



**I FEEL
SLOVENIA**

Empowering business

**GREEN.
CREATIVE.
SMART.**

SLOVENIA

**A LAND OF INFINITE POTENTIAL FOR YOUR
BUSINESS. MAKE THE MOST OF IT!**

Benefit from Slovenia's green qualities,
creative talent and smart solutions.

Population: 2.08 million

Capital: Ljubljana (290,000)

Language: Slovenian, Italian and Hungarian
(in ethnically mixed regions)

Knowledge of English: 59% of population

Currency: Euro (€)

Member of: EU, Schengen, OECD

**“In Slovenia 92% of
adults speak at least one
foreign language.”**

**Baltic-Adriatic
TEN-T corridor**

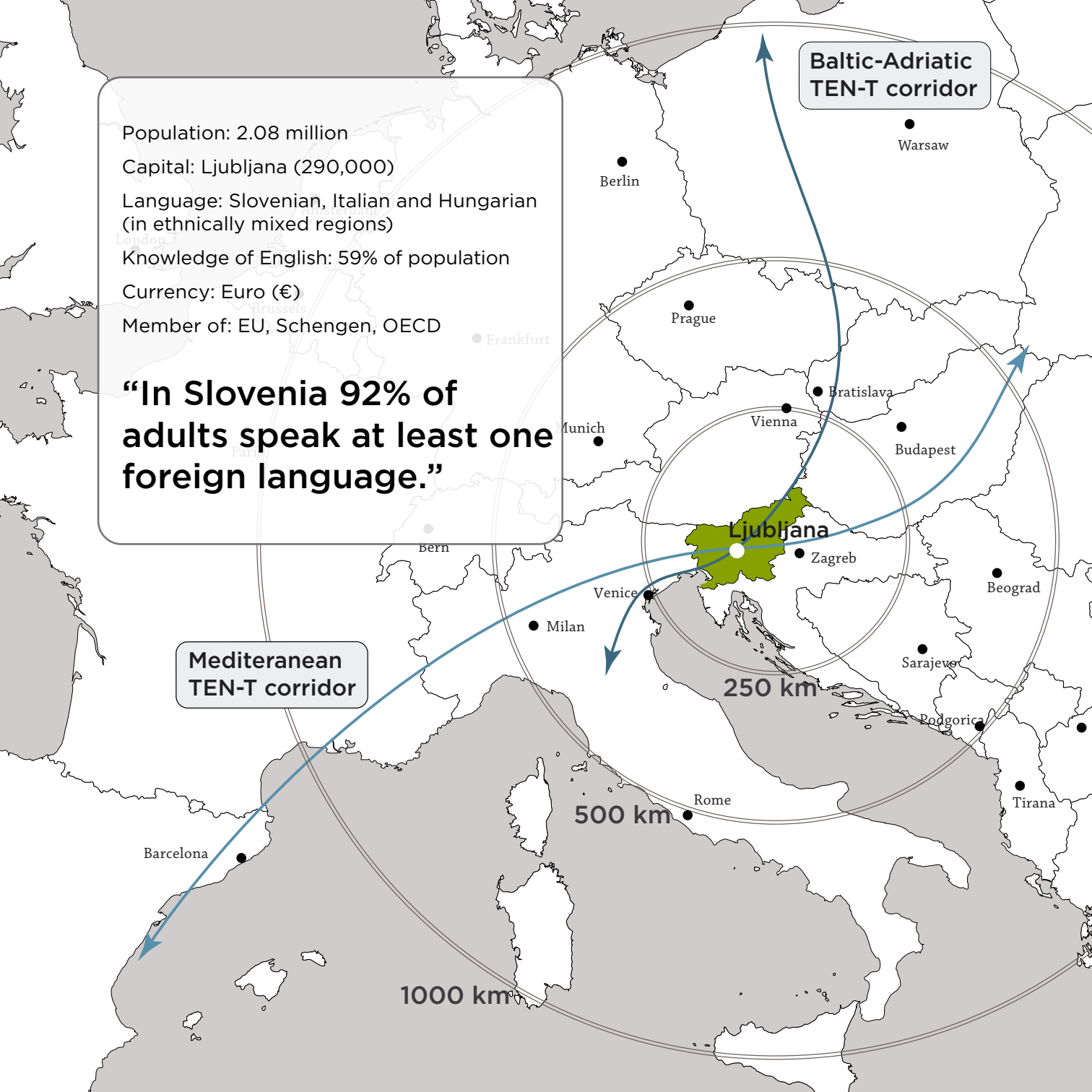
**Mediterranean
TEN-T corridor**

Ljubljana

250 km

500 km

1000 km





SLOVENIA. GREEN. CREATIVE. SMART. ECONOMY

One of the fastest growing CEE countries

- GDP Growth in 2019: 2.4%
- Long term GDP growth: 2.2% (March 2020 forecast)
- 24th most developed country (UN, Human Development Index 2019)

Export driven economy

- Export represents 85% of GDP
- Export increased by over 83% over less than a decade
- 7.8% annual export growth in real terms in 2019

Business-friendly environment FDI investment

- FDI stock in Slovenia doubled in the last 10 years
- Among OECD members, Slovenia is the 3rd least restrictive country in terms of FDI openness (OECD, FDI Regulatory Restrictiveness Index 2017)
- World's 9th most reliable and secure energy supply system (World Energy Council 2019)

Highly capable and productive workforce

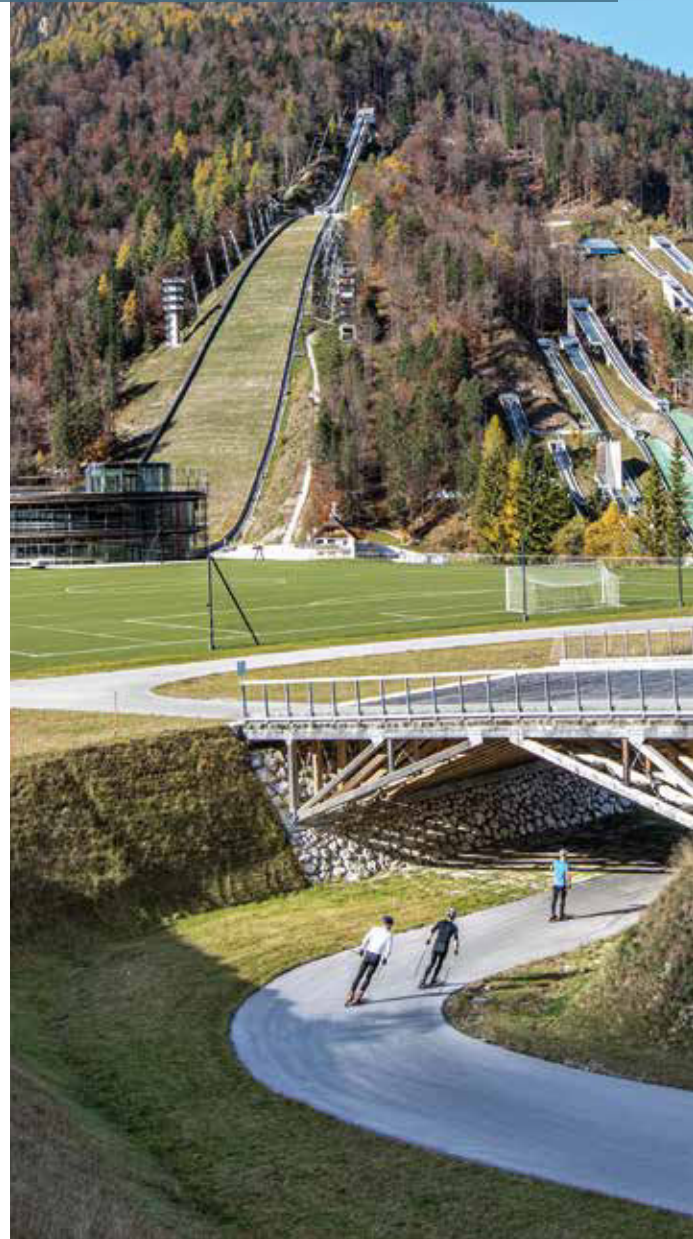
- 42.7% of young people studying and researching at Slovenia's globally renowned universities (Statistical Office of the Republic of Slovenia 2019)
- 41.2% of students graduated in science and engineering (IMD world competitiveness yearbook 2018)

A perfect environment to live in ...

- 8th safest country in the world (Global Peace Index 2019)
- Ranks 13th on Quality of Life Index 2020 (Numbeo)
- Efficient healthcare system (life expectancy at birth: 81 years; SURS 2020)

The greatest Slovenian achievements ...

- The first four-seat passenger aircraft powered by a zero-emission hydrogen fuel cell propulsion system
- The first carving skis
- More than 10 world records achieved in ski jumping in Slovenia
- Number of improvements implemented in newer dialysis machines
- The song “Na Golici” (eng. Trumpet Echoes) is the most frequently played instrumental song
- The first perfume atomizer bottle sprayer
- Bloudek Giant, the largest ski jumping hill on the world, built in 1934
- The Slovenian Philharmonic, one of the oldest music institutions in Europe
- The oldest wooden wheel with axle found in the Ljubljana Marshes
- The Neanderthal flute from Divje Babe, which is possibly 43,000 year old and considered to be the oldest musical instrument in the world





... and world famous Slovenians

Philosopher **Slavoj Žižek**

Inventor **Peter Florjančič**

Architect **Jože Plečnik**

Rocket engineer **Herman Potočnik Noordung**

Airman **Edvard and Josip Rusjan**

Basketball player **Luka Dončić**

Skier **Tina Maze**

Ski runner **Petra Majdič**

Musician and composer **Slavko Avsenik**

Nobel Prize-winning chemist **Friderik Pregl**

Mathematician **Jurij Vega** whose logarithm was used worldwide until the invention of electronic logarithm computation

Physicist **Jožef Stefan**, founder of the Physical Law on Thermal Radiation - the only physical law named after a Slovenian

Joseph Ressel, who patented the ship's screw, one of the most important scientific discoveries on Slovenian ground

Janez Puh, inventor, mechanic, factory worker and the first vehicle manufacturer in Slovenia, who developed 21 types of cars. He was the first in the world, who produced bicycles with equally large wheels.

Empowering Slovenia's Business



Source: SPIRIT Slovenia

GREEN.

The entire (tomato) production concept is focused on care for the environment.



Source: Alpina

CREATIVE.

The only boot on the World Cup circuit to have completely eliminated the use of PVC, replacing it with environmentally friendlier solutions.



Source: Lotric Metrology

SMART.

Exactum smart system for automatic control of temperature and other environmental parameters.

Slovenia has a long tradition of combining experience and knowledge with innovation, creative thinking, and care for the environment. Slovenia is emerging as a pioneer in innovation, creativity and green economy – three key factors behind Slovenia's impressive economic development and success.

Green. Creative. Smart. stands for successful and world-renowned Slovenian companies, which have achieved outstanding results in many

fields, including automotive, robotics, pharmacy, mobility, digitalization, development and research and the creative industries.

Green. Creative. Smart. is Slovenia's international communications campaign under the state brand I feel Slovenia. Launched by SPIRIT Slovenia, Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology in 2019, with its purpose to empower business.



Slovenia's economy is ...

GREEN.

By being **Green**, Slovenia develops technical innovations that prioritise taking responsibility for future generations. That's why, despite its size, Slovenia is the 3rd EU country in the field of eco-innovations doubling its investment in sustainable development over less than a decade. What's more, Slovenia's socially responsible economy ranks best in the world in terms of environmental health and ecosystem vitality (18 out of 180) (Environmental Performance Index 2020).

3rd most forested and 5th richest with renewable water resources country in EU (Eurostat 2018; IMD World Competitiveness Index 2018).

Slovenia is also the first country that enshrined the right to drink water in the constitution.

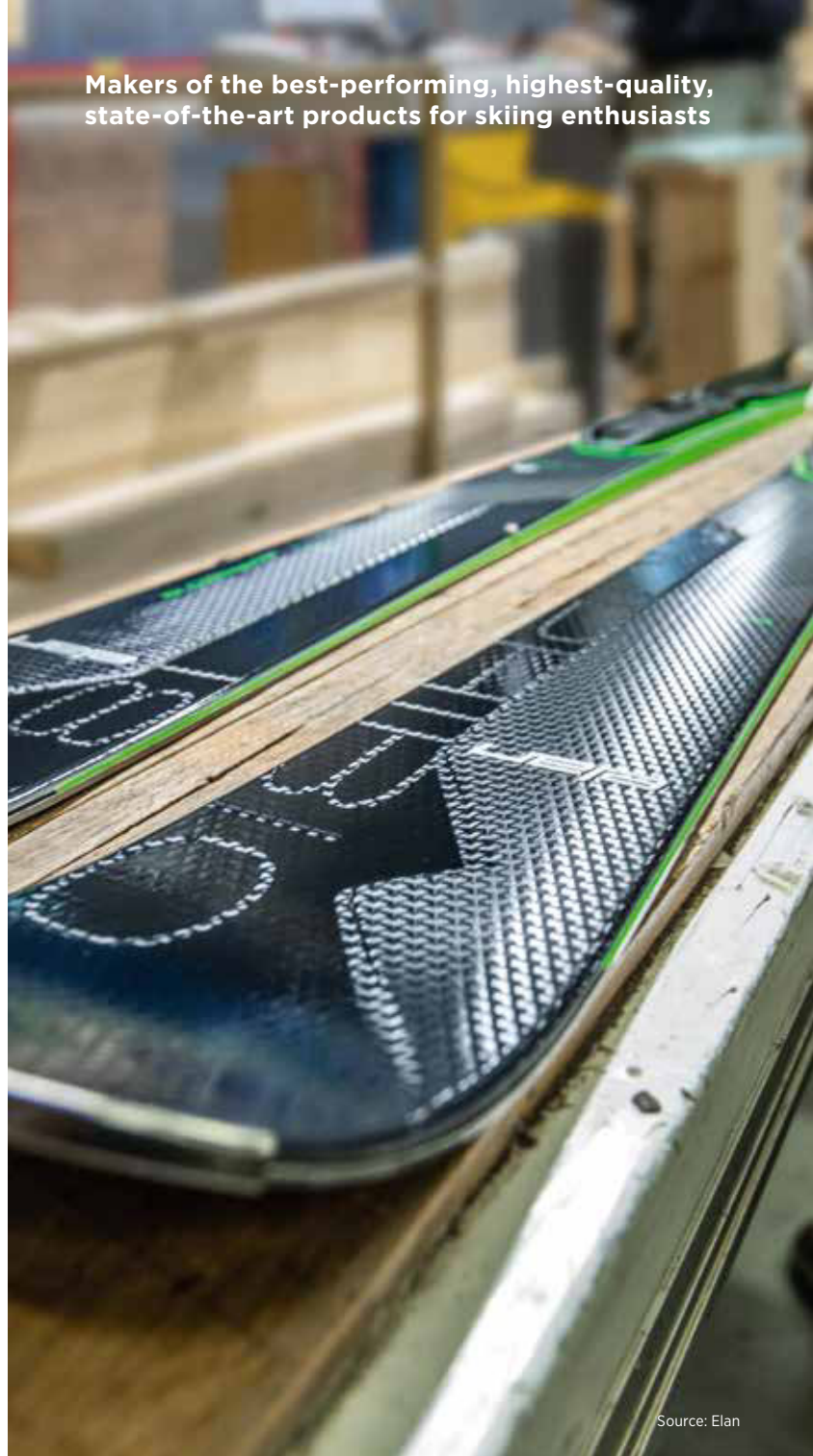
Slovenia's people are ...

CREATIVE.

By being **Creative**, Slovenia recognized the importance of nurturing creative talent, without which the most pressing issues facing the world today and tomorrow won't be solved. It is not surprising then that Slovenia is a leading Central European country in patent registration (Eurostat & European Patent Office 2018) and 28th most innovation capable country in the world (Global Competitiveness Index 4.0, Innovation Capability, 2019). R&D investments by Slovenia's companies rank above the EU-28 average (European innovation scoreboard 2019), reflecting their ability to create technologically advanced products and solutions best suited to the needs of the future.

97.2% women in Slovenia have tertiary education (world average is 62.8%). (The Global Sustainable Competitiveness Index 2019).

Makers of the best-performing, highest-quality, state-of-the-art products for skiing enthusiasts



Technological solutions
of Slovenia's companies
are ...

SMART.

By being **Smart**, Slovenia ensures its solutions are globally competitive. That is why every single car in the world has at least one component made in Slovenia (Automotive Cluster of Slovenia). And also why Slovenia is the leading country in cross-border trade worldwide (World Bank Group, Doing business 2020). That is one of the reason why Slovenia is ranked 5th by OECD (European innovation scoreboard 2017) for smart products delivered daily by the Slovenian digital and robot intensive economy (5th place OECD) (OECD Science, Technology and Industry Scoreboard & Digital Economy and Society Index 2019).

Slovenia ranks 9/63 in the number of Science Degrees per capita and 11/63 in the Language Skills per capita. (IMD World Competitiveness Index 2019).

Metrology products and services - state of the art, highly perfected, but easy to use

Why to do business with Slovenia?

- Top quality and eco friendly products
- World famous brands from different industries
- Reliable business partners with many experiences
- Perfect location with one of the northernmost ports of Mediterranean (Port of Koper)
- Shorters way to CE Europe: well connected to its hinterland, serving the larger eastern European markets
- Well-established links to regional markets
- Highest number of Hidden Champions per million population in central, eastern and south-eastern Europe (CEEMAN-IEDC Bled, 2019).

»Making business in Slovenia is fast and simple. To register a firm only 2 procedures are required – at zero cost.«





A land of infinite potential for your business.

In Slovenia there are many successful companies and they all represent great potential partners for those seeking quality products and services. Equally there are numerous great opportunities for savvy investors looking for prime investment location.

Apart from excellent business results and dedicated and ambitious employees, all Slovenian companies often adopt all of our core values ... They are Green. They are Creative. They are Smart. In a nutshell, **it pays to do business with Slovenia.**

Make the most of it!
Get indepth details on our website:
www.sloveniabusiness.eu.



**SPIRIT Slovenia, Slovenian Public Agency
for Entrepreneurship, Internationalization,
Foreign Investments and Technology**

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REPUBLIC OF SLOVENIA



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