

Representatives of SAP Visit President Stjepan Mesić

Visit of top SAP officials to Croatia completed



The visit of top SAP representatives to Croatia has been completed in Zagreb. During their seven-day visit, Bernd Kraus and Nigel K. Pink, together with the representatives of the SAP office in Croatia, met with many industry leaders and government officials.

The company SAP was established 30 years ago in Germany, and since then, it has been the world's biggest developer of business applications. It opened its offices in Croatia back in 1995, recognizing the quick economic changes lying ahead the Republic of Croatia was facing. In addition to its basic activity, in which it is the global leader, SAP is continuously working towards the development of German-Croatian relations and the improvement of German-Croatian projects in the Republic of Croatia.

With its good business practice it also inspires the negotiations for the admission of Croatia to the European Union as a full member. Croatia has shown its firm belief and readiness to join the Union, and it is prepared to introduce numerous reforms. Considering their experience in reform processes and adjustment of both government and business systems, Bernd Kraus, Director for South Europe and the Middle East, and Nigel K. Pink, Director for Public Sector, also visited President Mesić on 24 May this year.

During the meeting they exchanged experience concerning the implementation of the future reforms in Croatia, with particular focus on the reform of the health care and public administration, and SAP showed interest in assisting Croatia in the necessary transformations. In addition, SAP presented itself as a company with strong local presence and a broad partner network.

- We are extremely honored that the president of the Republic of Croatia recognized the importance of SAP's efforts in providing support to the countries in transition and future members of the European Union. Our experience and successful business practice confirm our good development and commercial strategies.

The representatives of the local SAP office, together with the networks of partners, are ready to contribute to a faster and better adjustment and implementation of the key projects necessary for the admission of Croatia to the European Union as a full member. Already in the course of this year, we are expecting the launching of a number of initiatives for our practical involvement in specific business experience – said Bernd Kraus, SAP Director for South Europe and the Middle East.