents of the Guild of Fishermen of the Zadar Chamber of Trades and Crafts, Ante Fabijanić.

Since the Croatian Government did not fulfil the fishermen's requirements, it was suggested holding a peaceful demonstration, as a warning to the government for an urgent solution of these problems.

In September there was another joint meeting with the Directorate of Fisheries at which the members were informed of current stimulation from the Ministry related to the subsidies in agriculture. Since Ante Fabijanić was elected as the President of the Guild of Fishermen at the Croatian Chamber of Commerce, the Fishing Section put forward a proposal for electing a new president for the Guild of Fishermen of the Chamber of Trades and Crafts of Zadar County.

The members were informed about the 13<sup>th</sup> Encounter of Croatian Fishermen, which was held in October in Vodice.

#### 5.8. Section for Building and Construction

The Board of the Section, chaired by the Head of the Section, Hrvoje Vicković, held one meeting in November, in which the draft text of the Law of

Architectural and Engineering Work in Regional Planning and Construction was discussed.

Namely, the draft of this Law makes it easier to obtain a license for construction which in previous years had been regulated by the Regulations of conditions and measures for obtaining permission to begin building work. In connection with this, and in connection with the Chamber of Trades and Crafts of Zadar County, and the Croatian Chamber of Trades and Crafts, a seminar was held in February for owners of building firms which was attended by over 90 builders.

### **Conclusion**

In 2008 again, the Association of Trades and Crafts, Zadar continued its development into a strong, recognisable, professional and business organisation, within which its members were enabled to solve both professional and individual problems in their business. In the year when the Association marked its 40<sup>th</sup> Anniversary, and judging by this year's work report, this can safely be said. This year's Report clearly points out a further progress and development of the activities of the Association which has been profiled as one of the strongest Associations in Croatia, and at local level has become an active participant and an inevitable partner of many traders and other institutions.

Our institution is an increasingly active partner of other institutions in solving the issues which are of interest for the development of trades, as well as a participant in planning and identifying the needs of business development. Namely, mostly due to numerous and recognisable activities of its members, the Association of Trades and Crafts, Zadar has become prominent and takes a more important role amongst traders and other organisations and institutions.

The cooperation of the Association will continue with the Croatian Chamber of Trades and Crafts, the Chamber of Zadar County as well as all other affiliated organisations and institutions which are interested in the protection of traders and small entrepreneurship as an important segment of economy.



The previous indicators show that we have followed the targeted direction of the Association, and in future stands in front of us further development and adjustment to new conditions, brought about by Croatia's joining of the European Union. The Association will therefore continue to develop as a supportive institution which will be inevitable and recognisable for the development of entrepreneurship, both for the existing traders as well as those who are considering starting a business.

President of the Association of Trades and Crafts Zadar  
Stipe Knežević