

**I FEEL  
SLOVENIA**

*Empowering business*

**GREEN.  
CREATIVE.  
SMART.**



**SLOVENIA**

**A LAND OF INFINITE POTENTIAL  
FOR YOUR BUSINESS**

 **SLOVENIA  
BUSINESS**





## SLOVENIA AT A GLANCE

- Capital:  
**Ljubljana**
- Surface area:  
**20,273 km<sup>2</sup>**
- Population:  
**2.11 million**
- Currency:  
**Euro**
- International calling code:  
**+386**

# WHY SLOVENIA?

In Slovenia, four different worlds are combined into a magnificent symphony that can be felt in culture, gastronomy and natural wonders. A green and safe destination awaits travellers seeking boutique, sustainable experiences. Add to that infinite potential for doing business and it becomes clear why Slovenia is a truly unique gem in the heart of Europe.

### Alpine Slovenia



*Cross-country skiing*

### Ljubljana & Central Slovenia



*Ljubljana*

## Thermal Pannonian Slovenia

Rogaška Slatina health resort



## Mediterranean & Karst Slovenia

Škocjan Caves



When evaluating potential investment locations, consider the many benefits of Slovenia. Slovenia offers a strategic location in the heart of Europe, providing ample opportunities for expanding business beyond its borders. The country also boasts a skilled workforce, strong R&D capabilities and a high level of stability. Furthermore, its modern infrastructure facilitates easy access to major European destinations and ensures efficient transportation connections for businesses.

Businesses can benefit from the Port of Koper that represents the closest connection between central and eastern Europe and the Mediterranean, boasts one of the largest car terminals in the Mediterranean and the largest container terminal in the Adriatic. All these factors combine to make Slovenia a highly attractive location for investment and a rapidly growing green import-export hub.



A stable export-driven economy with exceptional global export performance



Quality transport and modern ICT infrastructure



A highly educated and skilled workforce, known for proficiency in foreign languages



Low tax rates



Ease of doing business, with a company inception process of just 3 days



Established business ties in the European region



High quality of life with a safe and stable environment to live and invest in



Slovenian companies' R&D investment ranks above the EU-27 average



Empowering Slovenia's business.

# GREEN. CREATIVE. SMART.

Slovenia is renowned for the ability to combine its rich experience and knowledge with innovation, creative thinking, and a strong commitment to the environment. Its economy's advertising slogan "I feel Slovenia. Green. Creative. Smart." encapsulates this approach, positioning Slovenia

as a pioneering force in innovation and creativity. These values have played a significant role in driving Slovenia's impressive economic growth and success, making it a highly attractive location for investment and business opportunities.



## GREEN. CREATIVE. SMART.

Slovenia excels in promoting sustainable and inclusive economic development, making it a leader in generating wealth in an environmentally responsible way. It's a top performer in terms of sustainable governance.

### → 5<sup>th</sup> IN THE WORLD FOR ECOSYSTEM VITALITY

*Source: Yale University's Environmental Performance Index 2020*

### → 13<sup>th</sup> MOST SUSTAINABLY COMPETITIVE ECONOMY OUT OF 180 ASSESSED COUNTRIES

*Source: Global Sustainable Competitiveness Index 2019*

### → AMONG THE LEADING EU MEMBER STATES IN THE FIELD OF ECO-INNOVATION

*Source: Eco-Innovation Scoreboard 2021*

# GREEN. CREATIVE. SMART.

Slovenian workforce creativity is a key element of the country's economic success.



## → 28<sup>th</sup> MOST INNOVATION-CAPABLE COUNTRY GLOBALLY

Source: WEF, Global Competitiveness Index 4.0, 2019

## → ONE OF THE LEADING CENTRAL EUROPEAN COUNTRIES IN PATENT REGISTRATION

Source: Eurostat & European Patent Office 2020

## → SLOVENIANS TOOK 7<sup>th</sup> PLACE IN THE WORLD FOR PROFICIENCY IN THE ENGLISH LANGUAGE

Source: IMD World competitive yearbook 2021

# GREEN. CREATIVE. SMART.

The well-established network of scientific institutes provides exceptional support for R&D departments in businesses, covering both applied and basic research, and offering well-developed technical infrastructure.



## → HIGHLY DEVELOPED SKILLS OF THE CURRENT AND FUTURE WORKFORCE, TAKING 26<sup>th</sup> PLACE GLOBALLY

Source: WEF, Global Competitiveness Index 4.0, 2019

## → 5<sup>th</sup> MOST DIGITAL- AND ROBOT-INTENSIVE ECONOMY IN THE WORLD

Source: OECD Science, Technology and Industry Scoreboard & Digital Economy and Society Index 2019

## → SLOVENIA'S DESI RANKING KEEPS IMPROVING - THE CURRENT 11<sup>th</sup> IS THE COUNTRY'S HIGHEST YET

Source: Digital Economy and Society Index 2021

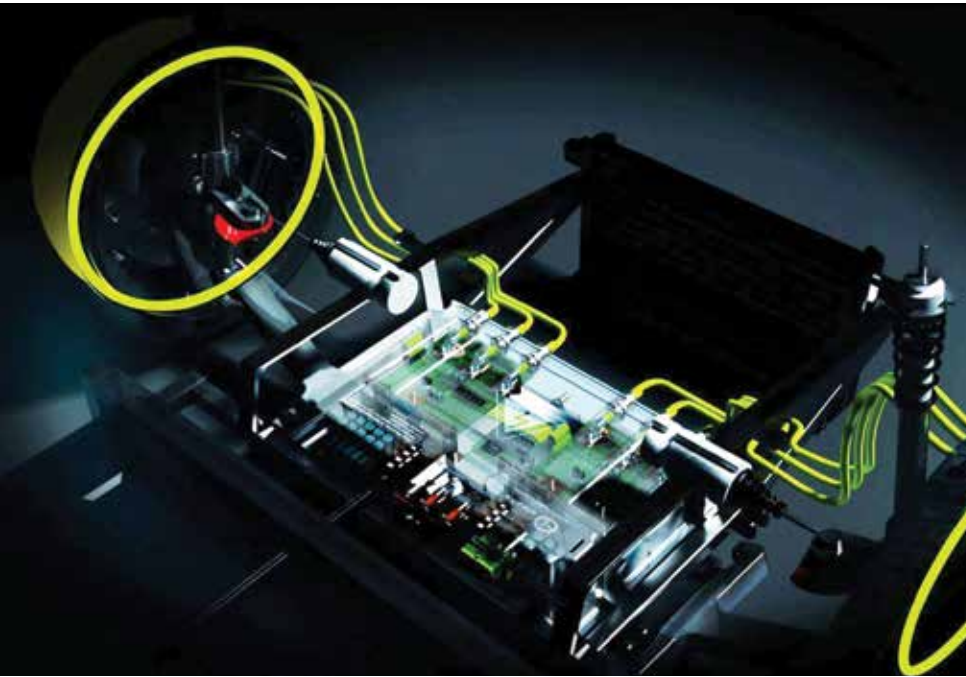
# SLOVENIAN

## KEY INDUSTRIES AND TECHNOLOGIES

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### I AUTOMOTIVE

Innovative and sustainable niche car component suppliers that drive their own development, catering to every European car manufacturer.



#### TOP EXPORT PRODUCTS

- ➔ motor vehicles
- ➔ parts, accessories for tractors and motor vehicles
- ➔ silencers and exhaust pipes

#### GLOBAL LEADERS

- ➔ high-end titanium exhaust systems for motorcycles
- ➔ diesel cold-start systems for internal combustion engines
- ➔ gas springs for the automotive industry

### I MOBILITY

From air and water sustainable transport means to micromobility, sharing mobility and sustainable mobility solutions.



#### GLOBAL LEADERS

- ➔ the first electric airplane with an EASA (European Union Aviation Safety Agency) type certification – a milestone in the history of aviation
- ➔ world's first four-seat passenger aircraft powered by hydrogen fuel cell propulsion
- ➔ world's first serially produced electric airplane; the first electric engine certified by EASA



# I HEALTH

Slovenia's economy is led by R&D in its strong pharmaceutical sector, the second largest in Europe, with a focus on exports and high-end medical equipment manufacturing.

## TOP EXPORT PRODUCTS

- generic drugs
- biopharmaceuticals
- medical laser and optical devices for various uses

## GLOBAL LEADERS

- medical laser systems
- control systems for particle therapy in cancer treatment
- apitherapy methods and products



# I ICT

Slovenia is a hub for international research in AI and is home to pioneers in the cryptocurrency industry. The country has a specialised niche in the space industry, offering products and services in this field.

## EXPORT PRODUCTS

- data-processing machines
- hard disk storage drives for automatic data-processing machines
- processing units for automatic data-processing machines

## GLOBAL LEADERS

- high-end water-cooling systems for computers
- the first EU member with a national blockchain test infrastructure (SI-Chain)
- UNESCO's International Research Centre for Artificial Intelligence



Slovenia produces large stainless and special purpose steels in Europe and has Industry 5.0 robotics integration in their production process.

- ➔ steel and aluminium ingots and sheets
- ➔ aluminium die cast products for automotive industry
- ➔ castings and alloys

- ➔ industrial knives
- ➔ logging winches
- ➔ crankshaft processing machines



Fast growth and high added value are two of the main characteristics of the Slovenian electro and electronics industry. In fact, the industry is the fastest-growing manufacturing branch in Slovenia.

- commutators
- electro motors for vacuum cleaners
- medical laser devices

- ➔ home appliances (11%)
- ➔ lighting equipment (9%)
- ➔ parts for electric motors and generators (9%)





# WOODWORKING AND FURNITURE

Slovenia has a large wood reserve that is utilised for energy, smart home building materials and furniture projects.



## TOP EXPORT PRODUCTS

- sawed or chipped wood
- wooden furniture
- articles of wood

## INNOVATIVE PRODUCTS

- low-energy and passive prefabricated buildings
- smart windows and doors
- composite and cross-laminated timber technologies

# FOOD AND BEVERAGES

Slovenian food manufacturers have a long-standing presence in international markets, primarily in Europe and several overseas markets.

## GLOBAL LEADERS AND EXPERTS

- leading in expertise in beekeeping
- leading global pâté producer
- eggs and poultry with enhanced Omega-3 fat content producers

## EXPORT PRODUCTS

- food preparations
- milk and cream
- ice cream
- prepared or preserved meat
- non-alcoholic beverages



# SUPPORT ACTIVITIES FOR FOREIGN BUSINESSES

**SPIRIT Slovenia Business Development Agency** is the entry point for all potential foreign investors and buyers of Slovenian products and services.

It is entrusted with the regulatory, expert and development tasks serving to increase the competitiveness of Slovenia's economy around entrepreneurship, internationalisation, foreign investment and technology.

Free of charge and confidential, the agency offers foreign companies and investors strategic advice and operational support when entering the Slovenian market based on excellent knowledge of Slovenian companies and industries. It provides practical information and advice on investment opportunities in Slovenia and Slovenian suppliers.

## → FOREIGN DIRECT INVESTMENT SUPPORT

**DATABASES** of suitable investment locations, projects and Slovenian suppliers.

**SIMPLE GUIDANCE** on doing business in Slovenia, from establishing a company to taxes.



**TAILOR-MADE**  
consultancy services  
for potential investors  
and buyers of Slovenian  
products and services.



**INFORMATION** on Slovenian business environment, industries and technologies to support decision making.



**ONGOING SUPPORT**  
in the post-investment phase.



## → INTERNATIONALISATION SUPPORT



### IDENTIFICATION OF POTENTIAL SUPPLIERS

We help individual foreign business partners identify and establish contacts with relevant Slovenian suppliers that offer solutions in demand.

### TAILOR-MADE FACT-FINDING MISSIONS

Tailor-made identification of Slovene suppliers for foreign buyers through:

- suppliers' day
- B2B meetings



### SLOVENIAN INDUSTRIES AND TECHNOLOGIES INFORMATION

Providing information on the Slovenian business environment, industries, technologies and current breakthrough business solutions:

<https://www.sloveniabusiness.eu>

### FAIRS AND EVENTS ABROAD

SPIRIT Slovenia's internationalisation sector has a long history of organising group promotions of Slovenian suppliers at international fairs, as well as international business forums to promote the internationalisation of small and medium-sized enterprises' ideas. The sector also facilitates incoming economic delegations and organises B2B meetings between foreign and Slovenian companies.





SPIRIT Slovenia  
Business Development Agency

**SPIRIT Slovenia Business Development Agency**

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**MINISTRY OF THE ECONOMY,  
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