

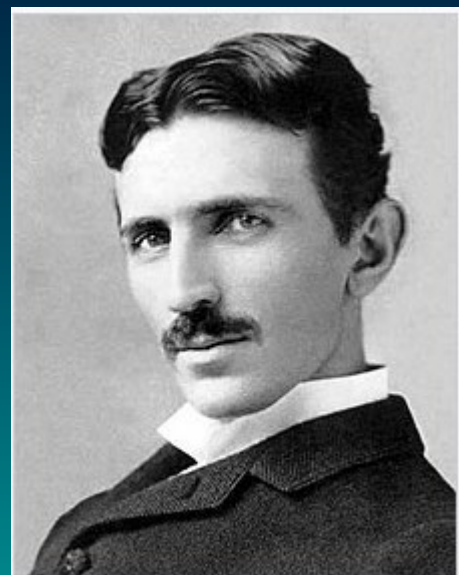


Welcome & Opening

Krešimir Mujačić, Head of Sales, RC-HR SI EA

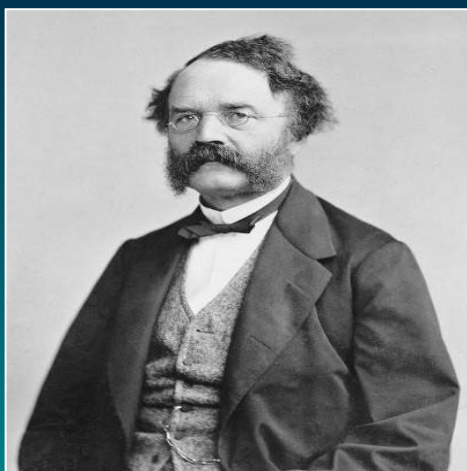
VAR Partner Day 2022 | September 12 -14 | Zagreb, Croatia

Croatia - facts



| SIEMENS in Croatia

Siemens in Croatia - History



1886

Siemens Österreich (ÖSSW) suggests to HQ foundation of Zagreb rep office. Already in 1893 first Siemens DC generator is put into operation in first public power plant in Čakovec. In 1907 Zagreb power plant have been built with Siemens involvement

1921

Siemens Schuckert Werke and Siemens&Halske take over Elektra d.d. Zagreb company and name it Yugoslav Siemens d.d.

1930

Siemens AG in Zagreb supplies electrical components for the Karlstadt hydroelectric power plant and builds the power transmission line Agram (Zagreb)-Karlstadt.

1945

Siemens Croatia becomes part of new company Rade Končar

1966

Siemens supplies remote control equipment for the state railways in Croatia.

1992

A Siemens sales company, Siemens d.o.o., is founded in Zagreb

1994

Siemens and the Croatian Koncar Holding founded a joint venture for transformers in Zagreb (Koncar Power Transformers Ltd.)

1995

Siemens becomes majority owner of ATM – leading Croatian company for power plant and industry process automation

1997

Merger of ATM and Siemens d.o.o. – Siemens d.d. is founded in Zagreb

Siemens in Croatia – Companies



Siemens Croatia – Center of Excellence

Global engineering center

- Siemens Croatia has one of the three global engineering centers in Siemens. It gives engineering support on international projects and has *60 engineers (to be checked...)*. Other two centers are in India (cca 60 engineers) and Philippines (cca 25 engineers).

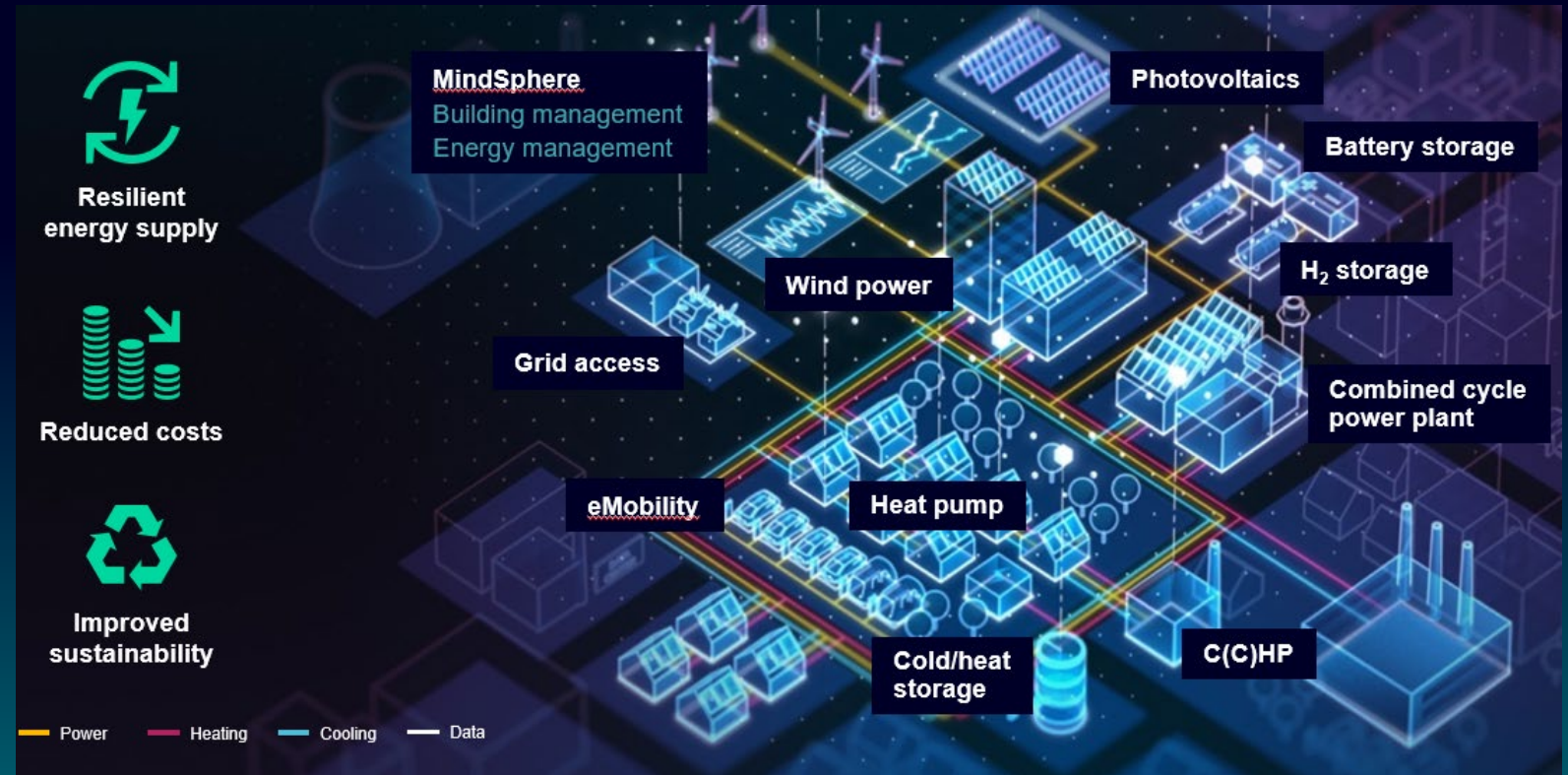
PD PA R&D

- Division PD has a R&D department located in Zagreb with *24 (to be checked ...)* employees, as a part of global PD PA. There are 6 R&D global locations and Zagreb is one of them. The department does research and development of new products, testing, certification and software development.

| SIEMENS & Partners

Market Challenges

- Price increases
- Prolonged delivery times
- Digitalisation
- Renewables market growth
- Distributed energy production
- E-mobility development



Challenges of our partners

How can I leverage my **customers potential**?

Where do I want to **grow**?

Where do I want to **place my investments** (e.g. technologies/markets)?



How do I **achieve my objectives** with Siemens?

How can Siemens help me to **meet my goals**?

Where do I want to **take my own business**?







Smart power distribution from medium-voltage to low-voltage




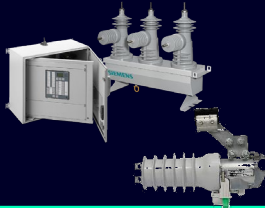


Medium-voltage Components, Systems & Solutions

Components	Primary Air-insulated Switchgear	Gas-insulated Switchgear Prim / Sec	SF6-free blue GIS Prim / Sec
			

Automation, Protection & Communication for high- and medium-voltage Systems

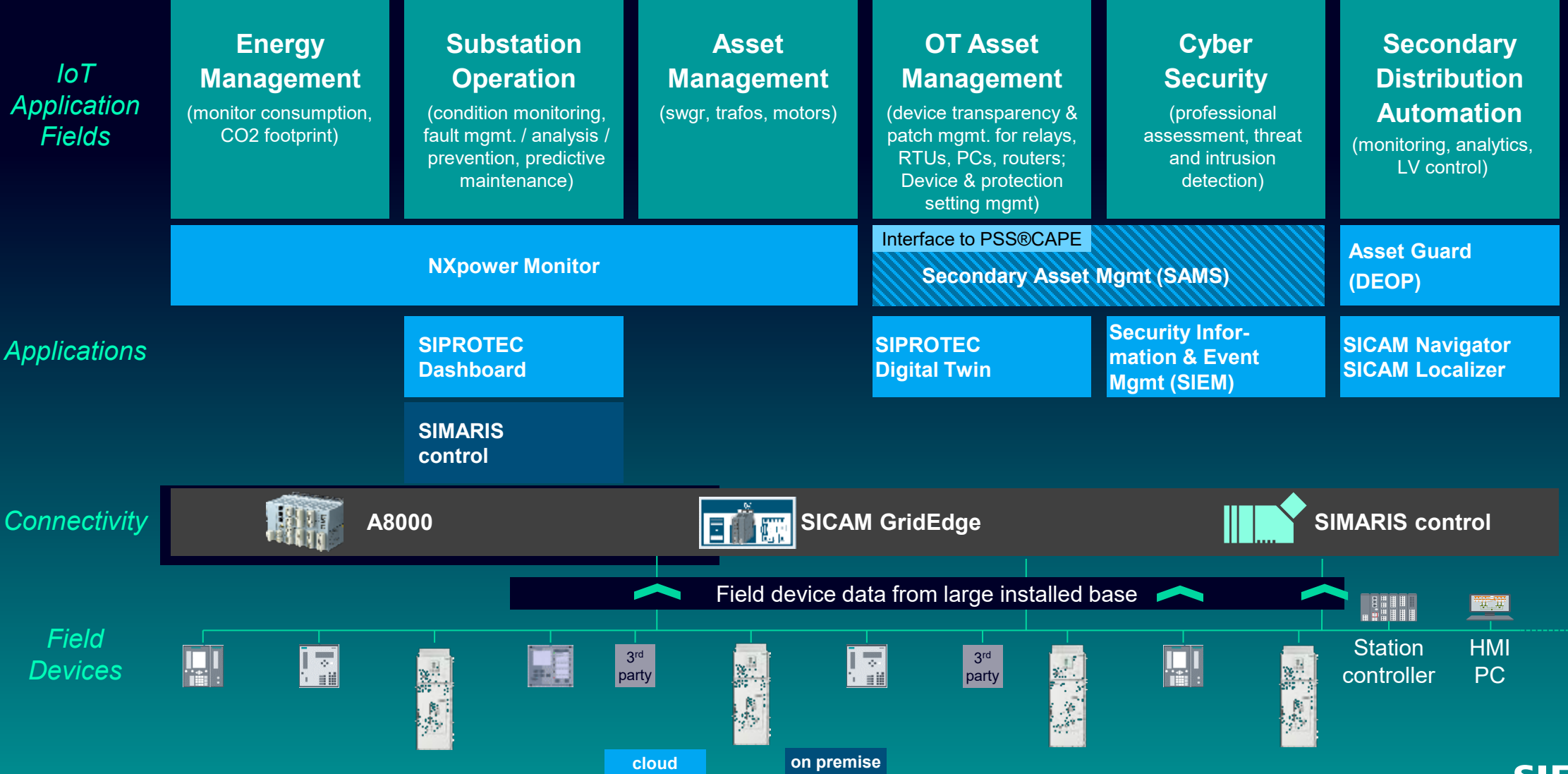
Protection	Automation	Power Quality	Smart Communication
			

Low-voltage Systems

Generator Circuit Breaker Switchgear	Photovoltaic (PV inverter systems)	Power Distribution Boards & Motor Control Centers
		
Outdoor Distribution Systems	Solution Business (E-House systems)	Busbar trunking systems
		

Services

IoT & Digitalization



| Contact

Published by Siemens AG

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