



**mr.sc. Zita Bračko Matulić**  
**ZIT d.o.o.**

<b>Sektor</b>	Information and communications Technology
<b>Region</b>	Varaždin, Croatia
<b>Nomination as an Ambassador</b>	<p>Mr.sc. Zita Bračko-Matulić has twenty years of experience in leading the private company in which is she co-founder and co-owner.</p> <p>When the company was established ICT market in Croatia was still small and undeveloped. We were among the first who recognized the potential of new informatics technologies and our intention was to present them and implement on Croatian market.</p> <p>Since we established the company my task was to combine my daily work which was and still is very demanding with dynamic family life, husband and two children.</p> <p>Behind me, there are twenty years of private business, lots of hard work but also a big satisfaction that through so many years I managed to overcome various difficulties and to cope with many challenges.</p> <p>But in spite of all these difficulties I had to face, I feel stronger to encourage others to consider entrepreneurship as a career possibility and option which enables the development of own career and way of life.</p>
<b>About the Company</b>	<p>Z I T company was established in 1990. It is specialized for sale and service of informatics products and supply of world leading brands such as HP, Lexmark, Canon, Epson, Samsung, Microsoft, Olympus, Logitec. ....</p> <p>We went a long way of continuous growth and progress, and today we can proudly say that our company belongs to respectable companies on Croatian market.</p>
<b>Raising awareness</b>	<p>One of the main reasons Zita wants to take part in Female Network campaign in Croatia, is because she thinks that encouraging women when starting their own business is very worth and important.</p>
<b>Further information</b>	<p>More information about Z I T can be found under <a href="http://www.zit.hr">www.zit.hr</a></p>