

Empowering business

GREEN. CREATIVE. SMART.

I FEEL SLOVENIA I FEEL SLOVENIA I FEEL SLOVENIA SLOVENIA

AMBASSADORS Ambassador Ambassador Ambassador Ambassador OF SLOVENIA'S BUSINESS

FEEL LOVENIA I FEEL SLOVENIA SLOVENIA SLOVENIA SLOVENIA





# Promotion of Slovenia's Business abroad

»I FEEL SLOVENIA. GREEN. CREATIVE. SMART.« is a national communications campaign of the I feel Slovenia brand in the field of economy. The campaign was launched as a result of the brand's success in raising Slovenia's profile and reputation in the international environment. Its purpose is the complete and uniform promotion of Slovenia's economy in the competitive global market. As well as being focused on sustainability, Slovenia's economy is customer-oriented, offering creative, innovative and accessible solutions both for individuals and for the society's overall long-term benefits. The campaign highlights Slovenia's key competitive advantages in niche areas of the green economy, environmental technologies, robotics, mobility, digitization, development and research, and the creative industries.

By launching the communications campaign, "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." with its unified application of communication and presentation tools, SPIRIT Slovenia wants to build on the overall international recognition of Slovenia and its economy abroad.

With their sustainable, innovative and smart solutions, Ambassadors of the National Campaign "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." significantly contribute to the recognition of Slovenia as technologically developed, creatively oriented green country, building its positive image and promoting its stable and cutting-edge business environment.

So, let's meet them!

# **Proud messengers** of the Slovenian economy

Extraordinary Slovenian companies and organisations who excel in their chosen field by offering unique products and services with a high added value have become the ambassadors of the green, creative and smart economy in Slovenia.

They operate in very diverse fields ranging from biotechnology, mobility, propulsion technology, energy, furniture industry, house building and civil engineering, production of heat pumps. medical instruments, paints and varnishes. food industry, automotive, construction industry, manufacturing of metal products and development of electric motors and software solutions.

Together they form an excellent representative image of the Slovenian economy, since they include micro, small and medium as well as large companies, high-growth companies and those that are in a mature stage of development. They are regionally scattered throughout the country; from Slovene Littoral to Prekmurje region, from Upper Carniola and Styria to Central and SE Slovenia, thus reinforcing the development potential at a regional and local level.

Despite the fact that they are varied, the common ground of all these companies is their high-tech and extremely sustainable nature: the innovative smart solutions and highquality products are a culmination of Slovenian expertise.

By becoming a part of the ambassador project, these companies benefit from free promotion on the global competitive market under the national trademark "I feel Slovenia". The groundbreaking solutions of these ambassadors will be presented in the framework of the national campaign through numerous activities organised by the Public Agency for Entrepreneurship, Internationalisation, Foreign Investments and Technology (SPIRIT Slovenia). With the help of the chosen ambassadors and their solutions, the Slovenian economy will establish itself as a trustworthy and stable business environment.

Thanks to the ambassadors of the Slovenian economy and other development-friendly, future-oriented Slovenian companies. Slovenia will be able to continue following the path of breakthrough growth in the future.

# Together with the ambassadors towards a greater visibility and reputation of the Slovenian economy abroad



Tomaž Kostanjevec, Ph. D. CEO of SPIRIT Slovenia. Public Agency

Despite its small size or precisely because of it. Slovenia has always been able to successfully adapt to the constantly changing international environment. Although our economy is considered as being relatively small, it is also extremely competitive, growing rapidly and one of the most export-oriented economies in Europe.

With their expertise, competence, innovation and development, many Slovenian companies are spreading the word about Slovenia's competitive advantages on the global market. Their creative. technologically advanced, innovative solutions and ecologically and socially responsible behaviour place the Slovenian economy at the centre of the world map.

Our national agency taking care of the competitivity and promotion of the Slovenian economy is acutely aware of the meaning of consistently placing national trademarks on foreign markets, thus reinforcing the visibility of all competitive advantages. The companies find it easier to enter those markets where our country is enjoying a high degree of visibility and a good reputation.

Slovenian companies' products and services are known throughout the world for their topnotch quality. Recently, due to the pandemic, the situation has changed radically and thus reinforcing the visibility of our economy on foreign

markets will be even more important in the future. As a consequence, the role and importance of the national trademark "I feel Slovenia", with which we present ourselves at home and abroad, will become even greater.

The trademark has become synonymous with many successful Slovenian stories, which we want to upgrade and reinforce with the national campaign for the promotion of the economy "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." led by the SPIRIT Slovenija, javna agencija (public agency).

Dear ambassadors, without you and your contribution to a technologically developed. creatively oriented and green country, to the construction of its positive image, and to the promotion of a stable and innovative business environment, this would not be possible. We believe that your successful economic stories. your presentation of all Slovenian companies that operate in a sustainable, innovative and smart manner, and our joint promotion, will contribute to a wider reach and even greater confidence in the Slovenian economy.

I would like to offer my sincere congratulations to all the companies and organisations as they become a part of the reputable group of ambassadors of the "I FEEL SLOVENIA, GREEN. CREATIVE. SMART." campaign!

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Acies Bio is a development-oriented biotechnology company with state-of-the -art laboratory equipment that has been developing and marketing innovative biotechnology solutions. With their research and development activities, focused on development of innovative microbial technologies and bioproducts for sustainable food production and reduction of the carbon footprint in the chemical industry, the company is ranked as an ambassador of Slovenia's green, creative and smart economy.

- A comprehensive service for development of innovative microbial technologies Smart Route is based on the company's own technology platform and integrates all the key components necessary for the development of an effective biotechnology process.
- With the service, the company Acies Bio has developed its own Whey2Value biotechnological process for the production of vitamin B12-enriched microbial biomass from whey waste on the basis of circular economy.
- In the process the byproduct, whey, is processed into high-value biomass used in the production of feed for livestock.









Interdisciplinarity in the field of innovation, which is crucial for sustainable development of the environment and society is the key value which ranks Actur company as an ambassador of Slovenia's economy. The company, which is the stakeholder of the largest research project in the field of tourism in the Republic of Slovenia - Turizem 4.0; is socially responsible, with an established ISO 9000 business standard.

- Their online tool Tourism Impact Model (one of the innovations of the Tourism 4.0 project) uses real environment data and analytically displays them in an automatically generated message. Based on slightly over 300 indicators, captured from all areas of life (environment, economy, society, culture, cooperation), it displays an objective picture of the positive and negative effects of tourism on a particular destination.
- The solution earned the company an award for the best innovation in artificial intelligence and data analytics at the Tourism Innovation Summit 2020 in Spain, and the GZS awarded the tourism impact model with a golden award for the best innovation in the North Primorska region in 2020.









Amongst the ambassadors of the campaign is also AV Living Lab with its developing mobility solutions linking it with different industries, advanced industries, physical and digital infrastructure.

- Under the City as a Lab trademark, the company develops solutions in the field of mobility and related industries: organises events connecting various industries and conducts mobility testing in a simulator, at a dedicated testing range or in a real environment.
- The company has set up an ecosystem for testing self-driving vehicles that brings together partners such as BTC, DARS, AMZS, Nervtech, IBM Slovenia, EF UL.
- The company has won a Top 12 ranking at the BMW Supplierthon challenge and a Top 21 ranking at the EIT Urban Mobility Scale-Up.









Biosistemika company is a spin off of the National Institute of Biology that operates in the fields of IT and biotechnology. They specialize in digitalisation and automation of work processes in particular for life sciences laboratories. Biosistemika is another ambassador of our campaign with their product PlatR Pipetting aid.

- By using PlatR in their daily routines, researchers save at least 30% of laboratory (chemical and biological) reagents. The tool also allows for 26.7% faster pipetting.
- The tool allows for a transition from an old, inefficient system of manual work to a sustainable, green, efficient and reusable system of operation.
- An interdisciplinary team of software engineers and life science experts develops and markets complex platforms and systems for managing databases and tools for work processes and cloud hosting technologies.
- One of the company's major achievements is the acquisition of an EU project in the EIC Accelerator scheme (a European programme dedicated to breakthrough innovations), named DATANA.







# DOMEL

Domel is a global development supplier of electric motors and a leading company in a number of key technology areas, such as universal vacuum motors, brushless DC blowers and brushless DC motors, including the most efficient permanent magnet synchronous motors. With its solution Motors from the NZ270 family Domel was recently selected as ambassador of Slovenia's green, creative and smart economy.

- Motors from the NZ270 family are based on an electronically commutated technology. They rank in IE5, the highest energy class, and significantly contribute to lower electricity consumption during operation.
- The weight of the motors can reach no more than 1/3 of typical, most commonly used asymmetric drives.
- Ferrite magnets are used in the NZ270 family of motors.
- Motors from the NZ270 family are intended for use in ventilation systems and air-conditioning systems.







# :: donar

Joining our reputable group of ambassadors of smart, green and creative solutions is also Donar, one of the leading furniture companies with its sustainable planning strategy and integration of design management into the company's processes.

- Most recognisable products in the Earth collection are: NicoLess, Collodi, the NicoLess backpack. All products in the collection are made of recycled waste plastic containing up to 60% of recycled PET material.
- For adequate strength and stability of the products, only temperature, pressure and the properties of the material shall be used in the process, without adding adhesives or binding agents.
- 50 to 100 waste bottles are contained in the shell of each chair or the shell of a telephone booth.
- With 1000 NicoLess chairs produced, the amount of plastic waste is reduced by 1000kg.









Duol, a world-renowned company in the field of designing, manufacturing and installing inflatable halls, is another one of our ambassadors. The company has won prestigious economic awards (Entrepreneur of the Year, GZS Award for Exceptional Economic Achievements).

- Duol maintains a leading position in the industry through innovative solutions and more than 1500 covered surfaces worldwide (Europe, Asia, the Middle East, Africa and South America).
- An innovative and patented solution utilising an added layer of insulation significantly reduces energy consumption at the facility. For this reason, the facility can be classified a few classes higher in the energy performance certificate.
- Such facilities can defy the most extreme weather conditions anywhere on the planet.







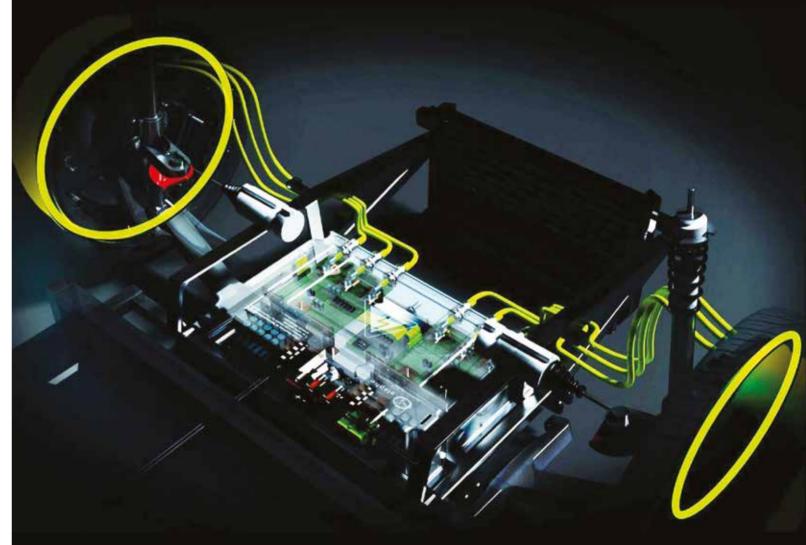


Elaphe is also one of our ambassadors that will spread success stories about Slovenia's economy in the international arena. Elaphe is an innovative, fastgrowing company that has created a new niche in the automotive industry with the system of wheel electric motors.

- Due to the reduced number of traditional automotive components in the vehicle (gearbox, differential, driveshaft, etc.), the price of the vehicle is lower, while the quantity of free volume is increased, enabling the implementation of additional vehicle functionalities through the vehicle design.
- Simplifying the drivetrain reduces the number of vehicle components, which means a reduction of costs and a reduction of the time required to develop a new vehicle.
- The company was awarded the I4MS Disruptors Award, which puts Elaphe simulation models at the forefront - they allow for easier optimisation of the characteristics of in-wheel motors through monitoring of the generated sound and vibrations.
- With highly modular technology, the concept of an in-wheel motor (with certain customisation) is suitable for a range of motor vehicles: scooters, bicycles, tricycles, and off-road vehicles.







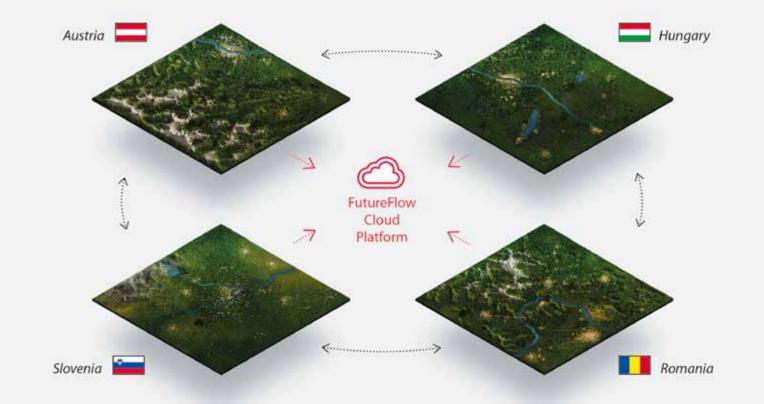


Among the ambassadors who will use their breakthrough solutions to promote Slovenia's economy in the global competitive market, we are also delighted to welcome ELES - a system operator of the electricity transmission network of the Republic of Slovenia with more than 90 years of tradition. With its reliable and continuous transmission of electricity, it ensures stability, efficient development of the society and the transition to a carbon-free Slovenia and region. What contributes to this is in-house development of numerous innovative solutions with international recognition.

- The project FutureFlow is a part of the implementation of the ELES sustainability strategy and provides a fully automated service that can continuously regulate the consumption by consumers and renewable energy sources according to the needs of the electricity system.
- Development of appropriate business models offers active customers the opportunity to sell their flexibility to the highest bidder and thereby reduce their electricity bill.
- ELES attracted 12 partners from 8 European countries to the FutureFlow project.











As one of the most experienced developers of high-tech laser systems through rigorous testing of all components and their manufacture within the company, Fotona was recently selected as an ambassador of Slovenia's green, creative and smart economy. Their products are intended for use in aesthetic medicine and dermatology, dentistry, surgery and gynaecology.

#### Did you know?

- Fotona was the first to introduce two complementary laser wavelengths (Er: YAG and Nd: YAG) in a single system. Combining both wavelengths into one tissueprocessing process results in the best utilisation of the unique characteristics of each laser wavelength in laser-tissue interaction. This significantly improves the outcome of laser procedures to achieve the best clinical results.
- At the heart are high-performance solid state crystal laser sources that create the most efficient wavelengths in the industry.
- Fotona was the first manufacturer to introduce Er: YAG laser wavelength into gynaecology.
- The company boasts a number of patented solutions: OPTOflex articulated arm®, the QSP (Quantum Square Pulse) and ASP (Adaptive Structured Pulse) technologies, SMOOTH modality, Vacuum Cell technology...









reddot winner 2020



Appointed to the prestigious group of ambassadors is also genEplanet, a leading European provider of innovative preventive health solutions based on genetic testing that was ranked among the 1000 fastest-growing companies in Europe. The company offers whole genome sequencing (WGS) to provide the most accurate information about genetic predispositions as soon as science detects them - without further testing.

- The personalised Health Intelligence Platform is an interdisciplinary project addressing health challenges and the ICT sector and combines genetic, blood analysis and lifestyle information.
- This is an innovative global solution based on the symbiosis of high-tech analytical and IoT services.
- Through integration of analytical data and data from personal wearable sensors, the platform provides the user with user services in the field of diagnostics, online monitoring and recommendations for a healthy lifestyle.









Another proud ambassador of the "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." campaign is Iskra - a globally recognised provider of intelligent industrial solutions and high-end electrical and technical products. Iskra's solutions can be found on all continents of the world, where they represent key system components in various industries.

- Their breakthrough solution WM3M4 Encrypted electricity meter for energy measurement in electrical vehicle charging stations provides encrypted data transfer with a unique digital signature. These smart energy meters are uniquely designed to be physically compact and support the new generation of EV chargers that can easily be mounted sideways. It is the first such solution on the global market, identified as an example of good practice for enforcing safety standards in the field of electrical vehicle charging stations.
- The integration of WM3M4 into electrical vehicle charging stations increases the quality of the production of infrastructure networks.
- The solution helps to increase the use or implementation of green mobile technologies into the environment.
- The product is not restricted to territorial standards its use on the global market is possible without major restrictions.









Appointed to the prestigious group of ambassadors is also Iskraemeco, one of the leading providers of smart energy metering solutions, providing companies with the tools necessary for decision-making and efficient management of energy and water.

- The smart grid is designed to increase the transparency and reliability of all energy supply links and to enable the utilisation of technology to achieve energy efficiency at several levels.
- · All Iskraemeco's solutions contain essential components of green and digital transformation of energy and water infrastructure and are in line with the objectives of the European Green Deal.
- The company has won many awards: Golden Innovation Award in 2017 and 2018, FDI Award of 2019, F/S Global Smart Meter Excellence leadership in 2020, Climathon Global Awards Nomination in 2020.









Joining our reputable group of ambassadors of smart, green and creative solutions is also JUB, the oldest producer of wall paints in Slovenia and the entire region. The company excels at modern, automated and robotised production, high productivity, state-of-the-art own product and environmental awareness.

- With their innovative properties, paints Wellbeing represent a minor environmental burden.
- JUPOL Antimicrob destroys and prevents further development of microorganisms by dissolving their membranes upon contact with the painted surface.
- JUPOL Thermo has been developed mainly for structures where thermal insulation of the facade is not possible. In addition to saving energy, the system also reduces the risk of mould formation in the areas of thermal bridges.
- The development of the JUPOL Thermo internal thermal insulation balancing mass system and final paint has won the Environmentally Friendly Product Award, handed out by EKOSKLAD in cooperation with the Finance newspaper.







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## KRONOTERM 1976

#### **HEAT PUMPS**

Kronoterm is distinguished by own development, production and marketing of products that meet the requirements of energy efficiency and sustainable development. The company that has been a leader in the development and production of heat pumps in Central and South Eastern Europe for over 30 years has confirmed the title of the campaign ambassador with its Adapt heat pump, one of the quietest heat pumps on the European market.

- The new sound-insulated enclosure enables pump operation that is 20 times guieter than the requirements of the European Ecodesign Directive.
- With exceptional performance, it provides maximum comfort to the user in terms of heating, cooling, low noise and low operating costs.
- At the same thermal needs of a facility, more than 34% of primary energy can be saved with Adapt heat pumps compared to previous generations.
- The materials from which the device is manufactured are recycled at the end of their life cycle.
- The new Adapt heat pump line and the associated innovations have reduced the manufacturing time of one pump unit by more than 42%.









Among the ambassadors of SPIRIT Slovenia's campaign intended for the comprehensive and unified promotion of the Slovenian economy in the global competitive market, we are also honoured to welcome Magneti Ljubljana, an European manufacturer of permanent metal magnets, pasto magnets and magnetic systems.

- The company has developed a technology of successful direct use of waste magnets in production.
- With the new technology, the company has sustainably improved existing products, reduced the use of pure raw materials and dependence on China and introduced circular economy models into production.
- In the international project Susmagpro, the company produces prototype magnets for pumps and loudspeakers.









Marles hiše Maribor is also one of our ambassadors that will spread success stories about Slovenia's economy in the international arena. The oldest and largest Slovenian producer of prefabricated buildings designs and builds state-of-the-art prefabricated buildings (SNEH) and investment facilities from sustainable materials.

- DOM24h The smart residential building of the future demonstrates the new concept of staying at home, which is in use 24h/day, and to present the subsystems and products for the smart buildings of the future.
- Built in accordance with the net zero energy building paradigm and with the integrated concept of lifecycle thinking, it is environmentally friendly but at the same time smart and flexible enough to allow a healthy and comfortable stay.
- It is connected to a cloud and equipped with a digital twin.
- The facility is self-sufficient and is a consumer, producer and storage tank of electrical and thermal energy.









Medex, another one of our ambassadors, is a leader in exploration of the basic knowledge of bee crops and development of innovative applied solutions for their use in food supplements. The company is a pioneer of apitherapy, it improves people's quality of life through its products, promotes the wider use of bee products, thereby increasing the awareness of the importance of bees for the environment and humans.

- Medex is closely linked to the development of beekeeping and a proud partner of global sustainable projects The Development of Beekeeping in Bangladesh and Ghana.
- Royal jelly has a broad spectrum of action; from strengthening the immune system, improving brain functions, establishing hormonal balance and improving fertility to reducing systemic inflammation, which further expands the market potential.
- Royal jelly has gained an important role in the field of prevention in terms of reducing systemic inflammation markers and restoring the balance of inflammatory processes.









Among the ambassadors who will use their breakthrough solutions to promote Slovenia's economy in the global competitive market, we are also delighted to Welcome Optotek - a company that develops and manufactures optical laser medical devices for surgical procedures in ophthalmology in accordance with the ISO 13485:2016 and MDD 93/42/EEC standards.

- OptoSLT nano is the first modern design diode-pumped therapeutic laser system for treating the eye with selective laser trabeculoplasty (SLT) on a worldwide scale.
- In a non-invasive way, this method reduces elevated intraocular pressure in the condition of the eye called glaucoma, or green star.
- The introduction of a new technology of diode pumping of a laser source results in a product that is more compact, has a longer service life than comparable products on the market and requires less material and energy to produce it.
- The system represents a new milestone in the treatment of green star.
- The introduction of diode pumping into this treatment method has greatly improved the reproducibility of the procedure offered by this technology. In this way, the method has become safer for the patient.









Appointed to the prestigious group of ambassadors is also a family business Podkrižnik, one of the leading European companies in the field of special propulsion technology. The company offers comprehensive system solutions in the field of propulsion technology, mechatronic systems, hydraulic modules and precision metal and plastic semi-products.

- The company has been developing the E'dyn electric propulsion systems for vessels for more than five years.
- It is a family of electric propulsion systems and engines used on different vessels on lakes, rivers and seas.
- The systems are available in outboard, indoor and submersible versions, with highperformance engines of different power, while advanced batteries provide the vessels with long range.
- For the company, the new product represents an entry into a new branch of the European market – nautics. For the first time, the company focused on the broad propulsion system, together with control, propulsion and power supply.
- The system does not produce greenhouse gases, it is quieter during operation compared to internal combustion engines and is powered exclusively by solar cells.







# TPV AUTOMOTIVE (2)

Among the ambassadors who will use their breakthrough solutions to promote Slovenia's economy in the global competitive market, we are also delighted to welcome TPV Automotive. A development supplier in the automotive industry with its innovative products is positioned among the most demanding customers in the industry, such as BMW, Daimler, Renault, Volkswagen and Volvo.

- Through the development of their breakthrough solution a structural undercarriage set made of high-strength steel the company applied a new lightweight concept based on cold forming high-strength steel sheet metal.
- In the implementation of production, the company develops highly automated and robotised processes, using machine vision and voice and other enabling technologies.
- This concept reduces the weight of vehicles, while production by cold forming reduces energy consumption and extends the life cycle of machinery.
- The entire development process is implemented in a virtual environment, that allows faster adjustment to new materials and technologies that appear on the market.









Part of the reputable club of creators of green, creative and smart economic solutions in Slovenia is also Varis Lendava with its process chain in the construction and sale of a building module (The Nature Formula = LSCC - GK). Company that is specializing in the manufacture of individualized building modules, i.e. finished bathrooms, is one of the three leading European manufacturers and a partner of global hotel chains: Sheraton, Motel One, Hampton by Hilton, Holiday Inn, InterCity.

- LSCC GK is the acronym for light-aggregate self-compacting lean walls made of clay aggregates.
- Clay is one of the main raw materials of the construction module.
- The end-module can be installed in an old, existing building, removed from the building as a module, it can be rebuilt and reinstalled, or only moved in its entirety to another location.
- The module is fire-resistant, self-adhesive and meets seismic parameters.
- In the 40-plus years of its history, the company has produced more than 100 thousand bathrooms.









## **Campaign promotion ads**

In addition, we communicate the national campaign "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." on the global competitive market with advertisements. By means of the messages of the campaign, we want to raise the visibility and reputation of Slovenia in the international environment and comprehensively and uniformly promote the Slovenian economy and attract foreign customers (or partners) as well as foreign investors.







## Meet our Ambassadors through the AR application

With the help of AR (augmented reality) application's interactive map users can actively learn about the selected companies and economic solutions that support the vision of the green, creative and smart Slovenian economy.



Discover the advantages of the Slovenia's green economy, creative talent of our experts and smart solutions offered by our top companies.

More about the »I FEEL SLOVENIA. GREEN. CREATIVE. SMART.« campaign at www.sloveniabusiness.eu.

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