

Quality of Life

In slovenia business and pleasure go hand in hand. Business travellers soon come back as visitors, and many holidaymakers decide to relocate to slovenia. There is so much to see and enjoy, and so many national dishes and superb wines to taste.

Slovenia's landscape is a mosaic of the Alpine, Pannonian and Adriatic geological formations and climate. Such a variety offers ski slopes and sea bathing plus excellent golf courses and the great outdoors for practically all sport pursuits. In a nutshell, quality of life is high, health care system excellent, entertainment, art and cultural events to suit all tastes, and crime rate is very low. Slovenia's "can do" attitude is inspiring, people are friendly and hospitable, and atmosphere relaxed.

Testimonials:

»It's worth stressing among other strong points that Slovenia boasts a good education system and professional training schemes. Many years of working with Slovene people have confirmed my first impression that the local people are well-trained on the one hand, and flexible and open-minded on the other.«

*Mr. Kurt Reinwald, Director
BSH Hišni aparati
BSH Bosch und Siemens Hausgeräte*

»Tradition, experience and knowledge, combined with that little extra, that each individual is giving in creating new products and offering the best service, are making us a competent partner to our global customers. It is nothing but profitable investment.«

*Troels H. Petersen, President
Danfoss District Heating Controls
Danfoss*

"Encouraged by a decade of ongoing business relations with a Slovenian company, VOGT Electronic AG decided to invest in Slovenia in 1997. Confidence in Slovenia as suitable investment location was based on its qualified personnel, management flexibility and a drive to enter new markets,"

*Janez Ločniškar, Director
Vogt Electronic Slovenija
Vogt Electronic*

Quality of Life, 2008

Austria	9.64
Czechia	7.59
Slovenia	6.81
Slovakia	6.30
Greece	6.18
Portugal	6.12
Croatia	5.58
Hungary	5.25
Poland	4.26

Source: IMD - World Competitiveness Yearbook, 2008



Electronics & Electrical Industry in Slovenia

Facts and figures in 2007

Number of companies: 793
Number of employees: 36,592
Revenue (in €): 4,133 mn
Exports (in €): 2,853 mn

Key export markets: Austria, Croatia, Denmark, France, Germany, Great Britain, Italy, Russian Federation

Source: AJPES, 2008

Key products:

- Electro motors and machines
- Household appliances
- Telecommunication equipment
- Electronic measuring systems
- Medical and optical equipment
- Power distribution facilities
- Electrical components
- Electronic manufacturing services

Call us any time

JAPTI'S FDI Division - a gateway for investors requiring access to continuously updated FDI data and intelligence on companies, industries and markets.

At JAPTI we believe that Europe's economic landscape is changing faster than the political one, so we stand by enterprises with a vision helping investors to spend time and money to the best effect.

We have capacity to provide investors with information on investment opportunities and business operating conditions. This assistance aims to reduce investors' start-up costs associated with site selection and includes investmentspecific information and company counselling.

All services are free of charge and include critical information to develop foreign investment strategies, understand sector trends, assess locations, and make contact with authorities and supplier clusters.



Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments

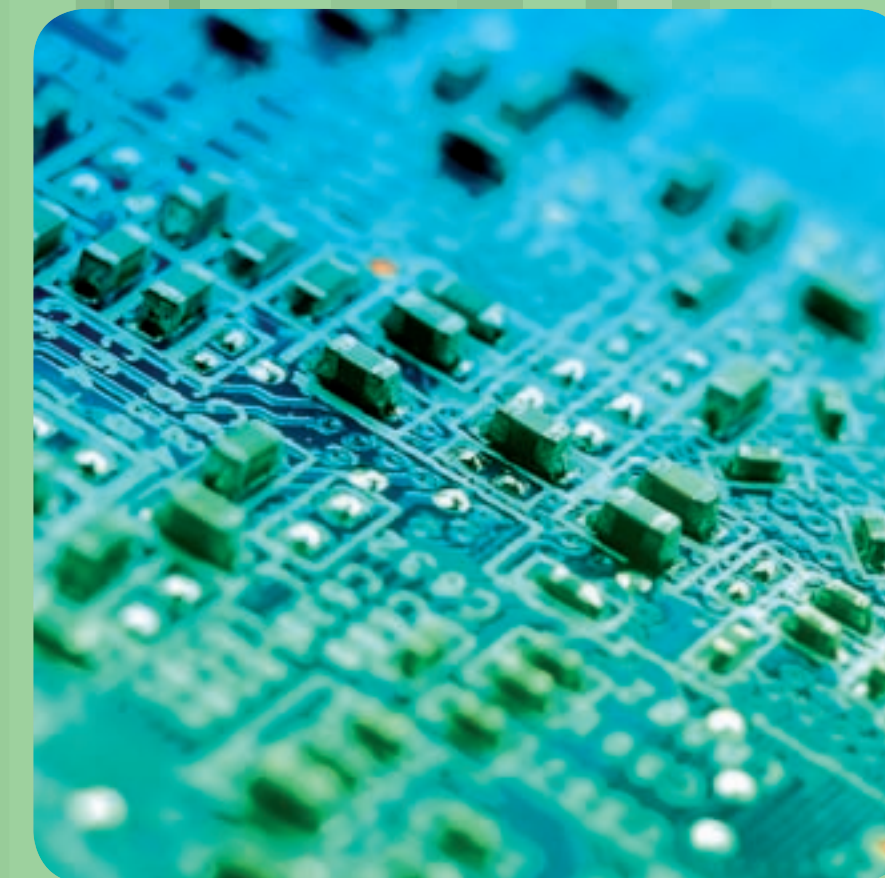
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Electronics & Electrical Industry

INVEST SLOVENIA



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Quality Workforce

When it comes to the development and production of electronic components, electrical devices, equipment and systems, Slovenia's electrical engineering boasts an enviable industrial tradition.

Educated workforce, continuing investment in research and development, intelligence to spot a market niche and a long track-record of staff and managers in the industry, have explain how local companies have been meeting demanding international standards and have won the most discerning buyers.

Innovative spirit and clever technical solutions are the qualities often found in Slovenian workforce. In the sector, there are approx. 36,600 employees in nearly 800 companies. Some 5,500 students are enrolled in undergraduate courses for electrical and electronics engineers. The number of students in secondary schools for electrical engineering and computers is 8,000.

A cutting edge of Slovenian workforce is command of foreign languages. International studies rank Slovenians at the European top. 91% of population can communicate in at least one world language with the English and German being most widespread (71 % of population is able to communicate in at least two world languages). Nevertheless, language schools are still busy year round and companies encourage staff to brush up on their language skills on a regular basis.

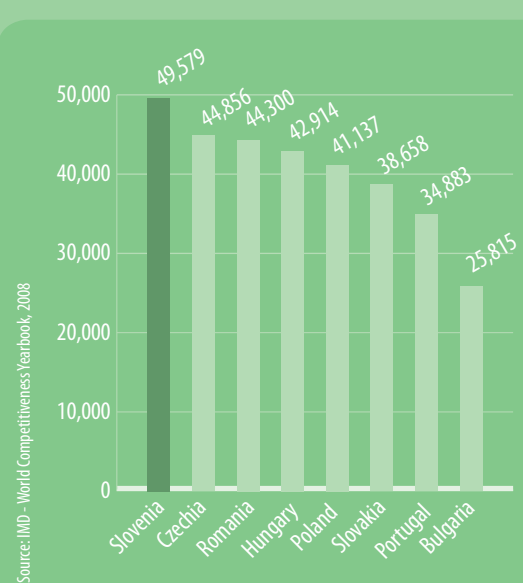
Productivity/value added per employee, 2007

Company	Value-added per employee (in €)
Elektroncek	157,123
Danfoss Trata	102,596
Hyla	91,508
Elgo - Line	72,592
Etra 33	61,684
O.K.M.	55,971
BSH Hisni aparati	52,470

Source: IBon, 2008

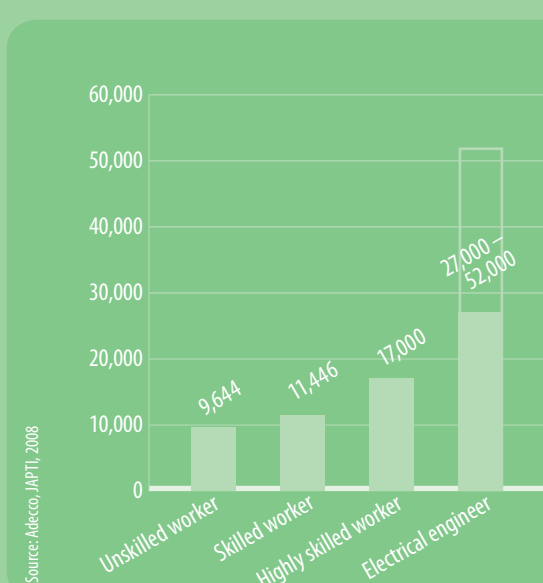
Productivity in Industry, 2007

Related GDP (PPP) per person employed in industry (in US\$)



Source: IMD - World Competitiveness Yearbook, 2008

Estimated gross annual labour cost in electrical industry for 2009 (in €)



Source: Adecco, JAPTI, 2008

Quality Link to Regional Markets

A central geopolitical position at the cross-roads of trade and transport routes gives Slovenia a cutting edge and accounts for its historical, cultural and economic profile – the key elements of its national economy.

By definition, Slovenia is an export-oriented country, and its electrical and electronics industry is a vital element of the country's export mix with 69% of sales earned in foreign markets. The companies held by domestic owners such as Gorenje and Kolektor achieve excellent results in demanding markets under their own brands. The performance of the companies in foreign or mixed ownership as exporters is equally good with Iskratel and Danfoss being among the high-fliers.

Over the past few years, the Slovenian electrical and electronics companies have been pro-active in

exploiting investment opportunities in the markets of south eastern Europe (SEE) where Slovenia is one of the most important foreign investors.

Thanks to its position and decades of fostering economic links with its neighbours, Slovenia is in a pole position to serve the markets in the region. The number of international companies setting up their regional hubs in Slovenia is rising attracted by the expertise of local managers, sales force and field engineers and their in-depth knowledge of the regional markets. They speak the language, they are familiar with legislation, they know their way around, and what's most important there are no cross-cultural barriers for them.

How far are major cities from Slovenia's capital

Destination	Km*	Time*
Zagreb	135	2
Venice	250	2
Vienna	385	4
Munich	440	4
Budapest	450	5
Sarajevo	500	6
Belgrade	550	5

*Distances and approximate journey time by road from Ljubljana



Quality Infrastructure

Slovenia lies at the intersection of the 5th and 10th pan-European transport corridors for road and rail transport. Its transport and IT infrastructure is well-branched. The Adriatic port of Koper is the shortest maritime connection for cargo arriving from Asia to landlocked countries of central Europe through the Suez Canal.

Slovenia's electrical and electronics industry successfully competes in the global market offering a wide range of products. Design, development and engineering of cutting-edge products in conformity with the leading international standards (ISO 9000, 14000, VDA 6.1 and QS 9000) coupled with continuous improvement of methods and systems throughout the business process, provide a key to a long partnership with renowned buyers of Slovenian products. Operating efficiency is backed by close cooperation with the universities, research institutions, professional associations on the one hand and successful domestic and foreign engineer-

ing companies on the other. Slovenian suppliers are best known on the business-to-business market, although there are several household names on the business-to-customer market.

Resilience and ability to cope with challenges demonstrated by the companies such as Gorenje (household appliances), Kolektor (a market-maker for commutators) and Iskratel (telecommunications equipment) and many smaller companies inspire investor confidence. Iskra trade mark is as strong as ever and motivates new entrants and foreign companies. Among major foreign investors BSH Bosh und Siemens Hausgeräte, Danfoss and Vogt electronic stand out.

Leading domestic and foreign-owned companies

Enterprise	Products	Foreign Investor
Bartec Varnost	Explosion protected electrical devices	Bartec
BSH Hisni aparati	Domestic appliances	BSH Bosch und Siemens Hausgeräte
Danfoss Compressors	Compressors for refrigeration equipment	Danfoss Compressors Holding
Danfoss Trata	Products for heating plants	Danfoss International A/S
Domel	Electrical motors, fume exhaust units	
Elektroncek	Electromechanic gaming machines	Elektroncek Group B.V. Amsterdam
Elgo - Line	Electronic components	
Elrad International	Electronic devices	Prettl Elecsys Holding
Eta Cerklno	Thermal equipment for domestic appliances	E.G.O. Elektro-Geräte AG
Eti elektroelement	Fuses, circuit-breakers, surge switches	
Gorenje	Domestic appliances	
Hella Lux Slovenija	Vehicle lighting electronics	Hella KGaA Hueck & Co.
Hidria Perles	Electrical components	
Hyla	Vacuum cleaners	
Indramat Elektromotorji	Electrical motors, generators	Mannesman Rexroth Indramat AD
Iskra Avtoelektrika	Automotive devices	
Iskra Kondenzatorji	Foil capacitors, filters	
Iskratel	Telecommunication equipment	Siemens
ITW Metallflex	Components for household appliances	ITW Participations, SG Invest holding
Kolektor Pro	Commutators for electrical motors	
Liv Postojna	Vacuum cleaners	
O.K.M.	Optical instruments and photographic equipment	
Vogt Electronic Slovenija	Electronic components	Vogtronics

Faculties, research institutions and associations

University of Ljubljana, Faculty of Electrical Engineering
 University of Maribor, Faculty of Electrical Engineering & Computer Science
 Josef Stefan (Scientific) Institute
 Chamber of Commerce and Industry of Slovenia - Electronics & Electrical Engineering Association
 TECES – Development Centre for Electrical Machines

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