



EXPO  
2020  
DUBAI  
UAE

I FEEL  
SLOVENIA

OFFICIAL PARTICIPANT - SLOVENIA



Slovenia

Green and smart experience

**YOUNG FEMALE ENTREPRENEURS**

**2. 3. - 6. 3. 2022**



# FACTS ABOUT SLOVENIA

One of the fastest growing CEE countries

- **CAPITAL:**  
LJUBLJANA
- **SURFACE AREA:**  
20,273 km<sup>2</sup>
- **POPULATION:**  
2.07 MILLION
- **CURRENCY:**  
EURO
- **INTERNATIONAL CALLING CODE:**  
+386
- **TIME ZONE:**  
GMT/UTC +1
- **MEMBER OF THE OECD SINCE 2010**

- **Estimated GDP growth for 2021:**  
4.7% (European Commission, Winter 2021 Economic Forecast)
- **Estimated GDP growth for 2022:**  
5.2% (European Commission, Winter 2021 Economic Forecast)
- **Export of goods in 2020:**  
EUR 32.892 billion
- **TOP Export partners in 2020:**  
Germany, Italy, Croatia, Austria, Switzerland, France, Poland
- **Import of goods in 2020:**  
EUR 32.023 billion
- **TOP Import partners in 2020:**  
Germany, Switzerland, Italy, Austria, Croatia, China, Hungary

- **22<sup>nd</sup> most developed country**  
(Human Development Index 2019, UN)
- **11<sup>th</sup> safest country**  
(Global Peace Index 2020)
- **14<sup>th</sup> in the quality of life**  
(Number Quality of Life Index 2021)
- **9<sup>th</sup> least polluted country in the world**  
(Number Quality of Life Index 2021)
- **Strong public healthcare system**  
(Life expectancy at birth: 81 years, Human Development Index 2019, UN)

”

## MEET SLOVENIAN WOMEN ENTREPRENEURS @EXPO2020 DUBAI

Distinguished reader,

Expo 2020 Dubai in UAE is a celebration of knowledge and cooperation, that is why it offers Slovenia an excellent opportunity to prove once again where it belongs: among the most progressive, innovative, and responsible countries in the world!

Slovenian economy is focused on sustainability, green technologies, corporate social responsibility, committed to reducing the carbon footprint and caring for the natural and social environment.

Creativeness and innovation have always been at the centre of Slovenia's economic life, as they are a critical component of its ability to remain competitive. By being creative Slovenia recognized the importance of nurturing creative talent, without which the most topical issues facing the world today and tomorrow won't be solved. Did you know that in Bloomberg's innovation index Slovenia ranks 22nd amongst 200 countries, and that many Slovenian companies are so called hidden champions - world leaders in certain specific areas and niche technologies?

At this moment you can witness the innovative spirit of Slovenian women entrepreneurs at Slovenian pavilion. We have many top women experts in niche segments, their smart solutions are driven by innovation, measured to the highest quality standards, and addressing the specific needs of customers.

Therefore, we kindly invite you to our national pavilion to meet Slovenian women entrepreneurs and their innovative solutions in various fields.

Networking or simply exchanging views will be an experience worth your time.

Welcome!

**Rok Capl**, Acting Director  
SPIRIT Slovenia, Business Development Agency

”



Photo: Nebojša Tejić/STA



# gaia naturelle

## KOLAGEN SHOT

### CORE BUSINESS

Gaia Naturelle d.o.o. is engaged in the development and sale of natural cosmetic products and nutritional supplements. We strive to make people feel good by improving the quality of their lives and are driven by the overwhelmingly positive feedback we receive while doing exactly that.

### ABOUT THE COMPANY

Gaia Naturelle d.o.o. was founded in 2017. The founder of the company, Anja Bordon, is a food technologist by education. In collaboration with a large research laboratory, the star product Collagen shot saw the light of day and the Gaia Naturelle brand was born. All the products created after this are the result of research and pooling of knowledge from different fields and research laboratories.

### MAIN ACTIVITIES / PRODUCTS / SERVICES

We develop cosmetic products and nutritional supplements which help us maintain a youthful appearance. We believe that part of feeling good is looking good and our products help people achieve this goal. The products are sold under the Gaia Naturelle brand. Products we are most proud of are:

- Collagen shot – a liquid food supplement for skin, hair, joints and nails.

**GAIA NATURELLE d.o.o.**  
Jakčeva ulica 43, 1000 Ljubljana, Slovenia

☎ +386 40 634 237  
✉ info@gaianaturelle.com  
🌐 www.gaianaturelle.com

- Hyaluron Face Cream – face cream with rejuvenating effects on the skin
- Collagen Bar – a healthy protein-based snack containing collagen

### VALUE PROPOSITION / OFFERING

Our development team is constantly following the latest developments in the field of cosmetics and nutritional supplements.

### SEGMENTS THAT ARE MOST RELEVANT FOR OUR COMPANY

- Anti-age segment
- Food supplements
- Natural cosmetics

### REFERENCES

Present in many markets around the world, including the USA, Canada, Germany, Slovenia, Croatia, Serbia, Bosnia and even Dubai. The products are available online throughout the EU region.







CORE BUSINESS

La Popsi is fruit in all shapes and sizes. Always delicious. Always full of vitamins. Always tastes like summer. Sometimes sour sometimes sweet. Always prepared to fruit you. Fruit yourself with La Popsi. Colorful family of La Popsi products includes frozen fruit desserts, dried fruits snacks and sorbets, all made only with natural ingredients.

ABOUT THE COMPANY

The whole story starts with Neža and Karmen. Best friends who grew up together on the same street in Mengeš, Slovenia. Who shared a dream of owning a business together. Who realized that with hard work, dedication, discipline and transparency, the dream can come true. It all happened in 2017 when we built our first production in our garage on the same street we grew up.

MAIN ACTIVITIES / PRODUCTS / SERVICES

In 2017 we started producing ice cream. More specifically frozen fruit dessert on a stick. It became a popular dessert in Slovenia and now also in Austria. Eventually we added few

LA POPSI d.o.o.  
Šubičeva 7, 1234 Mengeš, Slovenia  
Contact person: Neža Mlakar

+386 30 310 267  
info@lapopsi.com  
www.lapopsi.com

more products to our assortment. But all products have one thing in common: FRUIT. Now we offer frozen and ambient products such as popsicles, sorbet, fruit candy and freeze dry products. fermented products and non-dairy products (vegetable drinks).

VALUE PROPOSITION / OFFERING

High quality fruit-only products. We use only the best quality fruits and state-of-the-art production

SEGMENTS THAT ARE MOST RELEVANT FOR OUR COMPANY

- Premium frozen fruit products
- Dried fruit-only products
- 

REFERENCES

- Retail: SPAR Slovenia,
- Retail: SPAR Austria
- Web store







CORE BUSINESS

Nelipot is a Slovenian cosmetic brand that produces products that originate from nature for everyday urban endeavors and life challenges since 2014. It breaths nature, personifies it and draws inspiration from it for cosmetic products that reliably help us cope with everyday life challenges and gently nourish the skin. Nature is alive, just as we are by nature.

ABOUT THE COMPANY

ISTOST d.o.o. is a successful Slovenian company that produces different 100% natural, certified organic and vegan products, known by its efficiency. Our most-known products are deodorant sticks and creams that are the most sold products in the category of deodorants in one of the Slovenian biggest retailers Spar, fifth year in a row, ever since we won the project Štartaj, Slovenija! in 2016.

Being a sustainable cosmetic company, sustainable packaging is a big challenge. In the past three years, we have dedicated a great amount of effort into biodegradable packaging and have been promoting sustainable approaches in cosmetic industry, for which we won an Elle Style Award Green company in 2021.

MAIN ACTIVITIES / PRODUCTS / SERVICES

- Wholesale (B2B) of certified natural, organic and vegan deodorant sticks, baby cosmetics, face creams, body oil, shampoos.

ISTOST d.o.o.

Hribarjeva ulica 7, 1234 Mengeš, Slovenia

Contact person: Tina Štrubelj, CEO

- ☎ +386 31 735 069
- ✉ tina@nelipot.si
- 🌐 www.nelipot.si

VALUE PROPOSITION / OFFERING

With us, you can offer your consumers an efficient, completely natural and high quality cosmetic products, packed in the most sustainable packaging that has smaller impact on the environment (glass, aluminium and biodegradable plastics).

SEGMENTS THAT ARE MOST RELEVANT FOR OUR COMPANY

Production of natural cosmetics:

- 100% natural deodorants
- 100% natural baby shampoos, body butters and oils (OTROZHIZH baby line, appropriate for babies since birth)
- Natural skincare products (face creams and serums)

REFERENCES

- Hit product 2016, Štartaj, Slovenija! project
- Most sold deodorant in the deodorant category in retailer Spar Slovenia
- Pure Beauty Awards UK – Best New Organic product for Cahen deodorant stick
- Cosmopolitan Beauty Awards – Winner in the category Care for deodorant Cahen and First body cream OTROZHIZH
- EcoGea certification of all products for Natural, Organic and Vegan





# ođori

## CORE BUSINESS

Odori prepares 100%-natural home and personal care products that are effective, gentle, fragrant, safe and healthy, friendly to your skin, nature and even your washing machine. They do not contain phosphates, preservatives, colorants, enzymes and other additives. What you do in your home has a huge impact on the environment. With Odori, you can live worry-free while at the same time taking care of your home, yourself and the environment.

## ABOUT THE COMPANY

“My love for herbs awakened in my childhood, when I, together with my grandmother, wandered through the Ljubljana Marshes and learned what nature has to offer. While we were making different extracts and syrups for our 'home pharmacy', I realized I had another passion – chemistry. I am proud that Odori is a completely natural brand that convinces more and more people who value their body and only use the best products for themselves.”

Nina Milošič Slapšak, founder of the Odori brand.

## MAIN ACTIVITIES / PRODUCTS / SERVICES

We strive to make our products as environmentally friendly as possible, so only refillable packaging is used. We opted for aluminum packaging, as it is the best sustainable material in the world that can

**ODORI D.O.O.**  
Hauptmanca 56A, 1000 Ljubljana, Slovenia

+386 31 845 130  
info@odori.si  
www.odori.eu

be endlessly recycled. Since it is better to reuse than recycle, we have set refill points throughout Slovenia.

## VALUE PROPOSITION / OFFERING

To produce 100 % natural products, to nurture the connection between men and nature, to care for the environment and to preserve knowledge for future generations.

## REFERENCES

- We are proud to have participated in the Štartaj Slovenija project two times. Consequently, our products fill the shelves of Spar and Interspar stores throughout Slovenia.
- We have set up filling machines in three Interspar stores, where all our cleaners are available.
- We have refilling option for our products in other smaller health food stores throughout Slovenia.
- We also manufacture cosmetics and cleaners for other (international) brands.







CORE BUSINESS

Production of ready-made dry mixes, catering, powder filling services, private label production

ABOUT THE COMPANY

Palačinkomat is family-owned business for wide range of convenience products. It started in 2009 as a one-man catering business offering unique way of making pancakes in large quantities. Since then, Palačinkomat developed a special ready-made mixes and offered it to retail. Products are now available under a brand name NOW! (i.e. Pancakes NOW!, Fritule NOW! ... ). From 2018 Palačinkomat has its own production line for mixing and filling dry mixes and can produce almost any kind of dry mix.

MAIN ACTIVITIES / PRODUCTS / SERVICES

**Activities:** Production of various dry mixes, catering for large events with Palačinkomat machine which can bake 180 pancakes per hour, private label production

**Products:** Pancake mixes (wheat flour, wholegrain spelt flour, buckwheat flour, rice flour, protein pancake mix), fitule and donut mixes (plain, with chocolate, with lyophilizate fruits), muffin mixes, cookie mixes, bread mixes, cheesecake mixes ... To prepare most of our products you just need to add water.

**PALAČINKOMAT d.o.o**  
Vrhovci c. XII 24, 1000 Ljubljana, Slovenia  
Contact person: Tina Deu

+386 40 123 245  
tina.deu@palacinkomat.si  
www. palacinkomat.si

VALUE PROPOSITION / OFFERING

Just add water! Ready-made mixes, that Palačinkomat is offering and successfully selling in markets are products that significantly reduce preparation effort, save time and money. You can always bake or prepare something even when you run out of flour, eggs, or milk. Without any artificial additives, our products are considered as healthy meals as well.

SEGMENTS THAT ARE MOST RELEVANT FOR OUR COMPANY

- Export opportunities
- Suppliers of dry end products
- Events
- Horeca segment

REFERENCES

Retail: SPAR Slovenia, Web store

Catering: Zavarovalnica Triglav, SKB banka, Telemach, Porsche Slovenija, Podravka ...







CORE BUSINESS

Gourmet popcorn manufacturer.  
Pokica – simply the best popcorn.

ABOUT THE COMPANY

A family company that loves to produce and eat Pokica popcorn. We are present in the market for 5 years. We have produced over 1.400.000 popcorn bags filled with the best product and love. We are expanding in Europe and looking for partner in all areas and continents.

MAIN ACTIVITIES / PRODUCTS / SERVICES

Our mission is to produce the best gourmet popcorn in the world.

Pokica popcorn is:

- Handmade
- Air-popped
- With Natural ingredients
- Always best flavoured and
- With guaranteed freshness.

KOKICA, d.o.o.

Tržaška cesta 31, 2000 Maribor, Slovenia

- +386 5 703 1000
- info@kokica.si
- www.kokica.si

VALUE PROPOSITION / OFFERING

We offer a wide range of possibilities. We are proud that we produce under the IFS 7.0 standard. We also offer the possibility to produce private label products.

REFERENCES

- We are selling our popcorn in
- Slovenia (Spar Slovenija)
  - Croatia (Konzum)
  - Germany (Rewe)
  - Switzerland (Spar, Denner, Prima, Avia, pur Suisse, Hilton Garden,...)



# TATTOO CARE

## CORE BUSINESS

Manufacture and sales of high-quality skin protection ointments made from natural ingredients.

## ABOUT THE COMPANY

Established in 1993 in Slovenia (European Union) we are an independent and family-owned cosmetic products manufacturer, specializing in production of innovative and top-quality products for skin care. We manufacture our products in our own manufacture facilities located in Slovenia (European Union). We are committed to creating products that help nourish and protect your skin. We use only the best natural ingredients sourced from the most respected suppliers located in European Union.

## MAIN ACTIVITIES / PRODUCTS / SERVICES

- R&D and manufacture of high-quality products for skin care in own manufacture facilities in EUSea food processing,
- Product range: baby diaper ointment, skin moisturizes, skin cosmetic & beauty products, tattoo aftercare and sun protection ointments
- Registered brands Makra Cosmetics, Tattoo Care, Makra Beauty
- Wholesale (B2B), retail sales in physical stores, online sales

**MAKRA KOZMETIKA d.o.o.**  
Kolodvorska cesta 2, 4000 Kranj, Slovenia

- ☎ +386 31 752 232
- ✉ kozmetika@makra.si
- 🌐 www.tattoocare.si

## VALUE PROPOSITION / OFFERING

- High quality skin care products
- Own manufacture facilities in EU
- In-house knowledge and flexibility
- Reliable manufacture and supply for over 30 years
- Highest cosmetic legislation and standards compliant
- Globally established and recognized brands

## SEGMENTS THAT ARE MOST RELEVANT FOR OUR COMPANY

- Skin care and protection
- Beauty skin cosmetics

## REFERENCES

- Our products are available in all major retail shops in the region incl. Spar, Drogerie Markt, Mueller, Mercator and all major pharmacies
- Manufacture of skin ointments for a major globally known brand
- Our brand products sold on Amazon US and EU markets with the average score 4,6 out of 5 with more then 4.000 reviews







CORE BUSINESS

Yanika is dedicated to delivering the highest quality products using only the best ingredients the Earth has to offer.

ABOUT THE COMPANY

Woof Woof. Welcome to Yanika, a company where we create innovative but natural products for pets. The idea for creating this company belongs to my dog Lottie, who was not very excited about showering her paws after a walk. Hence, to make our daily routine easier I came up with the solution: a completely natural spray for cleaning paws. This solution became our first product. After the success of our first product, we started creating more innovative and natural solutions for pet care, in particular for: itchy skin, odour, fleas’ treatment, dry paw pads, etc.

Yanika is now the leading producer for natural pet cosmetics in Slovenia.

MAIN ACTIVITIES / PRODUCTS / SERVICES

- SPRAY FOR CLEAN PAWS Yanika’s effective 3-in-1 formula spray cleans, nourishes and protects paws after each walk. Cooling effect from peppermint oil offers a complete protection from hot asphalt. Spray offers a natural antibacterial protection.

**YANIKA BON d.o.o.**  
Cesta talcev 22, 4220 Škofja Loka, Slovenia  
Contact person: Aleksandra Lelov, CEO

☎ +386 31 052 615  
✉ info@yanika.si  
🌐 www.yanika.si

- SOAP FOR PAWS AND BELLY all-natural handmade soap for dogs & cats was specifically developed to remove dirt and neutralize any unpleasant odour. The soap can prevent the transmission of viruses and bacteria into the apartment in a natural way, without the use of disinfectants.
- ANTIBACTERIAL SPRAY FOR LITTER BOX It works immediately. It Destroys 99.9% of the bacteria in the litter box and neutralize unpleasant odours

VALUE PROPOSITION / OFFERING

Yanika is all about luxury grooming products, which are kind to you, your pets and the planet. We use high quality, plant-based ingredients, which are gentle, effective and offer a natural, dog friendly essential oils and absolutely no harsh detergents such as SLS and SLES, which you will find in the majority of commercial brands

SEGMENTS

Pet care industry

REFERENCES

Our products are present in Spar and Interspar in Slovenia and Amazon.eu and Amazon.com \*white label







### CORE BUSINESS

Zivabowl is a producer of healthy, quickly prepared organic meals, drinks and snacks for sharp mind, abundant energy and long term quality of life, thanks to ingredients with anti-inflammatory properties that are anti-aging and prevent widespread chronic diseases like diabetes, alzheimer, cardiovascular diseases, obesity...

### ABOUT THE COMPANY

At Zivabowl we are committed to creating tasteful and quickly prepared foods made of nutritiously dense organic whole foods. We make healthy eating and implementation of certain diets (diabetes, anti-age, keto, vegan, high performance) easy.

It is known that unbalanced diet is the main cause for widespread chronic diseases and almost everybody would like to eat healthier, but many times preparing wholesome meals presents a real challenge due to the increasing pace of our lives.

That is why we offer convenient and tasteful products that are functional and support essential health pillars (gut, heart, brain and optimal blood sugar) because they are full of omega 3 fatty acids, cholesterol-lowering soluble fiber, flavonoids, antioxidants and with no added sugars.

**ZIVABOWL Živa Pogačnik s.p.**  
Triglavska 22, 1000 Ljubljana, Slovenia

☎ +386 40 752 266  
✉ info@zivabowl.com  
🌐 www.zivabowl.com

### MAIN ACTIVITIES / PRODUCTS / SERVICES

We are specialised in producing tasteful and functional foods, drinks and snacks suitable for special diets and overall healthy lifestyle.

### VALUE PROPOSITION / OFFERING

- We are committed to constant innovation and
- can offer your consumers high quality functional foods.
- Eager to expand to new foreign markets and online shops.

### REFERENCES

- Working with the largest retailer in Slovenija - Spar
- Chosen to participate in project »Štartaj Slovenija!« two years in a row (2019 and 2020)





I FEEL  
SLOVENIA

OFFICIAL PARTICIPANT - SLOVENIA

Financed and organised by:



REPUBLIC OF SLOVENIA  
MINISTRY OF ECONOMIC DEVELOPMENT  
AND TECHNOLOGY



Partners of presentation of Slovenia at EXPO 2020 Dubai



I FEEL  
SLOVENIA



REPUBLIC OF SLOVENIA  
GOVERNMENT COMMUNICATION OFFICE



Chamber of Commerce  
and Industry of Slovenia



Slovenian  
Business  
Club



MANAGERS'  
ASSOCIATION  
OF SLOVENIA

