

PRESENTATION OF PORA REGIONAL DEVELOPMENT AGENCY OF KOPRIVNICA KRIŽEVCI COUNTY

PORA Regional Development Agency is the regional coordinator for Koprivnica Križevci County (Croatia) and performs public authority tasks, as well as other tasks that contribute to the development of Koprivnica Križevci County.

The scope of work includes:

- strengthening of the capacities for strategic planning in order to establish a system of strategic planning and management of regional and rural development,
- **human resources development,**
- **encouraging entrepreneurship and attracting investment,**
- **promoting Koprivnica Križevci County,**
- **preparation and implementation of development projects for funding from the EU and other sources.**

Through the **Interreg Europe** program 2014.-2020., PORA participated from April 1st 2016 to March 31st 2021 as a project partner in the project **ATM for SMEs - Access to microfinance** for small and medium enterprises with 8 other project partners.

The main goal of the project was to create new modalities and solutions for microfinance of small and medium enterprises and improve access to microfinance in the regions participating in the project by sharing and exchanging local knowledge for innovative solutions. Within the project, PORA developed an Action Plan containing action measures for the development and improvement of systematic support for SMEs and microfinance of SMEs in the Koprivnica Križevci County.

In October 2021, the ATM for SMEs project was extended for another year, until September 30th, 2022. The main goal of the project is to exchange knowledge, experience and initiatives between project partners in the context of microfinance and measures taken to help SMEs recover from the crisis caused by the COVID-19 pandemic.

We are looking for project partners and LB within Policy objective 1 (Smarter Europe) - specific objective (III) Sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments and specific objective (IV) Skills for smart specialisation, industrial transition & entrepreneurship, because in this areas there are a lot of opportunities to develop project ideas in the field of innovation for SMEs, digitization for SMEs, creative industries.

Futhermore, in the Policy objective 4 (More social Europe) - specific objective (VI) Culture and tourism for economic development, social inclusion and social innovation, there are also possibilities for development of project ideas like „Connecting the creative industry and tourism“ and „Digitization and promotion of tourism“.