

**I FEEL  
SLOVENIA**

*Empowering business*

**GREEN.  
CREATIVE.  
SMART.**

**AMBASSADORS OF  
SLOVENIA'S BUSINESS**



The image shows a close-up, low-angle view of a modern building's exterior. The building features multiple levels of curved balconies or terraces made of light-colored wood, supported by dark metal brackets. The balconies curve upwards and outwards, creating a dynamic, spiral-like pattern. In the background, a steep, forested mountain rises, its slopes covered in green and autumn-colored trees. The sky is a clear, vibrant blue. The overall composition emphasizes sustainable architecture and a connection to nature.

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An aerial photograph of a dense forest. The trees are in various stages of autumn, with some showing bright yellow and orange foliage, while others are still green. The perspective is from above, looking down on the canopy.

## Promotion of Slovenia's Business abroad

"I FEEL SLOVENIA. GREEN. CREATIVE. SMART." is a national communications campaign of the I feel Slovenia brand in the field of economy. The campaign was launched as a result of the brand's success in raising Slovenia's profile and reputation in the international environment. Its purpose is the complete and uniform promotion of Slovenia's economy in the competitive global market. As well as being focused on sustainability, Slovenia's economy is customer-oriented, offering creative, innovative and accessible solutions both for individuals and for the society's overall long-term benefits. The campaign highlights Slovenia's key competitive advantages in niche areas of the green economy, environmental technologies, robotics, mobility, digitization, development and research, and the creative industries.

By launching the communications campaign, "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." with its unified application of communication and presentation tools, SPIRIT Slovenia wants to build on the overall international recognition of Slovenia and its economy abroad.

With their sustainable, innovative and smart solutions, Ambassadors of the National Campaign "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." significantly contribute to the recognition of Slovenia as technologically developed, creatively oriented green country, building its positive image and promoting its stable and cutting-edge business environment.

So, let's meet them!

# INTRODUCTION

## Proud messengers of the Slovenian economy

Extraordinary Slovenian companies and organisations who excel in their chosen field by offering unique products and services with a high added value have become the ambassadors of the green, creative and smart economy in Slovenia.

They operate in various fields, from metrology, manufacture of synthetic fibres, manufacture of LED mobile signs and programme solutions, to publishing, organic food production, housebuilding, airplane industry, sports, and sports equipment. Together, these micro, small, medium and large companies, start-ups and growing companies, and companies in the mature stage of development form an excellent representative image of the Slovenian economy. They are scattered across the country, covering the regions from Primorje to Prekmurje, from Gorenjska to the south-east of Slovenia, thus reinforcing the developmental potential at a regional and local level.

The common ground of all these companies is their high-tech and sustainable nature; the innovative smart solutions and high-quality products are a culmination of Slovenian expertise.

By becoming a part of the ambassador project, these companies benefit from free promotion on the global competitive market under the national trademark “I feel Slovenia”. The groundbreaking solutions of these ambassadors will be presented in the framework of the national campaign through numerous activities organised by the Public Agency for Entrepreneurship, Internationalisation, Foreign Investments and Technology (SPIRIT Slovenia). With the help of the chosen ambassadors and their solutions, the Slovenian economy will establish itself as a trustworthy and stable business environment.

Thanks to the ambassadors of the Slovenian economy and other development-friendly, future-oriented Slovenian companies, Slovenia will be able to continue following the path of breakthrough growth in the future.

# The ambassadors will add a significant contribution to the visibility and reputation of the Slovenian economy abroad.



**Ajda Cuderman**  
CEO of SPIRIT Slovenia,  
Public Agency

Slovenia has become one of the most open and export-oriented economies in Europe, thanks chiefly to numerous Slovenian companies who are making the world a better place through their knowledge, competencies, innovations, and investments in development. Their advanced technology solutions, the high quality of their products, their state-of-the-art innovations, and responsible behaviour in terms of ecology and the society make the Slovenian economy one of the most successful economies in the world.

Despite the recognisable advantages of Slovenian products and the high degree of trust placed in their quality, our national agency taking care of the competitiveness and promotion of the Slovenian economy is acutely aware of the meaning of consistently placing national trademarks on foreign markets, thus reinforcing the visibility of all competitive advantages that we wish to communicate. The companies find it easier to enter the markets where our country is enjoying a high degree of visibility and a good reputation. As a young country, our national trademark "I feel Slovenia" has only been present, both at home and abroad, for a little over a decade. More recently, however, our trademark has become a synonym for an ever-increasing amount of successful Slovenian stories which are also connected to the economy.

An additional upgrade and reinforcement of the visibility of this trademark is provided with a

national campaign "I FEEL SLOVENIA. GREEN. CREATIVE. SMART.", related to the promotion of the economy.

Dear ambassadors, we would like to thank you for contributing to a technologically developed, creatively oriented and green country, to the construction of its positive image, and to the promotion of a stable, innovative business environment. We highly appreciate your selfless efforts to contribute to the enhanced recognition of Slovenia. Your willingness to promote and represent all Slovenian companies operating in a sustainable, innovative and smart manner will help us to facilitate our export activities and rank even higher on the Global Sustainable Competitiveness Index, prepared by Solability, a Swiss-Korean think-tank.

I would like to offer my sincere congratulations to all companies and organisations as they become a part of the reputable group of ambassadors of the "I FEEL SLOVENIA. GREEN. CREATIVE. SMART." campaign!

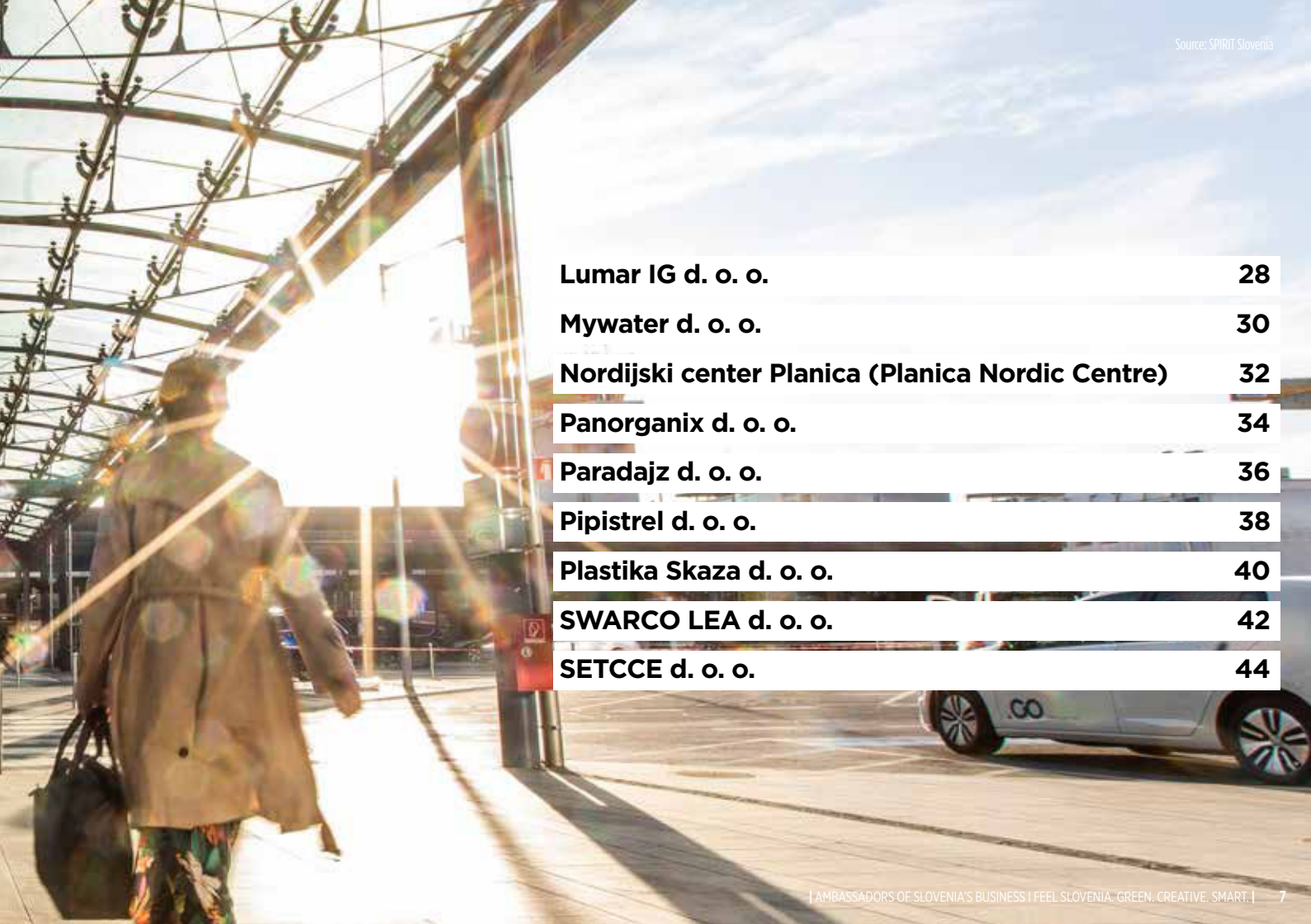
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Akrapovič company is a manufacturer of premium exhaust systems for motorcycles and performance cars. It is a pioneer in the innovative use of titanium and super alloys and is at the forefront in the development of ultralight components made from composite materials, such as carbon fibre and ceramic matrix composites (CMC). The Akrapovič brand is ranked as an ambassador with its ultralight titanium exhaust systems sporting a sophisticated design.

#### **Did you know?**

- Akrapovič produces ultralight thin-walled casts in its in-house foundry, without compromising the strength of individual parts or their appearance.
- Based on its own research and design, it has developed know-how that allows it to focus on both individual parts and custom-made solutions as well as parts that require serial production and in which it is key that all products are identical.
- Akrapovič exhaust systems excel in improved performance, their unmistakable sound, innovative design, craftsmanship, and durability. The light construction of the exhaust systems reduces the car or motorcycle weight.









Another proud ambassador of the “I FEEL SLOVENIA. GREEN. CREATIVE. SMART.” campaign is Alpina, a development-oriented company with a long, inspiring tradition that has been discovering new technologies and eagerly researching new materials since 1947.

### Did you know?

- Alpina made the world's first eco-friendly, degradable cross-country ski boot – Alpina Elite 3.0. It's a boot that's used by many athletes in the world cup that doesn't use PVC material, replaced with environment friendly solutions. With a revolutionary top part which breathes, it's an extremely light and comfortably elastic boot. Thanks to the carbon technology it doesn't create any unnecessary pressures on the heel with ensured adaptivity for the different kind of types and shape of feet.
- Alpina supplies cross-country ski boots to some of the world's top cross-country skiers and biathletes (Charlotte Kalla, Linn Svahn, Jonna Sundling, Dominik Landertinger and Benjamin Wagner, among others).
- At the 2014 Sochi Olympics, competitors wearing Alpina ski boots won 12 medals.
- In 2019 Alpina won the prestigious Red Dot Award for the fourth time for the entire family of innovative ski boots for cross-country skiing competition Alpina Elite 3.0.





Amongst the selected ambassadors of Slovenia's green, creative and smart economy is AquafilSLO, a company that follows sustainable development guidelines, whose production process is based on a model that transforms waste from nylon 6 into a unique sustainable material – the regenerated nylon ECONYL®.

## Did you know?

- The materials used up in the ECONYL® regeneration process are those that would otherwise end up in a landfill, discarded in nature or be sent for incineration (old fishing nets and textile floor coverings, scraps of fabric and plastic). Instead they transformed into a high-quality nylon which is used to make yarn for clothing (swimwear, sportswear, etc.) and carpets.
- ECONYL® yarns are used by global brands in the carpet and apparel sectors that are committed to the values of environmental sustainability and the circular economy.
- The electricity used in the process comes exclusively from renewable sources. Surplus heat from the production process is used to heat the infrastructure of the nearby Atlantis water park and Millennium sports centre.







Ekoart houses produce high quality solid wood houses for the most discerning buyers. The company confirms its focus on sustainability by using solid materials without harmful adhesives and chemical compounds in their production of “IQ wood” solid wood walls.

## Did you know?

- For the construction of a solid wood house, Ekoart uses selected lunar wood cut at a specific time of the year that is more durable than ordinary wood due to its density and resistance to pests.
- Wood used for Ekoart houses is 100% natural and bio and completely without any additives.
- Healthy wood, free of chemicals and adhesives, naturally regulates humidity in a room by absorbing or emitting it, therefore acting as a natural air conditioner.
- In the event of fire, IQ wood wall retains its strength for a long time and achieves excellent fire safety standards in accordance with R120. It is also resistant to flooding as it completely dries out.
- With the help of modern technology in the manufacturing processes, the company has reduced wood waste by as much as 20%, achieving a 30% reduction in carbon footprint compared to the production of traditional CLT (Cross Laminated Timber) panels.





# elan

*Always Good Times*

Appointed to the prestigious group of ambassadors is also ELAN Group, a company that has been making the finest skis in the world for more than 70 years and is one of the most recognisable Slovenian brands.

## Did you know?

- Elan has been responsible for numerous innovations that have changed skiing throughout the world, including the Ibex Tactix folding touring ski.
- Both parts of the Ibex Tactix ski are connected by means of a revolutionary folding mechanism attached to a fixed carbon plate that rotates 180 degrees and allows easy transfer of skis on non-ski sections of the trail.
- The folding mechanism is also the first of its kind, which further justifies the 70 awards that Elan has received in the last two decades for innovation, quality and design.
- Using digital printing on the Ibex Tactix folding touring ski, the company reduced emissions and the amount of water used in its production.









## GOAT STORY

With its smart water bottle, joining the group of ambassadors for Slovenia's green, creative and smart business solutions is the innovation focused EQUA company that owns EQUA and GOAT STORY brands.

### Did you know?

- Smart water bottle EQUA has smart technology built into its base that lights up to remind users to drink regularly and uses a motion sensor and a mobile app to track the amount of water drunk. Based on the previously entered personal parameters, the app calculates the users' daily water needs and notifies the user about the state of their hydration levels.
- One EQUA bottle can replace as many as 217 disposable plastic bottles per year.
- GOAT STORY creates a new culture of coffee drinking with the help of innovative GOAT MUG cups and GINA smart coffee machines. For the latter the company received the Red dot Product design and the Good design Award 2019.







Among the ambassadors who will use their breakthrough solutions to promote Slovenia's economy in the global competitive market, we are also delighted to welcome Hooray Studios – a Slovenian start-up of the year in 2019 and creators of personalized children's books.

### Did you know?

- At the end of 2019 the company published its millionth book of personalised Hooray Heroes.
- Each book is unique as the hero is a child personalised by the customer; the child appears in the book with their own name and appearance both in the storyline and all illustrations - that is why the books are so special and popular.
- Celebrities Kim and Khloé Kardashian have shared their enthusiasm for the books to the millions of their Instagram followers.
- The Hooray Heroes books for children and parents are read in seven countries, including the United Kingdom, Germany and the USA.
- Ensuring that each book is very special is a team of 150 creatives, writers, illustrators and other experts, who, for example, prepare at least 100 drafts and sketches for 20 stories.









## LJUBLJANSKE MLEKARNE

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Ljubljanske mlekarne (Ljubljana Dairy), another one of our ambassadors, are constantly following and creating trends in the dairy market. Its green, creative and smart solution is closing the internal materials loop for Tetra Pak packaging. The packaging waste generated at its factory is completely processed and then returned to the company for internal use in the form of paper towels and toilet paper.

### Did you know?

- Ljubljanske mlekarne is the biggest buyer of raw milk of Slovenian origin and the largest dairy company in Slovenia.
- It won the 2018 Green Company award and 2019 Factory of the Year award.
- Its Planica ice cream, which celebrates 45 years and is the best-selling product in the family packaging category, will soon be exported to China, thereby strengthening Ljubljanske mlekarne in this market.





Source: Ljubljanske mlekarne

Among the ambassadors of SPIRIT Slovenia's campaign intended for the comprehensive and unified promotion of the Slovenian economy in the global competitive market, we are also honoured to welcome the family company LOTRIČ Metrology Ltd., that develops world-class technologically advanced but easy to use metrology products and solutions.

## Did you know?

- The company is the recipient of the highest state award for business excellence in 2019.
- Exactum measures everything that can be measured: temperature, humidity, voltage and current, carbon dioxide and monoxide, pH and water temperature, wind speed, soil temperature and humidity, pressure difference, solar radiation, meteorological parameters, lighting and system sensors.
- Wheat, stored in the Commodity reserves of the Republic of Slovenia, is constantly controlled with the help of Exactum, the company's smart measuring system.







As a green entry point into the heart of Europe, Port of Koper (Luka Koper) is another ambassador of our campaign. It is Slovenia's only international cargo port and therefore of strategic importance for Slovenia and the hinterland of Central Europe, which makes them one of the biggest automobile terminals in the Mediterranean.

### Did you know?

- The port has the largest container terminal in the Adriatic, where almost one million container units (TEUs) are handled annually.
- The port represents the closest connection between central and eastern Europe and the Mediterranean. Key goods flows arrive in the port via the Strait of Gibraltar and the Suez Canal. Its prime geographical location also allows it to be part of goods flows at an intersection of European transport corridors.
- The port's location also represents an important aspect of environmental protection, as it enables a shorter transport route, which means savings in time, energy consumption and consequently lower emissions of greenhouse gases and other harmful substances.
- The Port of Koper comprehensively manages the impacts of dust emissions, noise and light pollution, and has also introduced a system of marine protection, waste management and energy efficiency.





Lumar hiše is also one of our ambassadors that will spread success stories about Slovenia's economy in the international arena. The guiding principles of the company's activities are care for sustainable development and the environment, as well as energy-efficient construction, that are reflected in its concept Lumar Zero Emission Living®.

### Did you know?

- Lumar Zero Emission Living® is a set of solutions that cover all aspects that affect the way we live – from sound, air, temperature and natural light to the use of renewable sources and operating costs throughout the building's lifecycle, etc.
- Lumar's high-quality, energy-saving and sustainably constructed houses are built using natural materials only, creating a healthy and pleasant living atmosphere. By installing a solar power plant and energy storage modules, they also become fully energy self-sufficient.
- Lumar active house can be much more than just a house; like BioSolaris house that changes with seasons due to its green façade which, with its own microclimate, regulates living conditions in a natural way. The owners can arrange, cultivate and design the house's veneer as they wish.





# myWater

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myWater earned its place amongst ambassadors of the campaign “I FEEL SLOVENIA. GREEN. CREATIVE. SMART”. with its high-tech solution for public drinking water fountain. In addition to meeting the basic needs for quality drinking water, the »hydration station« also has a strong ecological message, as it encourages reducing the use of plastic bottles.

## Did you know?

- Each »hydration station« is equipped with advanced nano-technological water filtration that guarantees 99.9999% water purity.
- The station is made of solid Slovenian wood.
- The company received European Commission's Seal of Excellence in 2019 for its innovation.
- myWater has successfully presented itself at the ChangeNOW Summit in Paris in early 2020.







The Planica Nordic Centre is the modern national sports complex for Nordic skiing, set in the protected area of the Triglav National Park, and our proud ambassador that successfully promotes Slovenia abroad.

### Did you know?

- The Planica Nordic Centre is an architectural masterpiece as the main building (so called Interpretation Centre) combines ski jumping and cross-country skiing in one place. The purpose of the building changes by adapting its usage accordingly to seasons or specific competition.
- Upon arrival a visitor only sees around 15% of the total 8.500 m<sup>2</sup> area with the rest of 85% being hidden below ground.
- By integration of sports buildings in the natural environment, the centre is extremely sustainable while at the same time it enables sports activities with different functional buildings for athletes and visitors all year around.
- The Centre has received an Interreg Alpine Space gold award in the green management and environmental technologies category for the most innovative and informative installation for the exploitation of near-surface geothermal water anywhere in the Alpine region.









**PanOrganix**  
Urbano sonaravno kmetijstvo

Amongst the ambassadors of the campaign is also the PanOrganix company that is developing into a leading agricultural business in the processing and sales of fresh, high quality products.

### Did you know?

- The company first started growing garlic, then beans, blueberries, goji berries and chillies, and then Živa vegetables: Živa salad and Živa herbs.
- Živa vegetables are cultivated in a high-tech greenhouse and can be grown 365 days a year.
- Živa vegetable's roots are not removed during harvesting and are packed in special biodegradable bags (Home Compost).
- Fresh picking salad is available throughout Slovenia in 24 hours after being harvested; the product is kinder toward the environment because of the short transport ways.
- All products are locally grown, without the negative impact on the environment, without the use of chemical sprays and practically without wastewater.











Paradajz (Tomato) enterprise has expertise in growing plants in closed premises, using geothermal energy for heating. With its Lušt brand, it ranks amongst advanced breakthrough companies, and was recently selected as ambassador of Slovenia's green, creative and smart economy.

### Did you know?

- On 9 ha area of heated and glassed surface the company has an annual production of 4.500 tonnes of different kinds and types of tomatoes.
- The tomatoes are pollinated in a completely natural manner by bumblebees, which are part of the fauna in Lušt's greenhouses. Their presence is proof that no harmful chemicals are used in cultivation.
- The plants are planted in organic mixture of peat and coconut fibre and grown from genetically unmodified seeds, with their natural predators being used for pest control.
- Greenhouses are watered using collected rainwater, while nature-friendly packaging in which the tomatoes are sold also contributes to the protection of nature.





*Lust*

SVEŽE. SOČNO. SLOVENSKO.



Pipistrel Aircraft, the world's leading producer of ultralight motor gliders and gliders with auxiliary motor, is shaping the present and creating the future of aviation with its green and environmentally friendly propulsion solutions, and has confirmed the title of the campaign ambassador with its electric powered aircraft Alpha Electro, designed for pilot training.

### Did you know?

- Alpha Electro aircraft is designed to produce 15 times less noise than a piston-engine aircraft. It is built from environmentally friendly degradable materials, while all the components are made in Slovenia.
- Pipistrel group, with a distribution network in all continents, is focusing on a design and production of cargo planes and aircraft taxis with vertical take-off, as well as a 19-seater passenger aircraft powered by hydrogen fuel without emissions.
- Pipistrel holds 10 world glider records, its aircraft have completed two record-breaking round-the-world flights, it is a three-time winner of the NASA Green Flight Challenge, it was the winner of the 2011 Lindbergh Electric Aircraft prize for best electric aircraft and has won numerous other awards.





Joining our reputable group of ambassadors of smart, green and creative solutions with its product Bokashi Organko 2 (BO2) is Skaza - Exceeding Expectations, an innovative and fast-growing manufacturer of plastic products.

### Did you know?

- Bokashi Organko 2 (BO2) is a composter designed for household organic waste. The waste ferments in the composter and can be used as a base for compost, while the by-product of fermentation (liquid) can be used to water plants, for weed control and natural drain cleaning.
- Through its use of recycled plastics, Plastika Skaza has a significant impact on the development of circular economy. BO2 is made from recycled polypropylene, which significantly reduces greenhouse gas emissions during composting.
- The company has received numerous awards and certifications: Golden Gazelle (2014), a GZS Outstanding Achievement Award (2015), German Industry Prize as a technologically advanced company promoting sustainable business strategies (2019) and others.







# SETCCE

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Part of the reputable club of creators of green, creative and smart economic solutions in Slovenia is also SETCCE company with its ePero® platform for electronic signing of documents.

## Did you know?

- Using its own knowledge, the company has created a wide range of products related to the certification and management of document transactions (e-signing, issuing of e-invoices, e-archiving).
- The ePeroSTART cloud service already has more than 40,000 users across the EU.
- One of the key strengths of the company is the combination of latest technological solutions and services with innovative business models that support the efficient and environmentally friendly transformation of business processes.
- By eliminating paper and reducing employee workload, the company is working to improve quality of life and ensure environmental sustainability.







SWARCO LEA is also one of the ambassadors of Slovenia's green, creative and smart economy. A leading European manufacturer of mobile LED Variable Message Signs, the company also ensures, with its innovative solutions, that our roads are safer and more predictable.

### Did you know?

- A Gorenjska Gazelle award winner in 2006, the company also won the FDI Award in 2019 in the smart development of products and services category.
- The cooperative mobile LED sign monitors and communicates road conditions in real time in the form of instructions. It is intended for use in various applications and has many functionalities: informing about current road conditions, estimating travel time on a certain route, recording speed of the vehicles, monitoring traffic conditions via CCTV camera, communication with vehicles and infrastructure via ITS-G5 technology.
- The company uses in its products a patented optical system for the longest possible autonomy of the product and longer life of electronic components and the orientation of LEDs in a certain direction for less light pollution.





SWARCO



Source: SWARCO LEA



# Ambassadors @ events

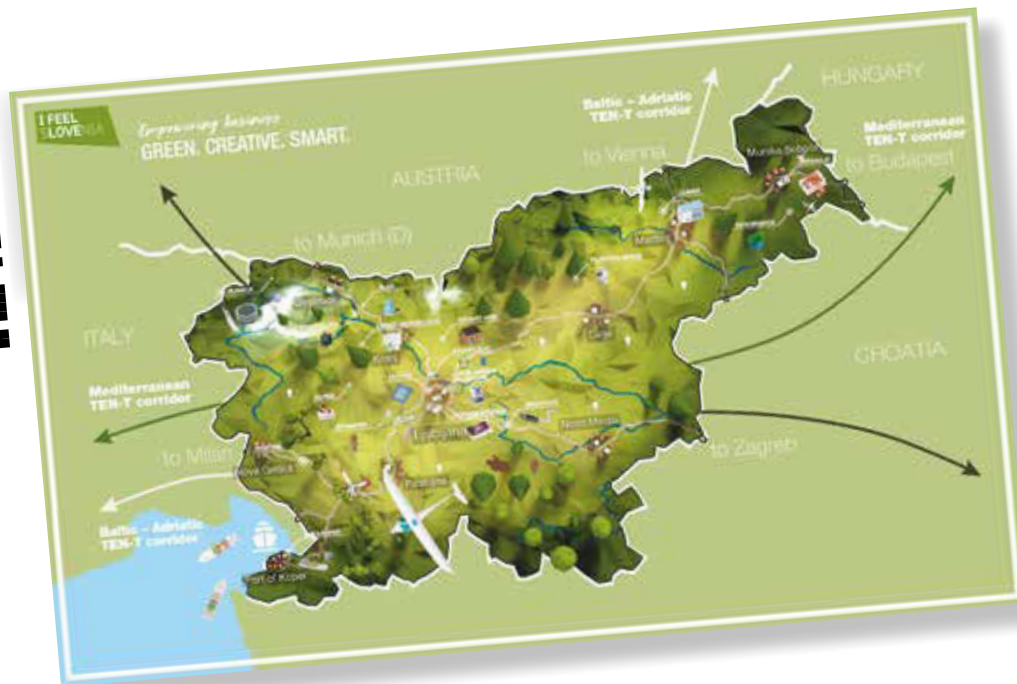
Ambassadors and other Slovenian companies alike regularly visit and present their solutions at numerous fairs and business meetings around the world. From 2021 the participating companies will be able to make use of a specially designed modular fair stand, manufactured according to the principles of sustainability, which were considered when selecting the choice of materials for construction, the equipment of the stand and in the method of its manufacture.



Source: SPIRIT Slovenia

# Meet our Ambassadors through the AR application

With the help of AR (augmented reality) application's interactive map users can actively learn about the selected companies and economic solutions that support the vision of the green, creative and smart Slovenian economy.



Discover the advantages of the Slovenia's green economy, creative talent of our experts and smart solutions offered by our top companies. More about the **"I FEEL SLOVENIA. GREEN. CREATIVE. SMART."** campaign at [www.sloveniabusiness.eu](http://www.sloveniabusiness.eu).



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EUROPEAN REGIONAL  
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