

COMPANY FORMATION SPECIALISTS OF THE YEAR

Croatian Franchise Association

CROATIA

The Croatian Franchise Association was set up by business guru, Dr Ljiljana Kuček, who has more than 30 years' experience in the field of entrepreneurialism. With numerous academic achievements, including a Ph.D in entrepreneurship and innovation and experience lecturing in some of Europe's most prestigious universities, Dr Kuček has also served as a director of the European Franchise Federation and vice president of the Franchise Centre in the Croatian Chamber of Economy. For the past two decades, the expert has played an instrumental role in assisting entrepreneurs establish their own franchises, facilitating the expansion and internationalisation of their businesses.

The judges were particularly impressed with efforts made by Dr Kuček and the Croatian Franchise Association to develop the franchise sector in the country. Understanding the importance of this business model in the development of a country's economy, the business specialist has worked tirelessly to build her knowledge, experience and international partnerships to help deliver work and opportunities for interested parties. Despite the hard work she has put in over the past 20 years, the franchise market in Croatia is still not saturated, making it a relevant and essential force for growth in the country over the coming years.

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