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## PODRAVKA, PLIVA, VINDIJA - CROATIA'S MOST REPUTABLE COMPANIES IN 2006

ZAGREB, Feb 11(Hina) - The New York-based Reputation Institute on Wednesday proclaimed the most reputable companies in Croatia in 2006, with the first place going to the food company Podravka, which also came 21st on the Institute's ranking of the 50 most reputable companies in the world.#L#

Of the 20 Croatian companies which entered the final ranking, the second place went to the pharmaceutical company Pliva, which came about 30th on the global ranking, while the third place went to the Vindija food company (about 60th on the global ranking).

A company's reputation was analysed according to the global standardised model RepTrak, which examines business results, management, innovations, the work environment, products and services, ethics and social responsibility.

Podravka CEO Darko Marinac said Podravka lived and worked on three markets -- the product market, the knowledge and labour market, and the capital market.

The key to success on the product market is the brand while on the knowledge and labour market the key is reputation, he said.

Pliva Croatia CEO Matko Bolanca said the ranking was an acknowledgement to the company's staff and voiced hope Pliva would soon break into the global ranking top ten.

The Reputation Institute is present in 23 countries. It has been dealing with corporate reputation since 1997 and has rated 700 top world companies so far using the RepTrak method.

Corporate reputation represents the capital of the future as it ensures continued business success.

(Hina) ha

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