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INSTITUTIONAL SUPPORT OF PRIMORSKO- GORANSKA COUNTY FOR SMALL AND MEDIUM SIZE ENTERPRISES DEVELOPMENT PROGRAMS

Review

Abstract

Regional and local economic development as well as the achievement of competitive advantages by their business entities gained importance at the turn of the 20th century and in the first years of the 21st century. These issues will probably remain in the focal point within leading business systems and their competitors as well as within the environment in which these entities function. Global environment as a synonym for a contemporary, dynamic and territorially unlimited environment has become even more dynamic and has conditioned certain laws of entrepreneurial activity. This has brought about an opposition in terms of competitiveness between global and regional and local environment. Primorsko-goranska County has continuously been creating predispositions for economic and social development and has, in interaction with other public sector institutions, been reinforcing the positions of its business entities, their production and new products primarily of local and regional character. The positive effects are quite clear and came about as a result of numerous SMEs development programs carried out by the County. The authors of this paper has, within the framework of their research, tried to focus himself on the role and significance of two development programs: the program of granting loans to enterprises and the program of developing small business zones. The author indicates the positive implications of these programs on overall economic and social development but he analyses and points out the key anomalies within these programs.

Keywords: *regional and local development, Primorsko-goranska County, small and medium size enterprises, entrepreneurial programs*