



Slovenia Your Business Partner



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Slovenia



- Area: 20,256 km²
- Population: 2,010,400 (December 2006); 83% ethnic Slovene (2002 Census)
- Capital city: Ljubljana 267,400 inhabitants (December 2006)
- Other major towns: Maribor (110,600), Kranj (53,200), Koper (49,800), Celje (48,800), Novo mesto (41,900), Nova Gorica (36,100) and Murska Sobota (20,300)
- Slovenia is subdivided into twelve statistical regions
- GDP growth in 2006: 5.2%
- Average annual GDP growth 1997-2006: 4.1%
- GDP per capita in purchasing power standards (PPS) in 2006: 20,600 (84% of EU25 average)
- Political system: democratic republic; a member of the EU and NATO since 2004; Slovenia's highest legislative body is its 90-member parliament.

General Information

- Local time: Central European Time (CET)
- International dialling code for Slovenia: +386
- International calls from Slovenia: "00" prefix - followed by the country code
- International symbols for Slovenia: SI, SVN, SLO
- Slovenian Internet domain suffix: .si
- Internet use: 53% of the Slovenian population aged 10 - 74 uses the Internet. 96% of businesses with more than ten employees have Internet access (source: *National Statistical Office*, 2006)
- Internet hosts: 104,600 (January 2007; source: *Centre for Methodology and Informatics*)
- Mobile phone ownership: 88% of the population aged 10 - 75 (source: *Centre for Methodology and Informatics*)
- National Holidays: 1st & 2nd January, 8th February, Easter Sunday & Easter Monday, 27th April, 1st & 2nd May, 25th June, 15th August, 31st October, 1st November, 25th & 26th December
- Currency: Euro

Dating from the 1848 "Spring of Nations", the **flag of the Republic of Slovenia** is based on that of the Duchy of Carniola (Kranjska), and consists of a horizontal white-blue-red tricolour with the national coat-of-arms in its upper left field.

The **coat-of-arms**, a heraldic composite, bears an image of Mount Triglav ("three-heads") on a blue background; the two undulating blue lines below it signify rivers and the sea, while the three six-pointed golden stars above are from the arms of the Counts of Celje, indigenous rulers of much of Slovene territory between the 12th and 15th centuries.

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Bled, Photo: J. Skok, STB



Herdsmen's huts on the *Velika Planina* highland pasture, Photo: J. Skok, STB



Piran, Photo: U. Trnkoczy, STB

A Resourceful and Dynamic Country

A country in the heart of Europe

A rich heritage

Slovenia is a country:

- at the very crossroads of Europe – where Mediterranean, Dinaric, Alpine and Pannonian influences meet, mingle and merge;
- across which one can drive in a mere three or four hours, and - in the tranquillity of unspoiled nature - leave the urban rush far behind;
- where in a single day one can ski on high Alpine slopes, wander through primeval forests, and swim in the warm waters of the Adriatic.

Slovenia's identity is not expressed merely through its history or culture and the century-long road to independence; nor is it a matter of language - the first written testament to which is the *Freising Manuscript* that dates back to the first millennium. Indeed, this country exhibits a disparate individuality, and despite its small size many significant figures from history were born and raised on its territory.

Of these, mention should be made of **Jožef Stefan** (1835-1893), one of the most distinguished physicists of the nineteenth century. Among other things, Stefan originated a law that the total radiation from a black body is proportional to the fourth power of its absolute temperature, known as the Stefan-Boltzmann law.

The mathematics professor and artillery officer **Jurij (Georg) Vega** (1754-1802) is best remembered for his tables of logarithms and trigonometric functions. In addition to calculating the first ten-figure logarithms, Vega also calculated π to 140 decimal places, a feat unsurpassed for over 50 years.

The opus of **Jože Plečnik** (1872-1957) has become a true revelation in European architectural circles. Besides the extraordinarily high quality of his work, Plečnik was also acclaimed for his original and innovative style. His most renowned buildings are in Ljubljana (the "*Tromostovje*" - Triple-bridge, the *National and University Library*, *Ljubljana market*, and the reconstruction of *Križanke Monastery*), Prague (reconstruction of the Hradcany Castle complex, and the Church of the Sacred Heart) and Vienna (the Zacherl apartment block in the city centre, and the Church of the Holy Spirit in Ottakring).



Tromostovje – Three Bridges, and the Prešeren Monument, Photo: M. Kranjec



Maribor, Photo: A. Fevžer, STB

Slovenia, the country at the crossroads of many historical migrations and trading routes, is a rich treasury of ancient artefacts. Amongst numerous precious archaeological finds are a number of global significance, such as the 45,000 year-old *Moustarian Bone Flute*, the earliest preserved musical instrument in the world, which was discovered in the Divje Babe Cave near Idrija in northwestern Slovenia; there is also the *Vače Situla*, a 5th century BC Celtic urn unearthed in central Slovenia. Such priceless relics, together with a wealth of other artefacts of historical importance, are exhibited in over 200 museums and other collections throughout the country.

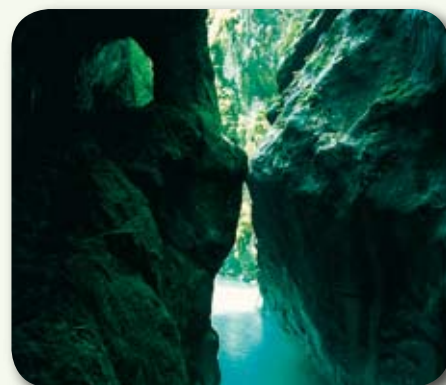
Architectural heritage is both rich and diverse. The vedute of Slovenia's towns and villages has evolved over centuries. In addition to Roman remains, there are churches, monasteries and castles with Romanesque and Gothic elements, while the seminal market boroughs which developed in the Middle Ages were latterly complemented by Renaissance mansions, the rich splendour of the Baroque, as well as examples of classicism and secessionist styles.

In addition to being influenced by a number of mainstream European architectural trends, Slovenia's landscape is in a great many ways distinguished by the idiosyncrasies and particularities fostered by local creativity, the countenance of which changes from one locale to the next. In the littoral region and the Vipava Valley such indigenous style is manifested in the details of stonework elements, whereas along the Soča Valley the tiled roofs that replaced the erstwhile thatch remain of particular interest. The old granaries and celebrated Slovenian *kozolci* hay-racks, together with ornamented village wells, are also noteworthy.

The longstanding tradition of *crafts and small-scale manufacture* - which were the precursor of this nation's industries - is foremostly expressed in glassware (Rogaška), Idrija lacework, the cast-iron products that emanated from Carniola's earliest foundries, earthenware from Prekmurje, as well as honey biscuits, festive cakes and decorated breads from every corner of the land.

Slovenia faces the future with a firm belief that its indigenous **know-how, innovativeness and dynamism** - in conjunction with its way of life - shall further contribute to the great wealth of world culture and commerce.

Know-how and innovation are the key to continued prosperity



The Tolminka stream, Photo: J. Skok, STB



Izola, Photo: J. Skok, STB



Toplar – double hay-rack, with store above, Photo: Bobo, STB

A Positive Business Climate

An internationally competitive, flexible and dynamic economy

Slovenia continues to bring about its vision of a successful, internationally competitive, flexible and dynamic economy; the vision of a country of educated and motivated people who contribute to overall growth and, by way of this, to prosperity and social harmony.

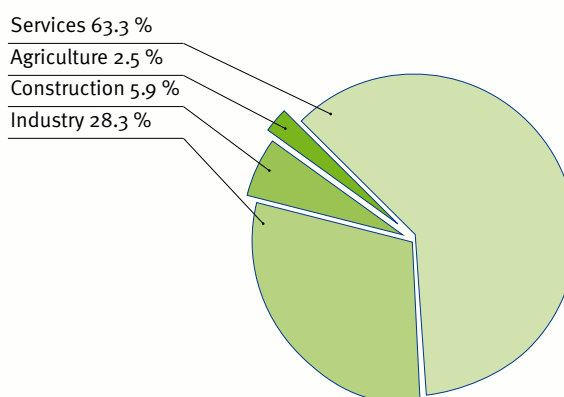
Entering the euro zone in 2007 was the single most important step in Slovenia becoming a modern, advanced and competitive European economy since its EU accession in 2004. It also became the first new member state to introduce the euro, as well as the thirteenth country to adopt the currency. According to the Eurostat's June 2007 forecast, Slovenia will have achieved 84 percent of the EU25 average GDP per capita in purchasing power parity, and is thus ranked 16th among the EU27 as regards this standard measure.

Main Economic Indicators

	2004	2005	2006	2007 forecast
GDP (billion Euro)	26.3	27.6	29.7	31.2
GDP per capita (PPS)	18,200	19,200	20,600	21,900
GDP annual growth (%)	4.4	4.0	5.2	4.5 - 5.0
Export growth (% in real terms)	12.5	10.5	10.0	9.0
Import growth (% in real terms)	13.4	7.0	10.4	8.3
Inflation rate (%)	3.6	2.5	2.5	2.5
Unemployment rate (% - ILO)	6.3	6.5	6.0	6.0

Source: National Statistical Office, CCIS-SKEP calculation

GDP Structure in 2005 – Main Sectors



Source: National Statistical Office, CCIS-SKEP calculation

Slovenia's economy flourished in the run-up to the adoption of the euro. During 2006 the economy grew by 5.2 percent in real terms, a record only surpassed in 1999. Along with the impressive build-up of investments and moderate private consumption, exports were the major impetus to GDP growth. Very positive trends in the economies of Slovenia's trading partners were reflected in the strong growth of goods and services exports, which reached 10 percent in real terms. This robust increase in GDP, fuelled by exports and heightened investment activities, has continued into 2007.

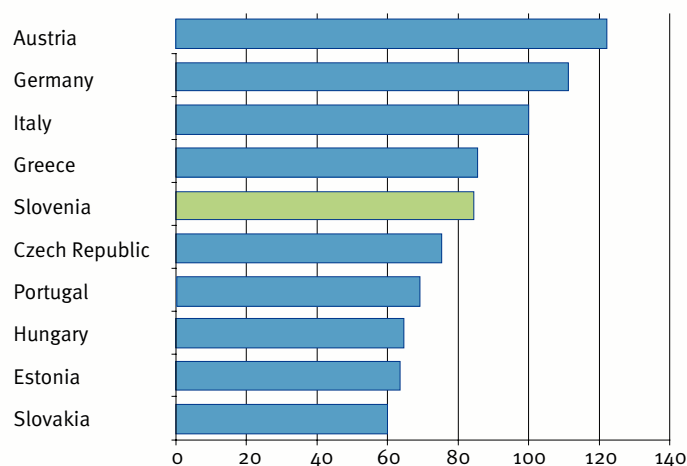


Students in front of the Faculty of Natural Sciences and Engineering, one of 23 faculties and 3 academies of the University of Ljubljana, Photo: M. Kranjec

Slovenia appropriates approximately 1.22% of its GDP to scientific and research endeavours, while 66% of financial resources for such emanate from the commercial sector.

GDP per capita in Purchasing Power Standards - Indices for Selected EU States (2006)

Level index, EU25 average = 100



Source: Eurostat, May 2007

Slovenia has continued to improve its position on the 185-country risk-ranking list published by *Euromoney* magazine. In spring 2007, Slovenia was ranked 25th and is thus considered the least risky of all the new EU member states.

Country Risk – World Ranking of EU New Member States

Country	Rank March 2007	Rank March 2006
Slovenia	25	28
Malta	29	31
Cyprus	33	34
Czech Republic	37	39
Hungary	41	41
Poland	44	43
Slovakia	45	45
Estonia	46	42
Latvia	47	51
Lithuania	49	53
Bulgaria	57	63
Romania	60	65

Source: Euromoney, March 2007

Scientific and research endeavours are of increasing importance

Slovenia is considered among the most risk free of all the new EU member states



The concentration of various activities in one place triggered the development of a business centre
- BTC City Ljubljana, Photo: BTC d.d.

An Open Trade-Oriented Economy

Exports account for close to 70% of Slovenia's GDP

Slovenia's exports of goods and services account for close to 70% of total GDP, by way of which this country has earned a reputation as an open, competitive economy. In line with the economic upturn across the EU, and favourable international trends, Slovenia's exports of goods and services increased by 10 percent in real terms during 2006 (while goods alone were up by 10.8%). Services exports grew by 6.4% in real terms last year, which for the major part was a consequence of the buoyant tourism and transport sectors that respectively accounted for 43% and 30% of total invisible exports.

High export and import growth is forecast to continue throughout 2007 and 2008, export at around 9%, with imports lagging a little way behind. The index of openness, expressed as the proportion of exports and imports in relation to GDP rose to 1.39 in 2006. Positive trends in trade have also continued into 2007, during which growth in exports and imports was robust, over 10% in real terms.

As in previous years, Slovenia's most important trading partners remain its EU ones, accounting for 69% of total exports and 80% of all imports. Exports of goods also increased on these markets, mainly thanks to strong sales to the UK and Germany, as well as to Austria and Italy. Further positive trends in trade with the new member states continued. Among non-EU markets, exports to the CIS region accelerated most, though positive trends were also recorded as regards Norway, and other countries further a field, such as the USA, Australia, China, India, Japan, Argentina and Chile. Exports to Serbia and Montenegro also strengthened in 2006, as did those to Croatia.

Slovenia's Major Trading Partners in 2006

	Exports (% of total)	Imports (% of total)
EU25	68.5	80.3
Non-EU states	31.5	19.7
Germany	19.7	20.3
Italy	12.9	18.6
Croatia	8.7	4.0
Austria	8.6	12.3
France	6.8	6.2

Source: National Statistical Office, March 2007

Slovenia's Five Largest Exporters and Importers

Exporters: Revoz, Gorenje, Lek, Krka, Impol

Importers: Revoz, Petrol, Gorenje, OMV Slovenija, Merkur

Source: National Statistical Office, CCIS – data base

Exports in 2006 - Major Product Trading Groups

The largest proportions of Slovenia's exports was accounted for by automobiles, pharmaceuticals, raw steel and steel manufactures, seats, parts and accessories for motor vehicles, electrical energy, pumps, pneumatic tyres, unwrought aluminium, electric water heaters, furniture and furniture semi-manufactures, refrigerators and freezers.

Source: National Statistical Office, calculated by CCIS-SKEP



Motor vehicle transport by rail, Photo: M. Kranjec

Due to the quality of its labour force, infrastructure, the proximity of regional markets, as well as lifestyle, Slovenia has a great deal to offer the foreign investor. Further to this, the government positively encourages and supports FDI as it undoubtedly enhances economic development through the creation of new jobs, as well as fosters the bilateral transfer of know-how and technology.

FDI inflows totalled 303.4 million euros in 2006, whilst the aggregate value of FDI stock in Slovenia today exceeds six billion euros. At the same time, outward investment by Slovenian enterprises is continually growing, and amounted to 590.3 million euros in 2006 when Slovenia was once again - as in 2003 and 2005 - a net investor, thus further integrating the country in international markets and commerce.

Major Foreign Investors in Slovenia

- **Manufacturing:** Bosch, Brigl and Bergmeister, BHS, Danfoss, EGO, GKN, Goodyear, Gruppo Bonazzi, Hella, Henkel, Johnson Controls, Lafarge Perlmooser, Meyr Melnhof, Novartis-Sandoz, Pfleiderer, Renault, Safilo Group, Securidev, Siemens, Styria, Sun Roller, Titus International, Vogt Electronic
- **Financial Services:** Bank Austria CA, Hypo-Alpe-Adria Bank, KBC, Raiffeisen Bank, SanPaolo IMI, Société Générale
- **Retail:** E. Leclerc, MOL, ÖMV, Rutar, Spar
- **Other Services:** AC Nielsen, Debitel, Deloitte, DHL, Ernst & Young, GfK, Grieshaber, KPMG, IBM, ISS, Microsoft, Mobilkom, Oracle, PricewaterhouseCoopers, Sodexo Alliance, S&T

Source: JAPTI 2007

The major portion of Slovenia's investments abroad has been made into the service sector. Investments in financial intermediation, trade enterprises and similar such business activities account for 42.1 percent of the total. As regards manufacturing, the chemicals sector, including paints and artificial fibres, as well as foodstuffs, beverages and fodder was particularly well represented.

Volume of Slovenian Outward Investment by Country, as of 31st December 2006

Total value of investments (in millions of Euros)	3,457.2
Croatia	926.9
Serbia and Montenegro	790.1 (Montenegro 70.9)
Netherlands	354.8
Bosnia-Herzegovina	343.6
Poland	138.8
Germany	74.1
Macedonia	117.3
Austria	97.6
Russian Federation	120.9

Source: Bank of Slovenia, 2007

Major Slovenian Investors Abroad

Manufacturing	ETI, Gorenje, Helios, Iskraemeco, Iskratel, Kolektor, Krka, Lek, Prevent, Sava, Istrabenz Group
Service sectors	Mercator, Merkur, Petrol, Terme Čatež, HIT Casinos, Intereuropa, Triglav Insurance Company

Direct Investment

Slovenia has a lot to offer foreign investors



Krka production and distribution centre in Warsaw, Poland, Photo: Krka d.d.

Premium Products

Slovenian trademarks - renowned the world over



Shipman 63, Photo: Seaway Group d.o.o.



Sense – a snowboard from the *Elanchicas* range, Photo: Elan d.d.

Despite this country's small size, a surprising number of Slovenian trademarks are renowned the world over. And it might well be a coincidence, but the fact remains that many of this nation's pre-eminent manufactures are closely related to recreational sports – mainly winter ones, but also for those whose interests are far from earthbound...

A great many professional competitors, as well as amateurs, descend snowy slopes on *Elan* skis (www.elanskis.com), first made world famous thanks to the Swede Ingemar Stenmark, who was undoubtedly one of the greatest skiers ever. Today the company is well known for its carving technology, the fruit of *Elan*'s indigenous R&D endeavours. The latest awards received include the 2007 *Red Dot Design Award*, the 2006 *Ispo European Ski Award* and the 2006 *Medal of Excellence* in the performance category.

Alpina (www.alpina.si), a leading manufacturer of cross-country boots, supplies footwear to the national as well as many foreign biathlon teams. *Alpina* ski boots are worn by some of the most distinguished competitors, including the Norwegian several-times world and Olympic champion, Ole Einar Bjoerndalen, as well as the young Norwegian racer Astrid Jacobsen.

Slovenia also plays a role in one of the world's most technologically demanding spheres of engineering – aircraft manufacture. *Pipistrel* (www.pipistrel.si) manufactures high-quality microlight and ultralight aircrafts under its own trademark, and ranks among the most acclaimed and reputable manufacturers in its field.

By way of their design work as well as craft, Slovenian companies also feature in the world of nautical engineering. Did you know that *Bavaria* and *Dofour* sailboats are the products of Slovenian designers? *Seaway* (www.seaway.si) is one of the few European companies to specialise in the design and development of yachts and motorboats. Over recent years, *Seaway* designed crafts have been built in 24 shipyards in 14 countries. And what one designs, another can build; indeed some 12,000 vessels have been constructed under licence. *Elan Marine* (www.elan-marine.com) has been involved in yacht manufacture since 1949, and there is ever-increasing demand for its sail- and motor-boats. Indeed, the proud owners of the *Elan* vessels are to be found in marinas right around the globe, and this year the *Elan 410* and *Impression 514* have been nominated for European Yacht of the Year Awards.

The Slovenes are also a nation of travellers. One may hit the road to distant lands with a Slovenian motor home or touring caravan, and *Adria Mobil* (www.adria-mobil.si) is one of the leading European companies in this field.

In addition to vehicle manufacture, Slovenia's automotive sector boasts a world leader in the manufacture of exhaust systems for racing motorcycles - *Akrapovič* (www.akrapovic-ai.si). In 2007, the respected German motorcycling magazine *Motorrad*, selected *Akrapovič* as the best exhaust system brand for a second year.

Simple & Logical is the trademark of washing machines and a range of household appliances - which also embraces intelligent refrigerators

connected to the Internet - manufactured by *Gorenje* (www.gorenje.si). And since the design of these appliances is underscored by the world famous *Pininfarina* mark, they can't be anything but first-class. In 2007 Gorenje's black fridge-freezer, adorned with 3,500 Crystallized™ *Swarovski* crystals received the *Plus x Award™*.

Advanced technological solutions, high quality, spirited innovation and ecological awareness are today integrated in the development and production orientations of a great many Slovenian manufacturers.

Development projects are also focused on the creation of new products that gain recognition internationally, and from there make the step to becoming pre-eminent on world markets. Among the companies pursuing such a business strategy are:

- *AGB Lab* (www.agblab.com) – the world's leading developer and manufacturer of media ratings meters, used to assess the size of television audiences.
- *Balder* (www.balder.si) – producer of LCD electro-optic devices, light amplitude modulators and LCD active welding filters.
- With numerous new patents in the field of biotechnology *BIA Separations* (www.biaseparations.com) is the world's only producer of short monolithic columns optimised to meet the research and production needs of the biotechnology sector.
- *Bisol* (www.bisol.si) – high performance photovoltaic modules manufactured from mono and multicrystalline silicon.
- *Cosylab* (www.cosylab.com) – specialised in the provision of hardware and software for control systems development and integration of particle accelerators, radio telescopes as well as other sizeable experimental physics facilities. In addition, *Cosylab* is also penetrating the geographic information system and telecommunications markets.
- *Ekliptik* (www.ekliptik.si) – equipment for computer-supported surgical procedures. It undertakes research into new procedures, upgrades existing ones and develops products for medical use and operating theatres in particular.
- *Elektronček* (www.elektroncek.si) – producer of *G3* and *G4* Organic brands of electro-mechanical devices for the gaming industry.
- *MDM* (www.mdm.si) – processing high-alloy and corrosion-resistant steel.
- *MO-GY* (med.over.net/mo-gy/) has devised a new method of microwave radiometry for the early detection of breast cancer.
- *Tipro* (www.tipro.net) – manufacturing a range of fully programmable modular keyboards, touchscreens and related accessories.
- *Ocean Orchids* (www.oceanorchids.si) – production of potted flowering orchids
- *Porcelain Catbriyur* Bricman Jure (www.catbriyur.net) – producing an exclusive range of porcelain ware, which grace the boutiques of Ljubljana and Paris.
- *Sekvenca* (www.sekvenca.si) – provider of advanced 3D-image-based solutions for medicine, interactive entertainment and GIS data sets.
- *Ultra* (www.ultra.si) – providing innovative mobile transaction solutions and new generation of technologies under its *Margento* brand.

Research and development leading the way



Ultralight aircraft, Photo: Pipistrel d.o.o.



TCS, the ultimate model of the Alpina cross-country racing collection is known for its extremely light titan-carbon fibres, Photo: Alpina d.d.



Akrapovič exhaust systems, Photo: Akrapovič d.o.o.

Key Partners

Looking for a
business partner?

Visit
www.sloveniapartner.com

If you are looking for a business partner in Slovenia www.sloveniapartner.com may hold the key. In addition to providing a variety of useful information on the country and its economy, the site also encompasses databases aimed at facilitating your penetration of the Slovenian market.



Further to this, the following may also be of interest:

- **SLOEXPORT** www.gzs.si/sloexport - This database of Slovenian exporters provides easy and quick access to up-to-date detailed presentations of enterprises.

SLOEXPORT
Database of Slovenian Exporters

- **BORZA** www.borza.org - Looking for Slovenian business partners? You are invited to enter offers and requests, as well as seek partners via a B2B database.

Business Opportunities
BORZA
Exchange System

- **INVESTSLOVENIA** www.investslovenia.org - All you need to know about Slovenia as a location for an investment project.

InvestSlovenia ➔

If you are interested in products, services, joint ventures, technology transfer or new green-field investment, expert personnel from *JAPTI* and the *CCIS* can put you in touch with any goods or service provider.

The *CCIS* (www.gzs.si; info@gzs.si) and *JAPTI* (www.investslovenia.org; FDI@japti.si) act as your initial partners in Slovenia as well as the representative offices of *JAPTI* abroad (www.investslovenia.org/about_us), the key that can help you unlock the door to success. They can also provide you with information on visits of Slovenian businessmen and trade missions to your own country, and at the same time assist you in making contacts and establishing your business in Slovenia.



www.sloveniapartner.com

A number of Slovenian companies have excelled as regards innovation and the provision of superior technical solutions right across the telecommunications and IT sectors. Such is not merely a reference to individual projects but to enterprises that are playing a leading role in the development of technologies and solutions on the world stage; they are also - by way of their endeavours - of key significance in the design of strategies and the development of contemporary trends in info-technology.

The network and data storage solutions developed by the Slovenian enterprises are applied by companies the world over, including such prestigious names as *Alcatel*, *Hewlett-Packard*, *Unisys*, *Cisco* and *British Telecom*, and thus they feature as critical leading players as regards their respective market niches. Indeed, Southeastern Europe as a whole is particularly strong as regards the provision of IT component solutions as well as the related services.

Those IT-related fields in which the Slovenian enterprises rank among the world's leading solution providers encompass:

- the design and implementation of communications networks
- e-banking
- data backup software
- e-business applications
- IT service provision
- logistics.

Slovenia's two major hardware providers are:

- AGB LAB (www.agblab.com)
- Insilica (www.insilica.si)

The major telecommunications enterprises are:

- Iskratel (www.iskratel.si)
- Mobitel (www.mobitel.si)
- Si.Mobil (www.simobil.si)
- Telekom Slovenije (www.telekom.si)
- UPC Telemach (www.telemach.si)

Leading IT solution providers include:

- Actual I.T. (www.actual-it.si)
- Hermes SoftLab (www.hermes-softlab.com)
- Marand (www.marand.si)
- S&T Hermes Plus (www.hermes-plus.si)
- Sinfonika (www.sinfonika.si)
- Smart Com (www.smart-com.si)
- SRC.SI (www.src.si)

The major exporters in this sector count such multinationals as *Microsoft*, *IBM*, *HP*, *SAP* and *Oracle* among their clients.

Information Technology

Innovation and superior technological solutions



DOX-Console - Time&Attendance touch screen wall console, Photo: Špica International d.o.o.



www.najdi.si - No. 1 Search engine in Slovenia, Photo: Najdi.si d.o.o.

Chemicals, Pharmaceuticals and Biotechnology

One of the largest
providers of
pharmaceuticals in
the broader region

Large companies in the field of pharmaceuticals and chemicals have placed Slovenia among Central Europe's leading countries in this sector, and their steps are followed by a host of small audacious enterprises, working in such specialist fields as bio chips, biochemistry, molecular biology, genetic engineering and industrial biotechnology.

Slovenia's leading chemical companies successfully compete on European and global markets. In 2006 this sector had an aggregate income of 4.3 billion euros, 72% of which were generated on foreign markets.

Successful R&D and a relatively long tradition of pharmaceuticals production, in conjunction with the construction of a number of new production facilities and commensurate distribution systems, single out Slovenia as one of the largest providers of pharmaceuticals in the broader region. Two of Slovenia's largest companies, *Krka* and *Lek*, belong to this sector, and export nearly 90% of their production, in addition to which both have several plants and research facilities abroad. Following its acquisition by *Novartis* in 2002, *Lek* became a member of the *Sandoz Group* of companies.

Leading companies:

- Cinkarna Celje (www.cinkarna.si)
- Helios (www.helios.si)
- Johnson Controls NTU (johnsoncontrols.com)
- Krka (www.krka.si)
- Lek (www.lek.si)
- Sava Tires (www.sava-tires.si)

Leading research institutions:

- Faculty of Chemistry and Chemical Engineering, Maribor (atom.uni-mb.si)
- Faculty of Chemistry and Chemical Technology, Ljubljana (www.fkkt.uni-lj.si)
- Jožef Stefan Institute (www.ijs.si)
- National Institute of Chemistry Slovenia (www.ki.si)



Krka's modern plant for the production of solid dosage forms - granulation procedure,
Photo: Krka d.d.

The automotive sector plays a very significant role in the national economy. Despite the ongoing relocation of production facilities to more distant lands, this sector continues to develop in Europe. Slovenian enterprises are ever more innovation-oriented, they aim to reinforce their competitiveness and create greater added value. Their involvement in international development partnerships is one of the prerequisites of the competitiveness that these companies have certainly mastered.

Slovenia annually manufactures over 2 billion euros worth of vehicle components, and exports in this sector surpass 1.7 billion euros, a figure that corresponds to approximately 8% of the nation's goods exports.

The manufacture of vehicles, trailers and semi-trailers coachwork is a highly competitive business. In this sector the proportion of labour costs as regards value added is more favourable than in - for example - Austria, Italy and France, and in 2006 it attained a higher value per employee than any of the aforementioned countries.

Renault has had production capacities in Slovenia since 1972, while the assembly of the new *Twingo* model was begun exclusively at the *Revoz* plant in Novo Mesto. *Hidria*, a member of Slovenian Solar and Thermal Technological Platform, provides innovative, ecologically-oriented solutions for the automotive sector and for the industry of heating, ventilation and air-conditioning. High quality and excellent technical performance is reflected in the products of *Iskra Avtoelektrika*, a well-established European manufacturer of components for the automotive and mobile hydraulics industries. Efficient and well respected component manufacturers for the automotive sector also encompass many other Slovenian enterprises, such as *Unior* (www.unior.si) - castings; the *TPV Group* (www.tpv.si) - car seats, seat frames, punch pressed components; *SEP* (www.sep.si) - elements for ventilation and air conditioning systems, windshield and headlamp washer systems; *TBP* (www.tbp.si) - bowden cables; *TAB* (www.tab.si) - starter and many other types of battery.

The Automotive Cluster of Slovenia (www.acs-giz.si) - encompasses vehicle and component manufacturers that together engender annual revenues in the region of 2.3 billion euros, 80% of which are generated on foreign markets. The ACS supports further value enhancement through fostering and promoting research and development activities that engender evermore-advanced products and systems.

Leading companies:

- Adria Mobil (www.adria-mobil.si)
- Akrapovič (www.akrapovic-ai.si)
- Cimos (www.cimos.si)
- Hidria (www.hidria.si)
- Iskra Avtoelektrika (www.iskra-ae.com)
- Kolektor (www.kolektor.si)
- Prevent (www.prevent.si)
- Revoz (www.revoz.si)
- TCG Unitech (www.unitech.at)
- TPV (www.tpv.si)
- Unior Zreče (www.unior.si)

Automotive Sector

Intensive and reliable network of suppliers for global car manufacturers



Pedal control system for *BMW Mini*,
Photo: Cimos d.d.

Construction and Civil Engineering

Qualified for the most demanding projects in the field



Construction of the new Pediatric Clinic in Ljubljana, Photo: SCT d.d.



Grand Hotel Primus, Terme Ptuj, Photo: SCT d.d.

Slovenia's construction sector witnessed a vigorous renaissance during recent years, the most remarkable in the history of the country. The volume of all works, both as regards civil engineering infrastructure projects (in particular motorways, energy facilities and cleaning plants) as well as the construction of commercial and residential facilities, underwent rapid expansion. This upturn in the domestic sector can, to a great degree, be attributed to investment optimism following Slovenia's EU accession and the adoption of euro. Concurrently, the operations of Slovenian construction enterprises abroad have remained steady over recent years, and the largest foreign markets are in the Russian Federation and Southeastern Europe. As a consequence of this most recent impetus to growth, the domestic sector in particular has been facing a labour shortage, which has in turn necessitated the employment of foreign workers, a large number of whom hail from the Balkan states.

A relatively high volume of investment into transport infrastructure is anticipated over the coming years, and new motorway construction will be complemented by the modernisation and upgrade of Slovenia's rail network. Further to this, the energy and environment protection sectors will also remain of immense importance. As regards the private sector, the favourable trend of investment into all types of commercial capacities - in particular tourism, processing industries and trade - is expected to continue, while the construction of housing shall also continue, although it's unlikely to sustain the high growth rates achieved over recent years. A more intense penetration of those foreign markets in which Slovenian companies have already established a presence is anticipated, while those EU states in which a more liberal labour force market exists are also envisaged as enjoying good potential.

The establishment of the *Construction Sector Development Fund*, within the *Slovenian Construction Technology Platform* (www.sgtp.si), is aimed at the development and co-financing of R&D projects by Slovenian enterprises. Government support and EU funding is intended to promote and facilitate sustainable-development oriented construction and civil engineering projects.

Leading companies:

- Begrad, Novo Mesto (www.begrad.si)
- Cestno podjetje Ljubljana (www.cp-lj.si)
- CGP, Novo Mesto (www.cgp.si)
- CM Celje (cm-celje.si21.com)
- CPM, Maribor (www.cpm.si)
- Energoplan, Ljubljana (www.energoplan.si)
- Granit, Slovenska Bistrica (www.granit.si)
- Kraški Zidar, Sežana (www.kraskizidar.si)
- Primorje, Ajdovščina (www.primorje.si)
- SCT, Ljubljana (www.sct.si)
- SGP Pomgrad, Murska Sobota (www.sgp-pomgrad.si)
- SGP Tehnik Škofja loka (www.sgp-tehnik.si)
- Vegrad, Velenje (www.vegrad.si)

Slovenia has every intention of further promoting and fostering research endeavours and the introduction of innovative and more environment-friendly services in the field of logistics and transport, by way of which this sector shall make its contribution to fulfilment of the requirements of the Kyoto Protocol. In addition, much effort has been invested into the creation of an adequate legislative framework, together with other provisions and standards that will ensure the implementation of best practice as well as multi- and bi-lateral agreements. All of this shall provide efficient operational control as well as allow Slovenian providers of logistics services to meet international requirements and thus successfully penetrate and compete in foreign markets.

Slovenia is located at the intersection of the fifth and tenth pan-European transport corridors. Although this country is by no means densely populated, the magnitude of its motorway network is above the European average, while the *Port of Koper*, at the northernmost reach of the Mediterranean, provides the shortest maritime transit route between the countries of Central Europe and the crucial markets of the Middle and Far East. Operated by the logistics system provider **Luka Koper**, the port is continuing to grow and develop, while its operations now extend to encompass a new inland terminal at Sežana. *Luka Koper* is currently investing some 83 million euros in the modernisation and expansion of its port-related facilities and infrastructure.

The further development of the market economy, and evermore-fierce competition, also require the optimisation of storage and warehousing facilities with respect to information technology and logistics operations. This will be achieved through the implementation of innovative private capital investment schemes that shall create new as well as modernise existing terminal facilities, both inland as well as at Slovenia's sea- and air-ports.

Over the next decade Ljubljana's *Jože Pučnik Airport*, operated by *Aerodrom Ljubljana*, will expand its infrastructure and increase throughput, both within and beyond the European continent, to become a leading provider and regional hub for both passenger and cargo traffic.

Competition in the provision of integrated logistics services with transnational and global perspectives is also being promoted, as is co-operation between industry and carriers in the management of supply chains. The newly established Faculty of Logistics in the town of Celje is yet another step forward in the development of this particular field.

Leading companies:

- BTC (www.btc.si)
- Eurotek (www.eurotek.si)
- Intereuropa (www.intereuropa.si)
- Jože Pučnik Airport (www.lju-airport.si)
- Luka Koper - Port of Koper (www.luka-kp.si)
- Slovenske Železnice - Slovenian Railways (www.slo-zeleznice.si)
- Viator Vektor (www.viator-vektor.com)

Logistics and Transport

Integral logistics services with transnational and global perspectives



New passengers terminal,
Photo: Aerodrom Ljubljana d.d.



Port of Koper, a full service port and logistics provider serving Central Europe,
Photo: Luka Koper d.d.

Energy Supply

Stable and reliable energy supply

Energy supply in Slovenia is both stable and reliable, and such holds true for all sources - from crude oil derivatives, natural gas and coal, to communal heating systems and the provision of electrical energy through the national grid network. Indeed, the quality of Slovenian energy supply is comparable to any other European Union state.

The energy picture of Slovenia indicates that in 2007 the primary sources required will increase by some 2.5 percent on 2006 levels and amount to 314.3 PJ (petajoules), while energy usage – i.e. consumption of electrical power, as well as solid, liquid and gaseous fuels – is expected to rise by 2.6%.

The use of primary energy sources is constantly increasing, and Slovenia is to a major degree dependent on energy imports (oil and gas), which cover more than 50 percent of all primary energy sources needs.

Slovenian companies engaged in the energy sector contribute little under one-tenth of total national revenues, and generate 6.1 percent of aggregate value added. Electrical energy provision accounts for 45 percent of total energy sector revenues, and heads the list; electricity is followed by motor vehicle fuels (over 40 percent), the supply of gas, the production of prime movers (coal mining) and district communal heating services.

Congruent with the EU policy, Slovenia is increasingly pursuing the use of renewable energy resources aimed at decreasing reliance on non-renewable energy in the primary energy balance. Twelve percent of energy consumption in 2010 shall be from renewables, by way of which we can expect the ever further promotion as to the efficient use of energy, together with a more intensive exploitation of renewable sources of energy over the coming years.

Leading companies in the energy sector:

- Elektro Ljubljana (www.elektro-ljubljana.si)
- ELES (www.eles.si)
- Energetika Ljubljana (www.energetika-lj.si)
- Gen Energija (www.gen-energija.si)
- Geoplin (www.geoplin.si)
- Geoplin plinovodi (www.geoplin-plinovodi.si)
- Holding Slovenske Elektrarne (www.hse.si)
- Nuklearna Elektrarna Krško - Krško Nuclear Power Plant (www.nek.si)
- Petrol (www.petrol.si)
- Premogovnik Velenje - Velenje Coalmine (www.rlv.si)
- Termoelektrarna Šoštanj - Šoštanj Thermal Power Plant (www.te-sostanj.si)



Velenje mine, producing 4.27 million tons of coal per annum,
Photo: Premogovnik Velenje d.d.



662 MW Šoštanj thermal power plant,
Photo: Termoelektrarna Šoštanj d.o.o.

Despite the long tradition of industrial design promotion - achievements are reviewed by Slovenia's international *Biennial of Industrial Design*, the Information and Documentation Centre for Design at the CCIS, as well as the *Mesec Oblikovanja* (Month of Design) event held annually since 2003 - most Slovenian enterprises continue to pay too little attention to considered and well-executed design management, or the role of design in the development of products, services and processes.

This said, however, there are companies that are major exceptions to this general rule. Based on decades of ongoing professional work by its design centre, *Gorenje* (www.gorenje.com) has been granted a number of international awards for the excellence of its products. Most of this nation's sports goods manufacturers, including companies such as *Elan* (www.elansports.com), have long been fully aware that the best way to success is through design and innovation, while this select band of internationally acclaimed firms has also been joined by the Slovenian footwear manufacturer *Alpina* (www.alpina.si)

There are also a number of small and medium sized enterprises, such as *Intra Lighting* (www.intra.si), *Seaway* (www.seaway.si), and *Trimo* (www.trimo.si), that have placed special emphasis on design and innovation and are very successful on foreign markets. Indeed, year after year their accomplishments are now being followed by a new generation of design-oriented companies.

Some International Awards

- Seaway
 - 2002 *Yacht Design Award*;
 - 2007 *Boat of the Year in Europe, USA Boat of the Year* (Salona 37)
- Gorenje
 - 2002 *ICSID Industrial Design Excellence Award (Touch the Future)*;
 - 2005 *Red Dot Design Award, Design Zentrum Nordrhein Westfalen* (washing and drying machine);
 - 2006 *ICSID Industrial Design Excellence Award (Pininfarina)*
 - 2007 *Plus x Award™* (fridge-freezer)
- Alpina
 - 2002 *Gold Medal - BIO 18 (Alpina XC Racing CL footwear)*
- Elan
 - 2006 *Ispo European Ski Award*;
 - 2006 *Medal of Excellence*
 - 2007 *Red Dot Design Award*
- Kolpa
 - 2007 *Red Dot Design Award (YOU range of products)*

Industrial Design and a Spirit of Innovation

Recipients of a number of prestigious awards



Bathroom furnishings by *Kolpa*, recipient of a 2007 *Red Dot Award*, Photo: Kolpa d.d.

Financial Services

A full range of banking, financial and other such intermediary services

Integrated into global financial markets, Slovenia offers a full range of banking and other financial intermediary services in support of business operations throughout the world. Europe's leading banking groups enjoy numerous capital interests in Slovenia's financial sector, while the 24 banking firms active in the market vary as regards their size, organisation and experience in local, regional and global commerce. Slovenia's financial sector is very competitive, and well adapted to the continuously evolving environment in which it operates. The most successful and smooth adoption of the euro as a national currency of Slovenia in January 2007, further confirmed the capacities and efficiency of a strong banking sector which today employs some 11,800 people. The national umbrella organisation embracing the banking sector - the *Bank Association of Slovenia* (www.zbs-giz.si) - is responsible for maintaining the highest standards in the industry, and was instrumental in the adoption of the euro as well as other innovations such as SEPA and BASEL II.

Slovenia is also a leading regional centre for the insurance sector, and as regards the value of premium per capita it is ranked seventh among the sixty most promising insurance markets in the world. Furthermore, the provision of fund management services has witnessed constant growth and development over the past decade. The market capitalisation of securities traded at the *Ljubljana Stock Exchange* is equivalent to half the national GDP, while the proportion of foreign portfolio investors active in this market has been on the increase of late. Some 250 dematerialized securities - shares, bonds, investment funds and treasury bills - are traded electronically on the Ljubljana Stock Exchange. Securities trading is conducted through the *BTS system*, which is itself supported and facilitated by the *BorzaNET* information system.

Foreign financial institutions are free to establish their own operations in Slovenia, and from here they can also conveniently monitor and service other countries in the region. Slovenia's financial and civil engineering markets are well developed, thus implementing even the largest and most complex of infrastructure projects is not a problem.

Leading institutions and companies:

- Abanka Vipra (www.abanka.si)
- KD Group (www.kd-group.si)
- Ljubljanska Borza - Ljubljana Stock Exchange (www.ljse.si)
- NLB (www.nlb.si)
- Nova KBM (www.nkbm.si)
- SID Banka – Slovenian Export and Development Bank (www.sid.si)
- Zavarovalnica Triglav - Triglav Insurance Company (www.zav-triglav.si)



Ljubljana Stock Exchange, Photo: Ljubljana Stock Exchange

Responsibility towards the environment is something that enterprises are ever more incorporating into their business objectives and strategies; it is also a field in which Europe is leading the way. For its part, Slovenia is committed to environmental protection and pays particular attention to the involvement of the community in environment-related concerns, as well as to informing, educating and increasing public awareness as to the pertinent issues. The most recent regulations are particularly aimed at the prevention of pollution at source, reduction in the use of energy, raw materials and natural resources, as well as integral management of the various impacts that commercial operations inflict upon the natural ecology. All such prescriptions are intended to engender new attitudes, enhanced responsiveness as well as the introduction of improved economically viable solutions to the problems that humankind is being faced with.

Companies express their commitment to environmental protection through compliance with ISO 14001 environment management standards and the EMAS regulation, as well as through ever more intensive implementation of corporate social responsibility.

The demands of the environment today require ever-new measures, technologies and services, as well as specialist knowledge and skills. Thus the actual number of activities, which are either directly or indirectly involved in environmental protection is rapidly growing. The development of such operations is a reflection and expression of changes in the approach towards environmental issues, which encompass everything from cleaner modes of production to end-of-pipe technologies. Those companies which provide products or services in one or more environment-preservation related spheres can register in the CCIS special e-catalogue (www.gzs.si/katalogi) which already encompasses over 500 such enterprises.

Commitment to the Environment

Increasing attention to environmental protection



Washing machine production at *Gorenje*, the first EMAS registered company in Slovenia,
Photo: Gorenje d.d.



The main sewerage treatment works in Ljubljana,
Photo: SCT d.d.

A Holiday Away



Skiing on Kanin, Photo: B. Kladnik, STB



Rafting on the Soča, Photo: J. Skok, STB



Cycle racing, Most na Soči, Photo: A. Fevžer, STB

Winter Fun

Slovenia's winter sports resorts - such as Kranjska Gora in the Julian Alps and Rogla on the Pohorje Massif - are very appealing to both downhill and cross-country skiers as well as snow-boarders. In summer these same resorts become a favourite destination for cyclists, walkers and climbers.

Azure Waters

The Slovenian Adriatic coast is a great base for sailing, surfing and scuba-diving trips, whereas the wild waters of the Soča (Isonzo) and other Alpine rivers provide excitement and a challenge to the kayakers and rafters. The country's clean lakes and rivers - the characters of which differ greatly from one part of the country to another - attract many sports fishermen. Medicinal thermal and mineral springs, particularly characteristic to northeastern Slovenia, are also the setting for popular spas and health resorts. Most of the country's larger lakes, including the largest one - Bohinj - and most famous - Bled - are located in Alpine Slovenia and the vicinity of the Triglav National Park, which is the largest area of protected territory in the country.

Riding the Wind

In search of a rush of adrenalin? Ever thought of paragliding? A vast array of para- and hang-gliding clubs, ballooning associations, aerial sports centres and aerodromes - such as Lesce near Lake Bled - offer all sorts of possibilities to the intrepid.

Above Ground and Underground

There are equestrian clubs all over Slovenia - the most famous of which is the Lipica stud farm, home of the famous white *Lipizzaner* horses. At the same time, the mountain and other hiking trails criss-crossing the land are also fairly ubiquitous, while almost the whole of Slovenia is fabulous cycling country: one can take a short trip or embark upon a more demanding specially marked mountain route. And then there's the Karst region, which has lent its name to areas of such terrain the world over. Here you can find thousands of caves, potholes and abysses, and many are open to the public. The most popular and world-renowned are those at Postojna, though many visitors are also fascinated by the beauty of the Škocjan Caves, which are a UNESCO world heritage site.

Keeping Fit and Healthy

Slovenian tourist resorts and in particular the spas - such as Čatež, Rogaška Slatina, and Dolenjske Toplice - offer a wide variety of treatments as well as amenities for numerous sports, recreation, and social activities. Exercise and fitness facilities, together with the increasingly popular wellness centres, have become part of the regular offer of Slovenian hotels and health resorts.

A Hole in One

One of the increasingly popular ways to actively spend free time - both by Slovenes as well as foreign visitors - is golf, which came to this land less than seventy years ago when the first golf course was laid out near Bled. Today Slovenia can boast eight 18-hole courses and two 9-hole courses.

Great Food and Fine Wine

A whole universe of culinary delights awaits one in Slovenia's traditional inns and restaurants, and many of these are also available in this country's hotels as well as the numerous farms that cater for visitors. National dishes of note encompass such delicacies as *štruklji*, *gibanica* roulades with their rich assortment of fillings, *potica*, and the famous *pršut* (prosciutto) ham naturally cured by the bora wind. And accompanying all these great dishes and delicacies are excellent wines from Slovenia's three distinct winegrowing regions.



Winter diving at Bohinj lake, Photo: Bobo, STB



Golf at Bled, Photo: A. Fevžer, STB



Slovenian specialties, Photo: B. Kladnik, STB



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