

I FEEL  
SLOVENIA

*Empowering business*

GREEN.  
CREATIVE.  
SMART.

# SLOVENIA

## BUSINESS AND INVESTMENT ENVIRONMENT



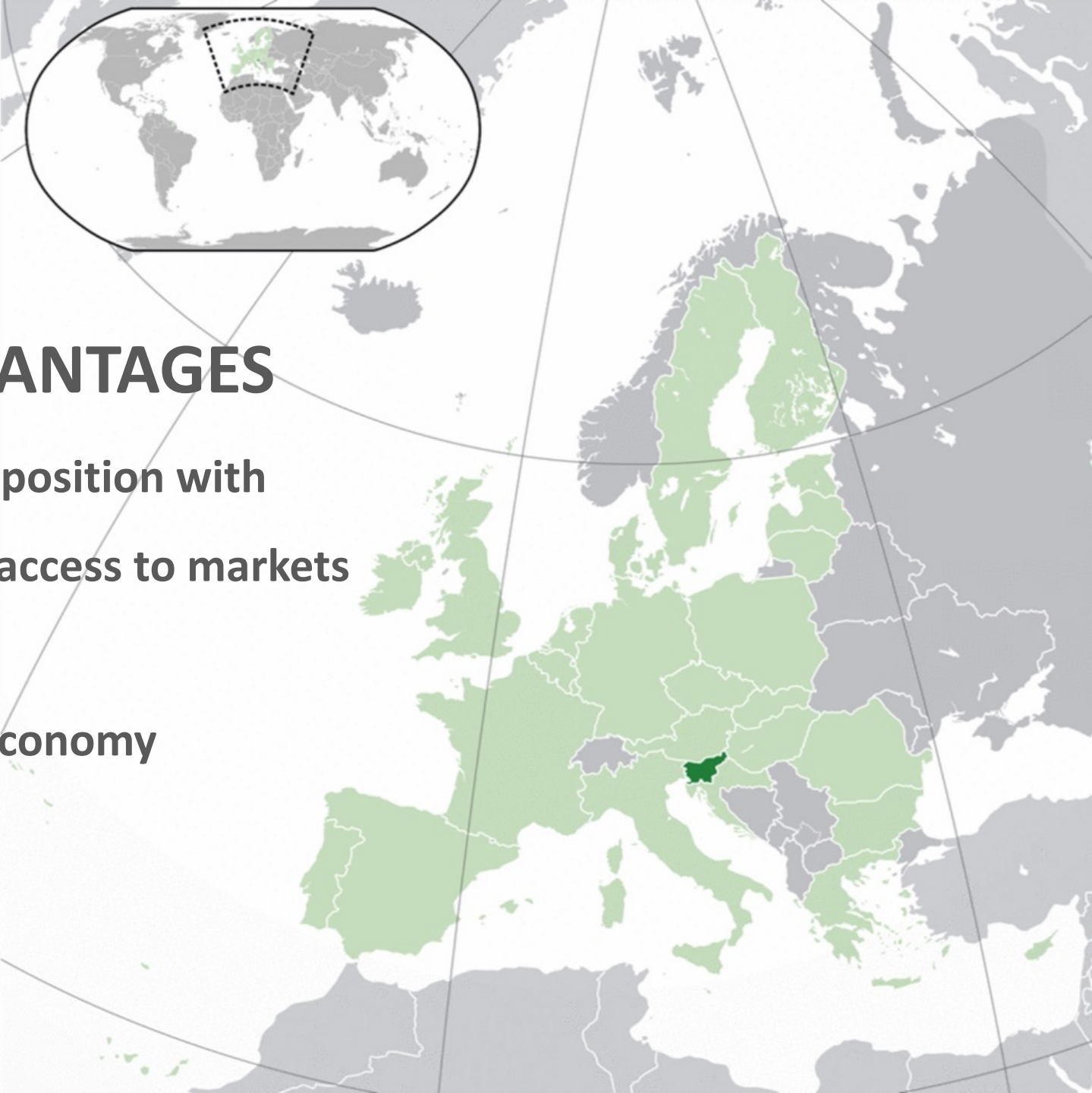
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## **SLOVENIA'S ADVANTAGES**

- ✓ **Excellent geostrategic position with well-established easy access to markets**
- ✓ **Quality infrastructure**
- ✓ **Stable export driven economy**
- ✓ **Innovative workforce**



# GATEWAY TO EUROPE

## Easy market access to:

- ▶ EU markets (500 million inhabitants)
- ▶ Europe's east (200 million) and southeast markets (20 million)

## Well-established links to regional markets

- ▶ Shared history (70 years) in former Yugoslavia and (over 500 years) in the Habsburg Monarchy, DACH markets
- ▶ Excellent knowledge and understanding of our neighbouring countries (customs, culture & language)



# QUALITY INFRASTRUCTURE

## Port of Koper:

- ▶ One of the northernmost ports of the Mediterranean
- ▶ Shortest way to CE Europe from Asia
- ▶ Excellent port infrastructure
- ▶ Leading container terminal in North Adriatic and largest car terminal in the Mediterranean

## Excellent infrastructure for transport:

- ▶ Over 700 km of motorways
- ▶ Over 39,000 km of the road network
- ▶ Over 1,300 km of railway tracks

## Reliable ICT infrastructure



# MACROECONOMIC ENVIRONMENT

	2022	2023*	2024*
GDP growth in %	2.5	1.6	2.8
GDP per capita, current prices (in EUR)	27,040	29,672	31,588
Export growth in %	7.2	0.1	3.3
ILO unemployment in %	5.8	5.0	4.7
Labour productivity (GDP per employee)	-0.4	0.4	1.9
Inflation (year average) in %	8.8	7.6	3.9

## Membership

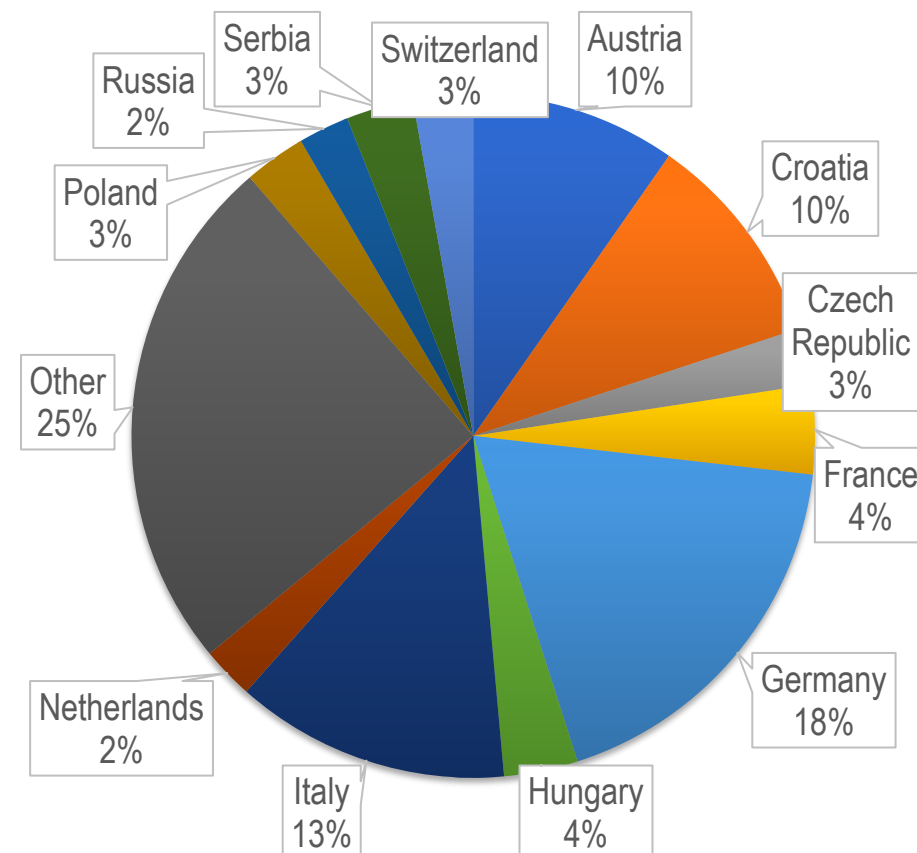
- EU-28 (2004), euro-area (2007),  
OECD (2010), NATO (2004)



# EXPORT DRIVEN ECONOMY

- ▶ € 53 bn (93 % of GDP in 2022), of that € 42 bn goods and € 11 bn services
- ▶ 7.2 % annual export growth in 2022
- ▶ **Top export products:**
  - ▶ Road vehicles
  - ▶ Medicines & pharmaceuticals
  - ▶ Machinery & equipment
  - ▶ Iron, steel & metals
  - ▶ Electrical machinery, alliances & electrical parts
  - ▶ Chemicals, rubber & plastics products
  - ▶ Food & beverages

Slovenia's export by country

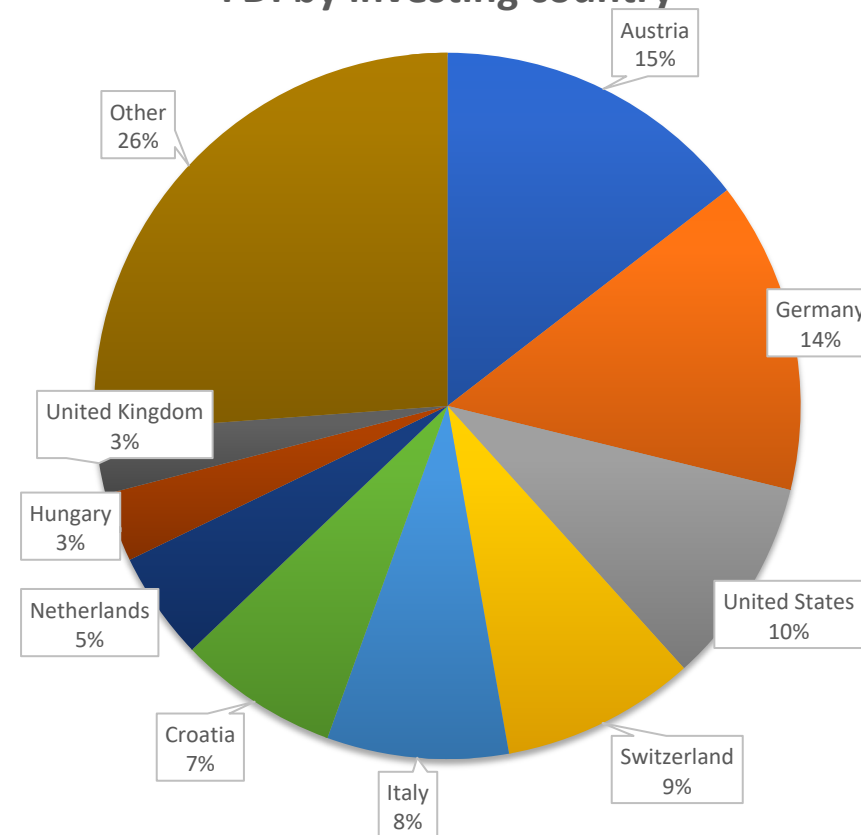




# STABLE ECONOMY FOR INVESTMENTS

- ▶ **100% macroeconomic stability (WEF 2019)**
- ▶ **One of the fastest growing economies in CEE**
  - ▶ 4.2 % GDP growth in 2020 and 8.1 % in 2021,
  - ▶ 2.5% in 2022 and 1.3 % for 2023
  - ▶ Forecast 2.0 % for 2024 and 2.7% for 2025 (EC, 2023)
- ▶ **Committed member of the EU Single Market and the Eurozone**
- ▶ **Doubled FDI stock in 10 years' time**

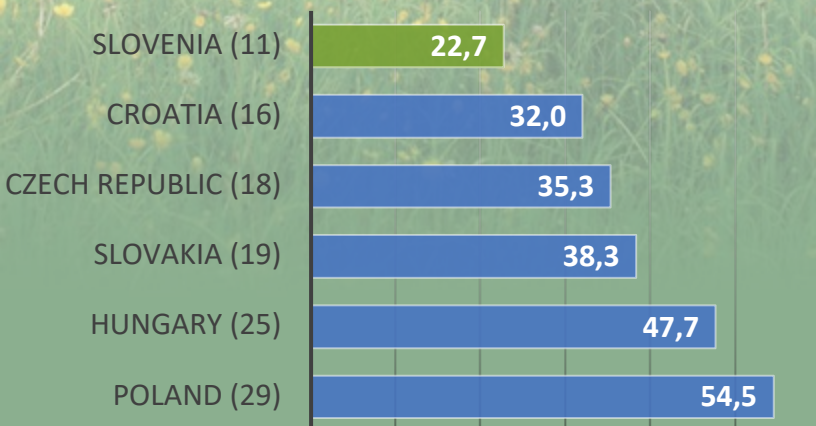
FDI by investing country



## RESPONSIBLE TOWARDS THE FUTURE

At the forefront of countries transitioning to circular economy with focus on sustainability, green technologies, corporate social responsibility.

Pollution index, 2024



Source: Numbeo

- ▶ 11<sup>th</sup> amongst EU countries in ECO innovations
- ▶ 4<sup>th</sup> most forested and 7<sup>th</sup> richest country in internal renewable water resources in Europe (*Eurostat, 2023*)
- ▶ Slovenia is the initiator of the World Bee Day
- ▶ 13<sup>th</sup> in the quality of life (*Numbeo, 2024*)

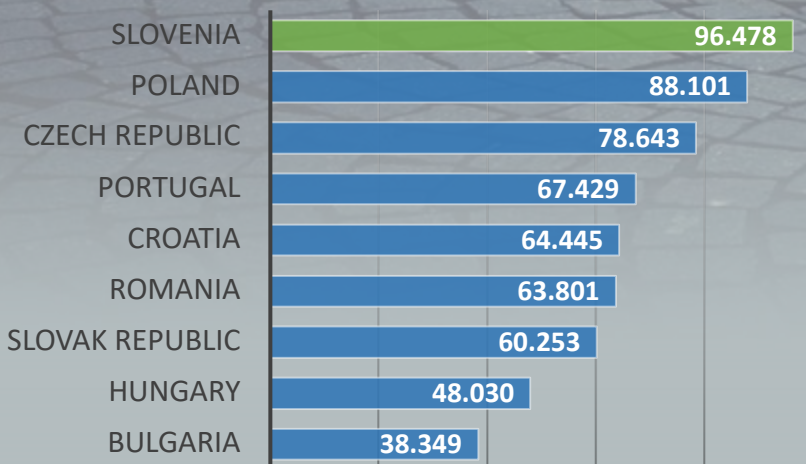


## HIGHLY CAPABLE AND PRODUCTIVE WORKFORCE

- ▶ 48% of young people (25-34 years old) has attained at least tertiary education (*IMD, 2023*)
- ▶ 51% of the total working population has completed secondary education, while 32% has a university degree (*SURS, 2022*)
- ▶ 28% of students graduated in science and engineering (*IMD, 2023*)
- ▶ Slovenia's productivity ranks above its near neighbours: Croatia, Hungary, Slovak Republic, Czech Republic, Poland ...
- ▶ 98% of working population speaks at least one foreign language, while 83% speaks at least 2 foreign languages (*Eurostat, 2022*)

### Productivity in industry, 2021

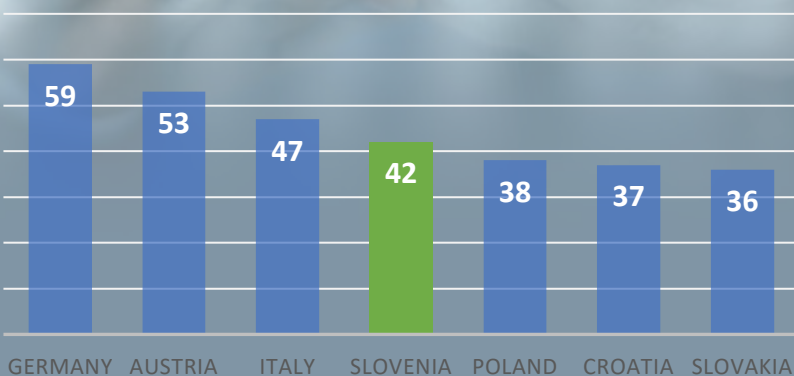
Related GDP (PPP) per person employed in industry (in EUR)



## INNOVATIVE ENVIRONMENT - IMPORTANT R&D PLAYER IN THE REGION

**Innovative Economy - Slovenia ranks high in infrastructure, Human capital and research, Business sophistication and Knowledge and technology outputs. (*Global Innovation Index 2023*)**

Global Innovation Index, 2023



- ▶ 2.14% GDP allocated to R&D, 70% by business sector (*IMD, 2023*)
- ▶ Slovenia spends on R&D, as % of its GDP, more than any other country in the region and it's 9<sup>th</sup> in the EU (*Eurostat, 2022*)
- ▶ 16<sup>th</sup> in total R&D personnel per capita, 8.28 full-time work equivalent per 1000 people (*IMD, 2023*)



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# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA

## INDUSTRIES:

- ▶ Automotive
- ▶ ICT
- ▶ Machining & Metalworking
- ▶ Electrical & Electronics
- ▶ Health Care Products & Devices
- ▶ Plastic & Rubber

## ADVANCED SOLUTIONS

- ▶ Smart Factories & Industrial Automation
- ▶ Green Technologies
- ▶ Agricultural Machinery & Equipment
- ▶ Food-Processing Machinery & Equipment

## TAKE THE ADVANTAGE AND BENEFIT FROM:

- ▶ high quality,
- ▶ modern production,
- ▶ competitive products and services at competitive prices,
- ▶ engineering expertise
- ▶ niche specialization & long sector experience
- ▶ innovative solutions and flexibility



# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - AUTOMOTIVE INDUSTRY

The Slovenian automotive industry makes up 20 % of total Slovenian exports and contributes 10 % to the country's GDP.

## TOP EXPORT PRODUCTS:

- ▶ motor vehicles (60 %)
- ▶ parts, accessories for tractors and motor vehicles (15 %)
- ▶ silencers and exhaust pipes (3 %)
- ▶ trailers and semitrailers of caravaning type (3 %)
- ▶ lightning (1 %)

## GLOBAL LEADERS IN:

- ▶ high-end titanium exhaust systems for motorcycles
- ▶ diesel cold-start systems for internal combustion engines
- ▶ gas springs for the automotive industry

## OPPORTUNITIES FOR FOREIGN PARTNERS:

- ▶ testing market for new operating vehicle systems
- ▶ development and supply of electrical components and software for smart, autonomous and electrical vehicles



Foto: Tushek

# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - MOBILITY

Slovenia's R&D contributes to the development of more sustainable and human-oriented forms of mobility.

## KEY PRODUCTS:

- ▶ aluminum and plastic components for electric vehicles
- ▶ high-tech drive systems
- ▶ development and manufacturing of electric airplanes
- ▶ electric drives for compressors in electric vehicles

## GLOBAL LEADERS IN:

- ▶ electric aviation industry certified by EASA
- ▶ world's first fully electric hydrofoil
- ▶ tech leaders in in-wheel electric motors

## BUSINESS OPPORTUNITIES:

- ▶ testing ground for new solutions and technologies
- ▶ components and systems for electric planes, cars, motors and bikes
- ▶ sensor systems and measurement technologies



Foto: Pipistrel

# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - ICT

Slovenia, with its tech savvy and well-educated citizens, is a pioneer in AI and blockchain.

## EXPORT PRODUCTS:

- ▶ data-processing machines
- ▶ hard disk storage drives for automatic data-processing machines
- ▶ processing units for automatic data-processing machines
- ▶ input or output units for automatic data-processing machines

## GLOBAL LEADERS IN:

- ▶ high-end water-cooling systems for computers
- ▶ blockchain and crypto development
- ▶ control software for proton cancer therapy systems

## BUSINESS OPPORTUNITIES:

- ▶ IoT network solutions and digitalization of public administration
- ▶ cryptocurrency mining platforms
- ▶ enterprise asset management systems and data acquisition





# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - ELECTRICAL AND ELECTRONICS

One of the strongest sectors in Slovenian manufacturing and the key drivers towards a greener and digital future.

## EXPORT PRODUCTS:

- ▶ home appliances
- ▶ lighting equipment
- ▶ parts for electric motors and generators
- ▶ electric accumulators
- ▶ electric motors and generators

## INNOVATIVE PRODUCTS:

- ▶ commutators
- ▶ electro motors for vacuum cleaners
- ▶ medical laser devices
- ▶ fuses, switches, and circuit breakers
- ▶ advanced measurement devices

## BUSINESS OPPORTUNITIES:

- ▶ high level of local expertise
- ▶ technologies for digital and green transformation
- ▶ development of electronic components for future mobility



Foto: Mahle

# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - HEALTHCARE

In relative terms (PPP), Slovenia is one of the largest drug manufacturing nations in Europe, according to the EFPIA.

## EXPORT PRODUCTS:

- ▶ generic drugs
- ▶ biopharmaceuticals
- ▶ medical laser and optical devices
- ▶ IT platforms for gene therapy or translational medicine
- ▶ equipment for dentistry

## GLOBAL LEADERS IN:

- ▶ medical laser systems
- ▶ control systems for particle therapy in cancer treatment
- ▶ apitherapy methods and products
- ▶ analysis and production processes of bacteriophages

## BUSINESS OPPORTUNITIES:

- ▶ production and research of biopharmaceuticals
- ▶ digitalization of lab processes
- ▶ gene and cell therapy development



Foto: Fotona

# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - METAL PROCESSING AND MACHINERY

Slovenia's metal processing and machinery industry today is highly specialized and focused on high value-added products.

## EXPORT PRODUCTS:

- ▶ steel and aluminum ingots and sheets
- ▶ aluminum die cast products for the automotive industry
- ▶ castings and alloys
- ▶ metal fittings
- ▶ metal tools

## GLOBAL LEADERS IN:

- ▶ industrial knives
- ▶ logging winches
- ▶ crankshaft processing machines
- ▶ premium grade super hardened and resistant steels

## BUSINESS OPPORTUNITIES:

- ▶ metal structures and propulsion elements
- ▶ aluminum alloys and products
- ▶ sustainable and certified production processes



Foto: Impol



# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - WOODWORKING AND FURNITURE

Over 58 % of Slovenia's is covered by woods which makes Slovenia one of the three most forested countries in Europe.

## EXPORT PRODUCTS:

- ▶ sawed or chipped wood
- ▶ wooden furniture
- ▶ articles of wood
- ▶ veneered panels
- ▶ wood pellets

## GLOBAL LEADERS IN:

- ▶ low energy and passive prefabricated buildings
- ▶ smart windows and doors
- ▶ composite and cross-laminated timber technologies

## BUSINESS OPPORTUNITIES:

- ▶ sustainable construction technologies
- ▶ wood coatings and other products based on liquified wood
- ▶ nanocellulose
- ▶ advanced biomass-based materials



Foto: LUMAR

# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - FOOD AND BEVERAGES

The local cuisine with its international-award-winning chefs has become one of Slovenia's main attraction.

## EXPORT PRODUCTS:

- ▶ food preparations
- ▶ milk and cream
- ▶ ice cream
- ▶ prepared meat
- ▶ non-alcoholic beverages

## GLOBAL LEADERS IN:

- ▶ leading in expertise in beekeeping
- ▶ leading global pâté producer
- ▶ eggs and poultry with enhanced Omega-3 fat content producers

## BUSINESS OPPORTUNITIES:

- ▶ premium quality ice cream from original recipes
- ▶ boutique wine production
- ▶ high-quality fruit juices and mineral waters
- ▶ honey products
- ▶ healthy food



# KEY INDUSTRIES & ADVANCED SOLUTIONS IN SLOVENIA - TOURISM

Slovenia is offering experiences in exploring the lifestyles of the Mediterranean, the Alps and the Pannonian Plain.

## MAIN MARKETS:

- ▶ Germany
- ▶ Italy
- ▶ Austria
- ▶ Netherlands
- ▶ Czech Republic

## KEY FIGURES:

- ▶ 3.9 mil foreign visitors in 2022
- ▶ 15.6 mil total overnight stays in 2022
- ▶ 190,800 bed places in 2022
- ▶ 65,800 tourist accommodation establishments in 2022

## BUSINESS OPPORTUNITIES:

- ▶ new investments and renovations of accommodation facilities
- ▶ development of high-end tourism products for the most demanding guests
- ▶ business meetings and events
- ▶ training facilities for athletes on all levels





# UNESCO INTERNATIONAL CENTRE FOR ARTIFICIAL INTELLIGENCE IN SLOVENIA

Pioneers in AI, serving as a role model for other similar centres.

## Functions of the Research centre:

- ▶ to provide an open and transparent environment for AI research and debates on AI, providing expert support to stakeholders around the globe in drafting guidelines and action plans for AI
- ▶ to advise governments, organizations, legal persons and the public on systemic and strategic solutions in introducing AI in various fields



# STIMULATING BUSINESS & INVESTMENT ENVIRONMENT

## FDI openness

- ▶ **3<sup>rd</sup> least restrictive** country among OECD members (*OECD, FDI Regulatory Restrictiveness Index Database 2020*)

## Starting a business – fast and simple

- ▶ Only 2 procedures required to register a firm at zero cost
- ▶ Maximum 5 days for registration of a Limit liability company (min. funding capital of EUR 7,500)

## Efficient clearance procedures make quick and reliable movement of goods.

### 19% Corporate Income Tax with:

- ▶ 100% tax relief for R&D investment
- ▶ 40% tax relief for investment
- ▶ 45% tax relief for employment of certain categories of job seekers

### Profit Repatriation Tax

- ▶ 15%
- ▶ 0% for EU residents

### Value Added Tax

- ▶ 22% - standard rate
- ▶ 9.5% - reduced rate

### Capital Gain Tax: 0 – 27.5%

### Incentives

#### For investment in:

- ▶ Manufacturing
- ▶ Service activities
- ▶ R&D activities

#### For new employment



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# SUMMARY OF REASONS TO CONNECT WITH SLOVENIA

- ▶ Slovenia is a high-tech industrial country with an innovative economy;
- ▶ Excellent location – gateway for doing business in Europe;
- ▶ Well-established trade channels and connections;
- ▶ excellently educated and efficient workforce;
- ▶ Innovative business environment;
- ▶ Openness for foreign investors;
- ▶ High quality of life;
- ▶ Strong governmental support in every phase of the investment.



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# SLOVENIA BUSINESS SERVICES

- ▶ Information and business support for investors.
- ▶ Tailored data about industries, legislation, taxes and incentive, industrial sites and local suppliers.
- ▶ Links with industry and local authorities.
- ▶ Organisation of fact-finding missions, business, conferences and trade shows.
- ▶ Assured full confidentiality.
- ▶ Identification of potential Slovenian suppliers.

## CONTACT US FOR MORE INFORMATION:

[www.sloveniabusines.eu](http://www.sloveniabusines.eu)

E: [info@sloveniabusines.eu](mailto:info@sloveniabusines.eu)





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# GREEN. CREATIVE. SMART.

Join Slovenia's family of investors, experience country's green qualities, tap into its creative talent and discover its smart solutions to grow your business.



SPIRIT Slovenia  
Business Development  
Agency