



**I FEEL
SLOVENIA**

Empowering business

**GREEN.
CREATIVE.
SMART.**

Slovenia – Your Partner on the Sunny Side of the Alps

Business delegation to the Republic of Korea

Seoul, June 27 – 30, 2023

FACTS ABOUT SLOVENIA

Official name:

Republic of Slovenia

Capital: Ljubljana**Political system:**

parliamentary democracy

Surface area: 20,273 km²**Population:** 2,110,547

(October 2022)

Currency: Euro**Language:** Slovenian

in ethnically mixed areas,
also Italian and Hungarian

Religion: Catholic (58%),

Protestant (0.9%), Orthodox (2.3%), Muslim (2.4%)

International calling code: + 386**Time zone:** GMT/UTC +1

A **member of the EU** since 1 May 2004

Adopted the **Euro (€)** as a national currency on 1 January 2007

A **Schengen area member state** since 21 December 2007

A member of the **OECD** since July 2010

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Photos: STO, Pipistrel

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The Slovenian Business Delegation to Korea is organized by Ministry of Foreign and European Affairs of the Republic of Slovenia, Ministry of the Economy, Tourism and Sport, Chamber of Commerce and Industry of Slovenia and SPIRIT Slovenia Business Development Agency.

MAIN ECONOMIC INDICATORS (2022)

GDP (current prices):	59 bn EUR
GDP per capita (current prices):	27,975 EUR
GDP per capita in purchasing power standards (PPS) in year 2021:	90 % of EU-28 average
Exports of goods:	42 bn EUR (72 % of GDP)
Exports of services:	11 bn EUR
Top 5 export products:	pharmaceutical products (28%), electrical machinery and equipment and parts (10%), machinery and mechanical appliances (8.2%), vehicles and parts (8.1%), mineral fuels, mineral oils (7.9 %)
Top export services:	Transport, technical, trade-related and other business services , travel
Top 5 export partners:	Switzerland, Germany, Italy, Croatia, Austria
Imports of goods:	45 bn EUR
Imports of services:	7.5 bn EUR
Top 5 import products:	pharmaceutical products (15%), mineral fuels, oils (14%), organic chemicals (11%), electrical machinery and equipment (8%), vehicles and parts (7%).
Top import services:	Transport, traveling abroad
Top 5 import partners:	Switzerland, Germany, Italy, China, Austria

ADDRESSES OF THE ORGANIZERS

For Slovenia, the Republic of Korea is one of the most important strategic partners in Asia. Our two countries, which last year marked the 30th anniversary of diplomatic relations, share similar values, interests and goals. Over the years, relations between them have developed into true partnerships. Slovenia would like to continue and strengthen bilateral political dialogue and economic cooperation, and the decision to open an embassy in Seoul was informed by economic interests.

Slovenia – with a strongly export-oriented economy and advanced high-tech know-how and innovative achievements – offers a quality workforce, good infrastructure, links to regional markets and a high quality of life. It enjoys an excellent geographical position as a gateway to Central and Eastern Europe, and is a country rich in natural resources and committed to sustainable development. These are our strengths based on which we wish to establish closer links between the Korean and Slovenian economies.

The Korean market presents new business and cooperation opportunities for Slovenian companies, mostly in healthcare and medicine, logistics, the automotive industry, electrical and mechanical engineering, metal processing industries, information technology and artificial intelligence.

Economic diplomacy guided by the interests of the Slovenian economy is at the forefront of the activities of the Ministry of Foreign and European Affairs. I therefore look forward to working with Minister of Economy, Tourism and Sport Matjaž Han and the business delegation to bring Slovenia even closer to our Korean partners and to deepen economic relations. I wish you all successful networking and positive business results.



Tanja Fajon

Deputy Prime Minister and Minister of Foreign and European Affairs of the Republic of Slovenia

The Republic of Slovenia and the Republic of Korea have a long-standing and successful bilateral relationship, which is further strengthened by the opening of our Embassy in Seoul. The Republic of Korea is one of Slovenia's most important Asian partner countries, offering numerous opportunities for growth and development cooperation between our economies and strengthening trade ties. Both countries boast a reputation as global leaders in innovation, which enables us to generate surpluses and achieve added value through collaboration.

Both countries are export-oriented and are successfully overcoming the limitations of the small domestic market. We therefore see opportunities for cooperation in particular in the development of mobile IT solutions for healthcare, green technologies that will significantly contribute to reducing negative environmental impacts, especially in the field of the circular economy.

We pay particular attention to sustainable and electric mobility, resource conservation, especially recycling and reuse. Republic of Slovenia has been among the pioneers in the development of artificial intelligence from the very beginning, as evidenced by the establishment of an international research center for AI in Slovenia. We can also build on good logistics links, especially through the Port of Koper, which is already the entry point to Europe for many Korean companies.

We can only succeed in tackling global challenges if we work together, so I encourage you to explore the possibilities with Korean partners, share your knowledge and establish long-term partnerships. We warmly welcome also Korean partners to visit Slovenia, immersing in the vibrant pulse of Europe's green heart. Together, we can shape a brighter future.



Matjaž Han

Minister for the Economy, Tourism and Sport of the Republic of Slovenia

In Slovenia, companies that pride themselves on expertise and high quality have been prevailing for a long time, placing them among the world leaders in specific fields. Their exceptional success has attracted the attention of numerous foreign companies, who have shown interest in collaborating with us in various areas.

Excellent Slovenian products and services have also found their way into Asian markets, a result of our shared commitment to top quality and exceptional innovation. For instance, we have established excellent business cooperation with numerous Japanese companies, with one of them setting up a European robotics development center in Slovenia. China, as the world's second-largest economy, represents an incredibly attractive market for collaboration as well. Its growth in areas such as e-commerce and online financial services opens up new perspectives for Slovenian companies. Our country has also recognized great potential in the rapidly growing market of Vietnam, establishing strong business ties with partners there.

Business collaboration between Slovenia and Republic of Korea is also increasing. Republic of Korea ranks third among Asian countries in terms of trade volume and is defined as an opportunity market for Slovenian companies in the government's investment and internationalization promotion program. Opportunities exist in various industries, including tourism and logistics, as an increasing number of Korean companies are using the Port of Koper for access to Central and Southeast Europe.

Slovenia, with its tradition of combining experience and knowledge, innovation, and environmental concern, can be an excellent partner even for major economic powers.

These are just a few reasons why choosing Slovenia could be the best decision if you are looking for a reliable business partner or just a place to set up your business. We at SPIRIT Slovenia Business Development Agency work as a single point of contact for international businesses, and we are here to help you make this happen!



Rok Capl

Acting CEO

SPIRIT Slovenia Business Development Agency





LIST OF DELEGATES

Leadership of the Delegation

1. Ministry of Foreign and European Affairs, **Ms Tanja Fajon**, *Minister, Head of Delegation*,
2. Ministry of the Economy, Tourism and Sport, **Mr Matjaž Han**, *Minister*
3. SPIRIT Slovenia Business Development Agency, **Mr Rok Capl**, *Acting Director*

Business Delegation

4. AEROSOL d.o.o., **Ms Mateja Forštnarič**, *CEO*
5. CMT d.o.o., **Mr Dominik S. Černjak**, *Director*, **Mr Sandi Kuplen**, *Director*
6. EUPRO d.o.o., **Mr Dejan Mojsilović**, *Consultant*
7. INEOR d.o.o., **Mr Dejan Spasovski**, *CEO & Founder*
8. LUKA KOPER d.d., **Mr Gordan Ban**, *Business Development*
9. MIRAKUS d.o.o., **Mr Andrej Lampič**, *Director*
10. MINT SPORTS, **Ms Urška Vračun**, *Consultant*
11. TEVEL d.o.o., **Mr Iztok Živko**, *Director*
12. VZMD – PanSlovenian Stakeholders' Association, **Mr Kristijan Verbič**, *President*

Co-ordination Support

13. SPIRIT Slovenia Business Development Agency, **Ms Andreja Mulec Bohinc**, *Head, Sector for Internationalization*
14. SPIRIT Slovenia Business Development Agency, **Mr Rok Vodopivec**, *Senior Adviser, Foreign Direct Investment Promotion*
15. Chamber of Commerce and Industry of Slovenia, **Mr Marko Jare**, *Area Manager, International Relations Department*



AEROSOL d.o.o.



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Company Aerosol is a leading developer and manufacturer of instrumentation for air quality research and measurement, with its products and expertise used across all continents to address critical air pollution issues. Aerosol is also a leading research organization, focusing on research of black carbon and other carbonaceous aerosols and their impact on climate changes and human health. The Aerosol's instruments are installed in more than 70 countries on all continents and they are used by environmental monitoring agencies, scientific and research institutions, industrial controllers, and many others that care about human health and the state of the planet

Turnover: 6 mio €

Export: 75%

No. of employees: 31

Established in: 2007

Searching contacts:

Company Aerosol is interested to meet air quality agencies, representatives of the scientific community and other interested counterparts related to the air pollution issues.

Participant:

Ms. Mateja Forštnarič
CEO

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Collegium Mondial Travel & Jasna Chalet Resort

Market leader, and owner of several high profile brands across Slovenia & Europe connected to youth incoming travel. We have built a strong reputation for operating well organized, professional tours for young people. The success of the agency lays in providing adventure filled travel experiences.

Jasna Chalet Resort was opened in 2019 as pilot project for Slovenian tourism from green to healing field in the most prestigious location by Lake Jasna. We are committed to complete sustainability. The facility was sustainably renovated, and the renovation included recycling existing natural materials, insulating the facility with local sheep wool, and heating with glacial water. Jasna Chalet Resort was awarded for its outstanding contribution to the development of sustainable tourism in Slovenia in 2020 was the finalist of the most prestigious award SEJALEC. 2021 become eco resort by Travel Life certificate, 2022 become best ski chalet of Slovenia by Ski awards.

Turnover: 10 mio €

Export: 80%.

No. of employees: 25

Established in: 2002

Searching contacts:

Tourist agencies &
tour operators,
Individual guests and
tourists

Traveling and tourist
organizations
Event organizers

Participants:

Mr. Sandi Kuplen

Director
sandi.kuplen@cmt.si

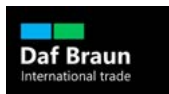
Mr. Dominik S. Černjak

Director & President of
the Slovenian Tourist
Association,
dominik.cernjak@
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Collegium





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Daf Braun is engaged in importing and exporting primarily local products which are mainly related to the long-term tradition to and from the European Union.

Company's portfolio includes products based on 100% natural ingredients and made by many small local producers. Products that might have great potential on foreign markets are:

- honey, propolis, pollen, perga, bee venom, as well as various products made of these ingredients with natural medicinal herbs and tinctures.
- natural dietary supplements.

Turnover: 600,000 €

Export: 30%

No. of employees: 2

Established in: 2017

Searching contacts:

importers,
distributors,
merchants,
e-commerce and
online sellers of
natural products

Participant:

Mr. Dejan Mojsilović
Consultant
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As a group of companies we have already built over 100 MWp of solar powerplants. We decided to expand and started building a multi-phase projects with first phase of more than 500 megawatt of solar and wind powerplants, followed by wind power and hydrogen production, storage and solar and nuclear power facilities in Europe, while also being a distributor for components for green energy production.

We are building an ecosystem of technical partners, strategic service partners and stable, long-term investors to achieve an integrated, sustainable, ESG oriented business ecosystem.

Turnover: 3 mio €

Export: 100%

No. of employees: 50

Established in: 2011

Searching contacts:

We would like to establish new business relations with local technical partners, strategic service partners and stable, long-term investors to achieve an integrated, sustainable, ESG oriented business ecosystem.

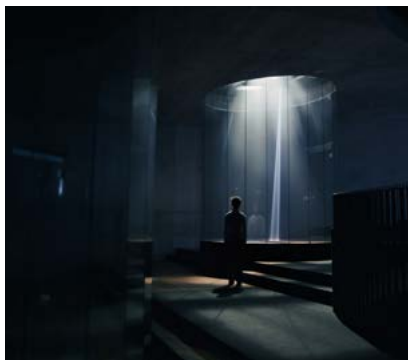
Participant:

Mr. Dejan Spasovski

Founder

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Luka Koper operates an international multipurpose port, handling all types of cargo and commodities (except crude oil and gas) at 12 specialised terminals. Total port area is 280 ha with 26 berths on 3,4 km of operative quays. All terminals are directly connected to the EU railway and motorway network.

Port's yearly throughput is approx. 24 million tons of various cargo, including more than 1 mio containers (TEU) and 800.000 new finished car units, which makes Port of Koper the largest container terminal in Adriatic and one of the largest car terminals in the Mediterranean. Customs free zone extends over the whole port area. Pre-clearing customs procedure available

Central and Eastern European markets can be reached from the Port of Koper by road in less than one day and by train in less than two days. Route is shorter and more sustainable in comparison to some other Northern Adriatic ports.

Turnover: 310 mio €

Export: 66%

No. of employees:
1700

Established in: 1957

Searching contacts:

Forwarding agents.

Logistics agents.

Ship owners and agents.

Overseas exporters and importers from South Korea to and from Europe.

Traders

Participant:

Mr. Gordan Ban

Business

Development

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Company's business is related to the inbound tourism. Main activities are related to the renting of houses (ians residences), campers and to the organization of different kind of local business or pleasure events (conferences, congresses, concerts, cultural performances,)

Turnover: 100,000 €

Export: 35%

No. of employees: 1

Established in: 2014

Searching contacts:

Tourist agencies &
tour operators
Individual guests and
tourists

Participant:

Mr. Andrej Lampič
Director
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Tevel is specialized in innovative solutions for gas and leak detection problems in mining and industry for over 30 years.

Industry: Complete gas detection systems for all industry sectors: portable detectors, alarm units, sensors and detectors, signalization, installation equipment

Mining: Complete solutions for underground gas monitoring and automatization. Digital control systems & video surveillance, signalization, personal tracking system, personal safety equipment

Domestic and commercial gas detection: Gas detection for car parks, boiler rooms, houses, air quality controlling

Engineering: Developing, serial production and assembly of PCBs

Turnover: 2.6 mio €

Export: 20%

No. of employees: 28

Established in: 1990

Searching contacts:

Vendors,
system integration,
distributors of safety
equipment and
solutions

Participant:

Mr. Iztok Živko

Director

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We are MINT Sports, Outdoor and Sporting Goods Company. Our products are ski goggles and helmets, cycling eyewear and protection and patented sport prescription sunglasses. Our mission is to provide the greatest gear for modern day explorer, support the preservation of the outdoors and inspire a global movement of exploration. We are looking for distributors, importers and retail stores.

Turnover: 53,000 €

Export: 8%

No. of employees: 1

Established in: 2019

Searching contacts:

Importers,
distributors and
retail stores of
sport performance
eyewear, protection
and prescription
sunglasses

Participant:

Ms. Urška Vračun
Sales representative
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Main task of VZMD is to connect foreign investors with Slovenian and European business environment and on long term to offer them close-up information about their investments, opportunities, new possibilities for growth, and if there is a risk providing a proper protection of their business and invested capital.

investo.si (Invest to Slovenia) was established as one of the central resources of information concerning possibilities and advantages of investments and business activities in Slovenia, while investo.international (International Investors Network) is more internationally orientated, based on close cooperation with European and World Federation of Investors - BETTER FINANCE and WFI.

Turnover:

Export:

No. of employees: 3

Established in: 2006

Searching contacts:

VZMD would like to meet different local business, stakeholders and associations in the field of investments, shareholders and their protection, as well as users of financial services and collective protection of consumers.

Participant:

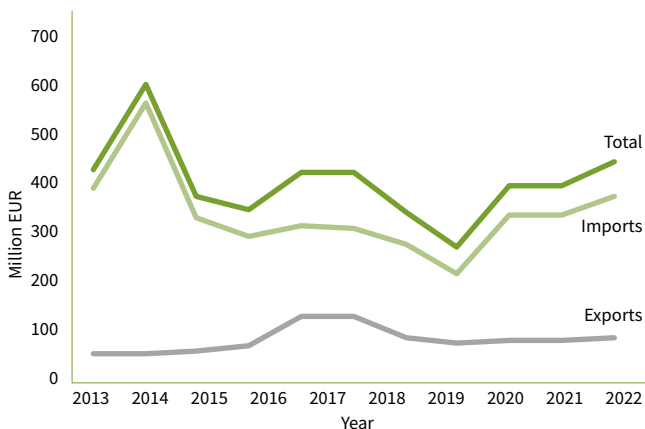
Mr. Kristijan Verbič
President
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SLOVENIA - KOREA TRADE IN GOODS

Year	Export of goods Value in million EUR	Import of goods Value in million EUR	Total Value in million EUR
2013	39.6	386.2	425.8
2014	39.3	561.6	600.9
2015	43.7	323.5	367.2
2016	52.9	284.0	336.9
2017	113.6	303.6	417.2
2018	116.3	301.4	417.7
2019	67.8	266.7	334.5
2020	60.1	203.7	263.8
2021	64.6	326.8	391.4
2021	64.6	326.8	391.4
2022	70.6	369.9	440.5



TOP 10 EXPORT GOODS IN 2022

	CODE	GROUP OF PRODUCTS
1.	8503	parts for electric motors
2.	8424	prepared binders for foundry molds
3.	7307	iron or steel tube or pipe fittings
4.	8716	trailers or semi-trailers
5.	9018	medical instruments and equipment
6.	9031	measuring instruments and machines
7.	8455	metal rolling mills
8.	8708	parts and accessories of vehicles
9.	9030	oscilloscopes
10.	8507	electric accumulators

TOP 10 IMPORT GOODS IN 2022

	CODE	GROUP OF PRODUCTS
1.	7210	iron flat-rolled products
2.	8703	motor cars
3.	7213	hot rolled bars and rods
4.	2710	petroleum oils
5.	7225	flat-rolled products of alloy steel
6.	2933	heterocyclic compounds
7.	4011	pneumatic tyres
8.	3903	polymers of styrene
9.	7219	stainless steel flat-rolled prod
10.	4002	synth. rubber and factice, from oils





REPUBLIC OF SLOVENIA
MINISTRY OF FOREIGN
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REPUBLIC OF SLOVENIA
MINISTRY OF THE ECONOMY,
TOURISM AND SPORT

Ministry of the Economy, Tourism and Sport

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