



An initiative of the European Union

CLUSTERS MEET REGIONS

ZAGREB

CROATIA

29 · 30

NOVEMBER 22



AGORADA+ DISCUSSES CROATIAN
DIGITAL TRANSFORMATION AND
INTERREGIONAL COOPERATION



Agorada # 2022

SIMORA

Entrepreneurial Center
Zagreb

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Agencija za razvoj
Zadarske županije

ZICER
Zagrebački inovacijski centar
Zagreb Innovation Center

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Dear guests,

welcome to Zagreb, the capital city of Croatia, and a venue for **AGORADA+ & Clusters meet Regions 2022 conference!**

We bring you an InfoPack about Zagreb so that you can briefly get to know the city. We also put some comments and recommendations for you, so that you can experience the city in the best way 😊

Enjoy your stay and see you at the conference!

Yours,

SIMORA
SISAK MOSLAVINA COUNTY DEVELOPMENT AGENCY

In this brochure, you will find:

- ✓ ABOUT ZAGREB + FUN FACTS
- ✓ FOOD AND DRINK + RECOMMENDATIONS
- ✓ AGORADA+ & Clusters meet Regions VENUE
- ✓ ACCOMMODATION + RECOMMENDATIONS
- ✓ TRANSPORT

This Info Pack takes some information from the Brochure made by the Zagreb Tourist Board

<https://www.infozagreb.hr/&lang=en>

Recommendations on food and accommodation are given by Regional Development Agency SIMORA

DISTANCES BY LAND

Zagreb – Vienna / 375 km
Zagreb – Budapest / 345 km
Zagreb – Venice / 380 km
Zagreb – Belgrade / 395 km
Zagreb – Ljubljana / 140 km
Zagreb – Split / 410 km



LOCATION

The city of Zagreb is located in northwestern Croatia. It stretches from the southern slopes of Mount Medvednica right across the river Sava.

INTRODUCTION WHEN YOU KNOW YOU ARE IN THE RIGHT PLACE

FIND OUT MORE



Zagreb is a city with many faces. There is the word-of-mouth Zagreb we just heard about from a friend, the Zagreb in the photos we saw online, or the Zagreb we are uncovering in this brochure.

Everyone has their own experience of Zagreb. Some see it as a vibrant capital and others as a city built on a human scale. People love Zagreb for being green and close to nature, as well as for being a metropolitan city full of opportunities. Zagreb embraces all of these identities.

In one moment it acts like a rather formal institutional capital, only to loosen up in the next and charm you with its laid-back flair. Some of its streets never stop buzzing with metropolitan zest. But turn a corner and you will find yourself in a bucolic alleyway, where the only sound is that of birds chirping away.

Zagreb's street plan betrays the city's multiple identities. The historic centre nestles among hilly meandering streets that blend in with the surrounding greenery. The newer parts of the city are more spacious, with broad avenues ideally suited to the flatlands beside the river.

ABOUT ZAGREB

FUN FACTS AND FIGURES

16TH MERIDIAN



The plaque marking the 16th meridian, which passes through Zagreb, is on the corner of Vukovarska and Držiceva streets. It was placed there during the 1987 World Student Games.

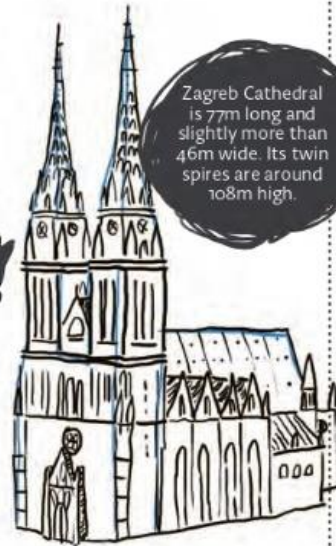
GRİČ CANNON

The noise generated by the Grič cannon can be as loud as 130 decibels. When it is fired at noon every day, its sound can even be heard south of the river Sava.



BOOM!

THE TALLEST BUILDING



Zagreb Cathedral is 77m long and slightly more than 46m wide. Its twin spires are around 108m high.

HOTEL ESPLANADE

Hotel Esplanade was built in 1925. It provided luxury lodging to Orient Express passengers on their route from Paris to Istanbul.

ORIENT EXPRESS

ZAGREB MUSEUMS



Zagreb museums contain more than 3.6 million exhibits.

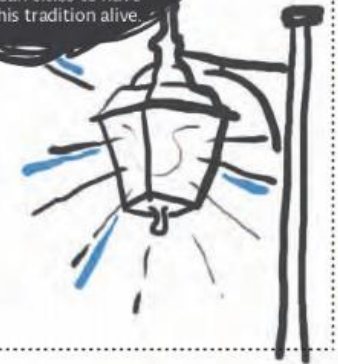
PERCENTAGE OF CROATIA'S POPULATION LIVING IN ZAGREB

According to the 2011 census, there are 790,000 people living in Zagreb. This makes up 18.5% of Croatia's population.

18.5%

GAS LAMPS

Gas lamps were first introduced in Zagreb in 1863. Today, more than 200 of them are still in use. A lamp lighter lights them in the evening and dims them in the morning. Zagreb is one of only three European cities to have kept this tradition alive.



CAFÉS AND RESTAURANTS



There are around 4,500 cafés and restaurants in Zagreb. This makes a ratio of 1 café to every 175 inhabitants.

ZAGREB FUNICULAR
The Zagreb funicular is the world's shortest cable railway used for public transport. The 64-second ride covers a distance of 66 meters.



MEET ME UNDER THE CLOCK!
The most popular local meeting spot is "under the clock" on the main square. In a family tradition that goes back six generations, all of the city's clocks are maintained by the Lebarović watchmaking firm. Zagreb's first municipal clocks came from Austria. They were later made locally, but in a style that resembled those from Vienna.



FOOD AND DRINK FOR MOMENTS ALL TOO SHORT

DOLAC MARKET

Zagreb's largest farmer's market, Dolac, is the belly of the city and the social glue of its citizens. Back in 1930, when the market first emerged in what was then an age-battered residential area, few believed that Dolac would become the must-visit place both for fresh food and a bit of a chinwag. Initially the market concentrated on produce from local farmers and nearby villages. Since then, Dolac has grown into a gastronomic heaven flaunting food from all over Croatia. It's the place to buy Zagorje cottage cheese and cream, mandarins from the Neretva valley, lemons from the island of Vis, Istrian olive oil, cherries from Zadar and Slavonian-reared meat. The stalls on the upper, open-air level of the market are decked out with characteristic red parasols featuring a striped motif that is typical of the Zagreb region. Immediately to the north, Petrica Kerempuh Square hosts a colourful flower market.

FIND OUT MORE



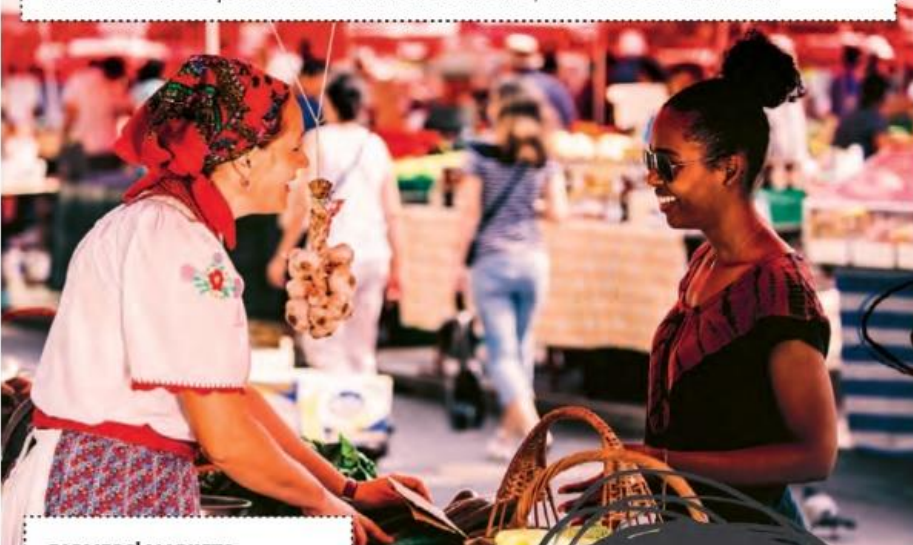
Eating and drinking isn't just part of our daily routine, it's something to be enjoyed, seriously and without compromise. Choosing among Zagreb's bountiful restaurants, bistros, bars and cafés is no easy task, but at least this dilemma is a rather sweet one – or savoury, if that's what you prefer. Regardless of the spice, the food is always fresh.



ZAGREB KUMICA

Women from nearby villages who have traditionally sold their produce at Dolac are called "kumica". They are the heart and soul of the market, replenishing it daily with their fresh fruit, vegetables, eggs, corn bread and dairy products. A statue of a "kumica" standing at the market's entrance pays tribute to their indispensable role.

As all capital cities, Zagreb is a meeting place of diverse cultural influences – some simply spilling over the border and others arriving from far away. Dishes with German-sounding names reflect Zagreb's Central European connections, but countless Mediterranean and Middle Eastern recipes have also taken root in the city. The cuisine of today's Zagreb is rich and varied with a little bit of something for everyone. Gracing the city's menus are various types of international and ethnic fare as well as east-west fusion, haute cuisine, and plenty of quality street food. Traditional home-cooked meals, however, are what make the everyday life of Zagreb folk all the more special. Those that follow are true, time-honoured classics.



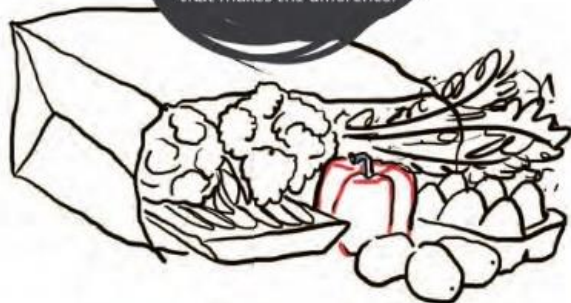
FARMERS' MARKETS

Zagreb locals love small-scale shopping at farmers' markets. The city boasts 25 markets in different neighbourhoods, all of which sell fresh produce from around Croatia.



GRINCAJG

Just as soup is the usual starting point of every Zagreb meal, the starting point of every good soup is its stock. Which is why "grincajg" – a bunch of vegetables containing carrot, parsley, celery and kale – is the most sought after article at every market. When it comes to soup, grincajg is the difference that makes the difference.



TURKEY WITH MLINCI

The secret of this Zagreb feast-day dish is in the slow roasting and frequent basting of the turkey. A compulsory side dish is "mlinci", a type of flatbread traditionally eaten in Zagreb and its surroundings. The dough for mlinci is made of wheat flour, water and a pinch of salt. The mlinci are baked on a hot plate, then softened with boiling water and served with turkey juices and dripping.



APPLE STRUDEL

This age-old classic dessert is a mainstay in many Zagreb homes. When grated apples, spiced with cinnamon and a drop of rum, are rolled inside sheets of filo pastry, the final results smell and taste heavenly. Each home has its own way of preparing this dish - just don't expect them to give away any secrets.



WINE ROUTES IN AND AROUND ZAGREB

Wine lovers are unlikely to go thirsty in Zagreb. The city and its surroundings abound with attractive wine routes – there's even a vineyard in the city centre, hidden away between Tkalčićeva and Radićeva streets. Otherwise Zagreb-city wine country begins in the eastern outskirts, stretching from the Gornja Dubrava neighbourhood towards Sesvete. Although little known, this suburban wine area is well worth exploring for those eager to seek out some truly heavenly surprises. The wine routes of Zagreb County, embracing Samobor, Plešivica and Sveti Ivan Zelina, have already made a name for themselves and make excellent day trip destinations.

ST MARTIN'S DAY

Vineyards and wine cellars all around Zagreb County bustle with activity on St Martin's Day in mid-November. This is when the young wine is blessed - although tasting and enjoying the mature version is not neglected either. Zagreb locals use this opportunity to leave the urban hubbub behind and relax with local winegrowers in celebrating the fruits of their labour.

ŠTRUKLI

A dish for every occasion, "štrukli" come sweet or savoury, boiled as well as baked. They can be served as a starter, main course, dessert, or even dunked in soup. In Zagreb, the most popular way to eat this cult dish – made of filo pastry, cottage cheese, cream and eggs – is with savoury cheese filling baked.

STREET FOOD FESTIVALS

There is no shortage of street food and street food festivals in Zagreb. Bistros and eateries around the city serve a great choice of bites all year round. However Zagreb street food is at its best during the numerous outdoor festivals that take place in the city's parks and squares. Many of these festivals pair up street food with another leisure activity or cultural theme. One such example is an event that mixes gastronomy with film, allowing visitors to munch great food and catch some big-screen entertainment while lounging on the grass.



COTTAGE CHEESE AND CREAM

For centuries this traditional product has travelled from nearby farms to the tables of Zagreb locals. Cottage cheese and cream can be paired with various vegetables, depending on the season and occasion. There is even a traditional Zagreb way to buy it at the market – from your own "kumica". Many families get to know the woman who makes and sells it and this ritual exchange may indeed be passed down from one generation to the next.

CRAFT BEER TRADITION

Zagreb has a long brewing tradition with several renowned beer brands to show for it. Nowadays an increasing number of microbreweries are pushing out excellent craft batches, combining artisan tradition with the love of a good ale.



LET'S MEET FOR COFFEE

Coffee is without a doubt the locals' hot drink of choice. Indeed drinking coffee in Zagreb is very much a social ritual in which the chief goal is to bond with friends. This is why you'll find coffee shops on virtually every street corner. The expression "idemo na kavu" (let's meet for coffee) has an elastic meaning and now indicates socializing over a drink of any kind.



THE CHOICE OF RESTAURANTS

There's nothing the locals love to talk about more than food. News travels fast whenever a new eatery opens up, especially if great food is matched by an appetizing price. Eating out in Zagreb is becoming a more diverse experience by the day. And there's an increasing number of restaurants offering an original culinary vision, whether it's in the field of local, fusion or exotic cuisine.



FOOD RECOMMENDATIONS

VINODOL

Local cuisine, Mediterranean, European, Eastern European, Croatian

https://www.tripadvisor.com/Restaurant_Review-g294454-d1475489-Reviews-Vinodol-Zagreb_Central_Croatia.html

4 min by foot from Jelačić Square

NAV

European, Croatian

https://www.tripadvisor.com/Restaurant_Review-g294454-d16731135-Reviews-NAV_restaurant-Zagreb_Central_Croatia.html

6 min by foot from Jelačić Square

TAKENOKO

Japanese, Seafood, Sushi, Asian, Vegetarian Friendly, Vegan Options

https://www.tripadvisor.com/Restaurant_Review-g294454-d778516-Reviews-Takenoko-Zagreb_Central_Croatia.html

7 min by foot from Jelačić Square

CARPACCIO

Italian, Mediterranean, European

https://www.tripadvisor.com/Restaurant_Review-g294454-d2515906-Reviews-Ristorante_Carpaccio-Zagreb_Central_Croatia.html

5 min by foot from Jelačić Square

BOBAN

Local cuisine, Italian, Mediterranean, European, Croatian, Central European

https://www.tripadvisor.com/Restaurant_Review-g294454-d782128-Reviews-Boban-Zagreb_Central_Croatia.html

3 min by foot from Jelačić Square

KAPTOLSKA KLET

European, Eastern European, Croatian, Central European

https://www.tripadvisor.com/Restaurant_Review-g294454-d808687-Reviews-Kaptolska_Klet-Zagreb_Central_Croatia.html

3 min by foot from Jelačić Square

ZINFANDEL'S

Contemporary, Croatian

[https://www.tripadvisor.com/Restaurant_Review-g294454-d1776888-Reviews-Zinfandel s Restaurant-Zagreb Central Croatia.html](https://www.tripadvisor.com/Restaurant_Review-g294454-d1776888-Reviews-Zinfandel_s_Restaurant-Zagreb_Central_Croatia.html)

10 min by foot from Jelačić Square

NOEL

European, Contemporary, Croatian

[https://www.tripadvisor.com/Restaurant_Review-g294454-d10859958-Reviews-Noel-Zagreb Central Croatia.html](https://www.tripadvisor.com/Restaurant_Review-g294454-d10859958-Reviews-Noel-Zagreb_Central_Croatia.html)

10 min by foot from Jelačić Square

DUBRAVKIN PUT

Mediterranean, European, Croatian, Central European

[https://www.tripadvisor.com/Restaurant_Review-g294454-d710908-Reviews-Dubravkin Put-Zagreb Central Croatia.html](https://www.tripadvisor.com/Restaurant_Review-g294454-d710908-Reviews-Dubravkin_Put-Zagreb_Central_Croatia.html)

15 min by foot from Jelačić Square

AGORADA+ & CLUSTERS MEET REGIONS – VENUE OF THE CONFERENCE

ZICER – ZAGREB INNOVATION CENTRE

<https://www.zicer.hr/o-nama/?lang=en>



Location: Pav. 12, Avenija Dubrovnik 15, 10000, Zagreb, Croatia

<https://www.google.com/maps/place/Zagreba%C4%8Dki+inovacijski+centar+d.o.o.+ZICER/@45.7779803,15.972503,17z/data=!3m1!4b1!4m5!3m4!1s0x4765d678550a6d87:0x19d4422c69d308a7!8m2!3d45.7779803!4d15.9746917>

ACCOMMODATION MORE THAN JUST A BED FOR THE NIGHT

FIND OUT MORE



OLDEST HOTEL

Opened in 1827, Jägerhorn is the oldest still-operating hotel in Zagreb.



FROM HERITAGE HOTELS TO YOUTH HOSTELS

Accommodation in Zagreb is wide-ranging and has something to suit everyone. The choice includes five star hotels, international hotel chains, characterful hostels and a variety of rental apartments. A number of heritage hotels offer unique tradition while boutique hotels and quirky hostels rely on a creative and individual approach. All of the above provide a high standard of service and represent ideal starting points in getting to know the city.



ACCOMMODATION RECCOMENDATIONS

All hotels mentioned below are in the historic part of Zagreb City Centre.

We suggest to stay at one of these since there are no hotels close to the conference venue (ZICER).

To get from a hotel (any of those who are mentioned) to the conference venue (ZICER), we suggest to use a taxi service since it is the easiest and fastest option.

Another option is to go by walking (depending on which hotel you are situated) or to use one of Zagreb' trams (depending on the hotel location; find list of trams in the *Public Transportation in Zagreb* part of InfoPack) from a hotel to Zagreb Glavni kolodvor

(<https://www.google.com/maps/@45.8033952,15.978049,128m/data=!3m1!1e3>) and then use bus line 268 from Zagreb Glavni kolodvor to station Muzej suvremene umjetnosti. ZICER is circa 10 min by walk from the station to the West.

ESPLANADE ZAGREB

<https://www.esplanade.hr/en/mainpage.html>

CANOPY BY HILTON ZAGREB

<https://www.hilton.com/en/hotels/zagzcpy-canopy-zagreb-city-centre/>

SHERATON ZAGREB

<https://www.marriott.com/en-us/hotels/zagsi-sheraton-zagreb-hotel/overview/>

LE PREMIER BOUTIQUE HOTEL ZAGREB

<https://www.lepremier.hr/>

HOTEL DUBROVNIK ZAGREB

<https://www.hotel-dubrovnik.hr/>

THE WESTIN ZAGREB






<https://www.marriott.com/en-us/hotels/zagwi-the-westin-zagreb/overview/>

HOTEL INTERNATIONAL ZAGREB

<https://www.maistra.com/properties/hotel-international/#/>

TRANSPORT

We recommend going by foot through Center, and to go from hotel (accommodation) to the conference venue, we suggest to use taxi service:

	mobile app Bolt
	mobile app Uber
	mobile app Cammeo
	mobile app EKOTAXI
	mobile app (RADIO TAXI)

