

# 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 living in Slovenia is high, health care system excellent, entertainment, art and cultural events to suit all tastes. Slovenia's "can do" attitude is inspiring, people are friendly and hospitable, and atmosphere relaxed. Slovenia is a good place to raise children, personal safety is high and pollution very low.

### Testimonial:

»The decision to invest in Slovenia speaks for itself. Slovenia's workforce is highly educated and technically qualified, and after two years we add with confidence that it is "worth every tolar". Young enthusiastic engineers share our corporate values and take pride in serving discerning EU customers. The features that make Slovenia a great location are both business and personal. It is a safe and modern country, people are nice and it seems that everyone speaks English, so foreigners find their way around without any difficulty.«

*Elli Yaniv, General Manager  
Flextronics Semiconductor  
**Flextronics***



### 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



## ICT Industry in Slovenia

### Facts and figures in 2007

**Number of companies:** 1,839  
**Number of employees:** 14,499  
**Revenue (in €):** 2,690 mn  
**Exports (in €):** 410 mn

**Key export markets:** Australia, Austria, Belarus, Cyprus, Finland, France, Germany, Great Britain, Ireland, Israel, Italy, Kazakhstan, Moldova, Norway, Russia, Sweden, Turkey, Ukraine, USA, Croatia, Bosnia & Herzegovina, Serbia, Montenegro

Source: AJPES, 2008



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

Dunajska 156, SI-1000 Ljubljana, Slovenia  
tel: +386 (0) 1 5309 817  
fax: +386 (0) 1 5309 850  
e-mail: fdi@japti.si  
www.investslovenia.org

Republic of Slovenia  
Ministry of the Economy

### Key products and services:

- Telecommunication equipment
- Telecommunication services
- IT services
- Hardware
- Software
- Equipment distribution
- Web 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.

# Slovenia

*The Right Mix of Qualities*



## ICT Industry







# Quality Workforce

*Slovenis'a ICT industry is generally regarded as one of the most vigorous areas. its advance is a credit to human capital and well-developed ict infrastructure is a result of an early commitment to making it one of national development priorities.*

Innovative spirit and clever technical solutions are the qualities often found in Slovenian workforce. In the sector, there are 14,500 employees in over 1,800 companies. The pace of recruitment is a clear indicator that ICT is a booming business. From 2000 to 2007, headcount in ICT companies grew at 5.6% a year compared with the overall rate of employment in Slovenia of 1.5% a year. Expansion enjoyed by the companies into information technologies feeding on growing demand for ITC services has pushed the industry figures up.

Slovenia was quick in recognising the need for a pool of young talent educated for the "New Economy". Computer science was included in the university curriculum some thirty years ago and since then courses in IT and informatics have become highly popular with students enrolling either in the University of Ljubljana or Maribor. Over the past few years, their number has surged and already reached 7,000 students. Secondary education programmes for computer science, electrical engineering and telecommunications have attracted over 9,200 attendees.

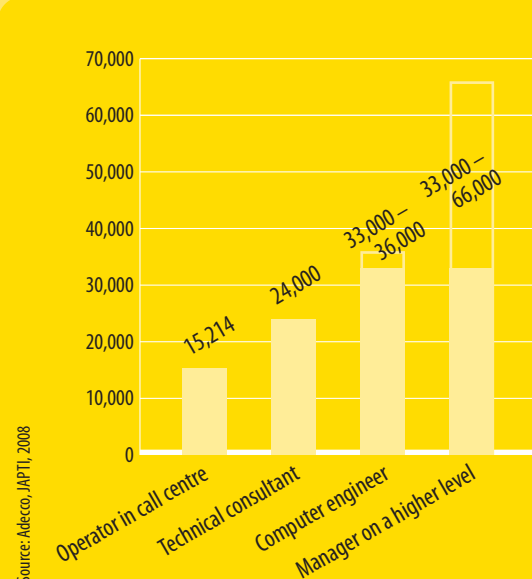
A cutting edge of Slovenian workforce is command of foreign languages. International studies rank Slovenians at the European top. 91% of population can communicate in at least one world language with the English and German being most widespread (71% of population is able to communicate in at least two 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 €)
Si.mobil	208,108
Mobitel	205,254
Debitel	120,919
Telekom Slovenije	104,035
Nil	103,109
IBM Slovenija	80,625
Smart Com	80,120
Halcom	69,262
HRC	68,832

Source: iBon, 2008

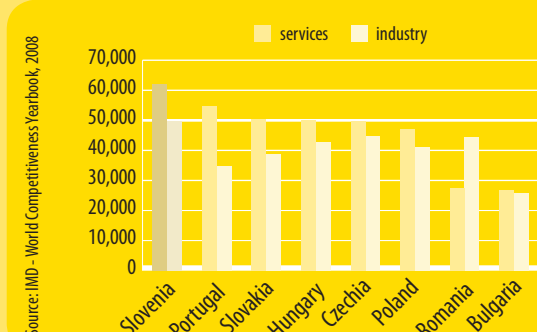
Estimated gross annual labour cost in ICT for 2009 (in €)



Source: Adeco, IPTI, 2008

Productivity in Industry and Services, 2007

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



Source: IMD - World Competitiveness Yearbook, 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 EXPLAINS its historical, cultural and economic profile – the key elements of the country's economic performance.*

The role played by the ICT to Slovenia's export mix is extremely important. ICT-related export figures have risen sharply. Between 2000 and 2007, the average annual export growth rate was 13%. Exporters of IT services account for nearly 15% of overall industry exports followed by providers of telecommunications services. Hermes Softlab is an undisputed champion in the field of IT services and a leading company in the region meanwhile Telekom Slovenija remains Slovenia's leading exporter of telecommunication services.

Slovenian companies are fostering their presence in foreign markets through outward direct investment.

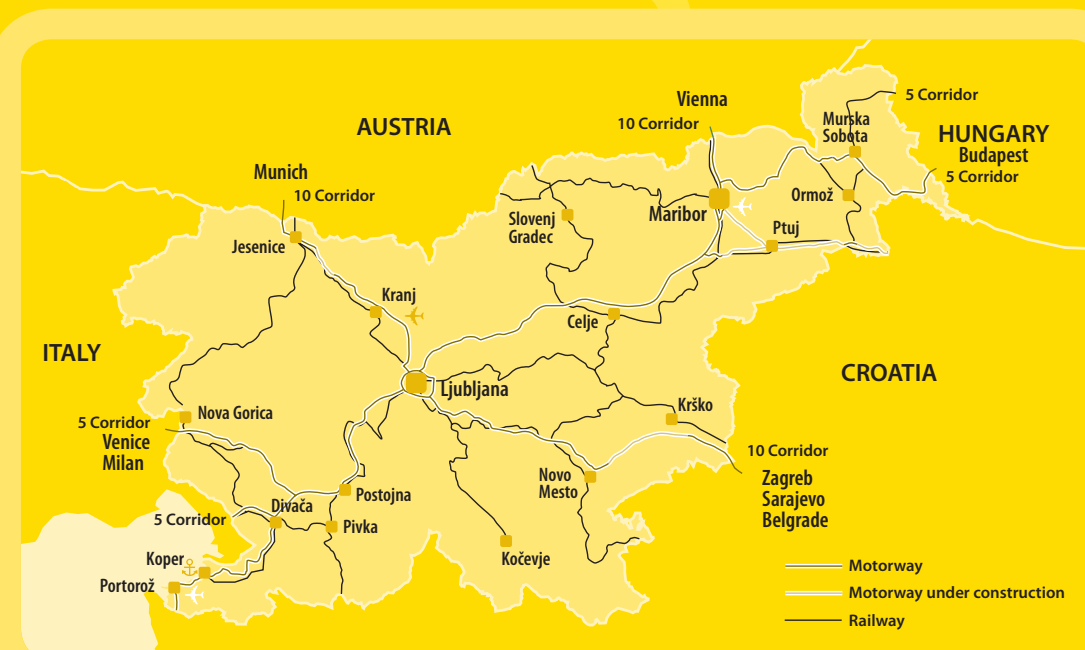
This trend is widely followed by ICT companies, particularly when investing in the emerging markets of ex-Yugoslav republics. Capital ties are also used to get a foothold in the markets of CIS countries.

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 two 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.*

In terms of ICT infrastructure development, Slovenia is clearly ahead of other new EU Member States. On the scale used for the Digital Access Index (DAI) serving as a "yardstick" for comprehensive development of information society of a country, Slovenia's 24th place means that it is the company of the countries enjoying a high access index and leaving behind some EU-15 countries such as Ireland, Spain, Greece and Portugal.

In the group of ten new EU Member States, Slovenia along with Malta and Cyprus is the only new entrant boasting widespread XDSL services. Slovenia's ADSL coverage was at the end of 2007 over 95%.

To make headway in ICT, Slovenia has to keep the pace of modernisation and continue to upgrade information infrastructure, encourage acquisition of new knowledge and pro-active collaboration between companies and think-tanks as carriers of R & D.

Comparison of key information society indicators, 2007

Per 1,000 inhabitants	Slovenia	new EU-12	members EU-15	USA
Number of PCs	461.0	323.6	643.1	836.0
Internet users	624.0	481.9	651.9	739.0
Mobile telephone subscribers	926.0	1,050.6	1,105.6	774.0

Source: IMD - World Competitiveness Yearbook, 2008

Leading domestic and foreign-owned companies

Local company / Foreign investor	Product / Service
Actual I.T.	Software provider
AGB Lab / AGB group	Hardware manufacturer
AMIS / Amisco	Internet service provider
Cosylab	Development of next generation technologies
Debitel / Kommunikationstechnik	Telecommunication service provider
Ericsson / Ericsson	Telecommunications systems and products
Halcom	Software consultancy and supply
Hermes Softlab / Panhouse Investments	IT services
Hewlett Packard / Hewlett-Packard	IT services and products
HRC	Data processing
IBM Slovenija / IBM	IT services
Insilica / Insilica Inc.	Design and development of PCB
IPS Ljubljana	Telecommunication systems
Iskratel / Siemens	Telecommunication equipment manufacturer
Iskratel Electronics	Telecommunication equipment manufacturer
Microsoft / Microsoft	Software provider
Mobitel	Telecommunication service provider
NIL / Datinvest Ventures Capital Holding	Software provider
Oracle Ljubljana / Oracle	Software provider
Perftech	Software provider
S&T Slovenija / S&T	IT services
SAP / SAP Systeme	Software provider
Si.mobil / Mobilkom	Telecommunication service provider
Sinfonika	Telecommunication and internet services
SIOL	Internet service provider
SRC.SI	IT services
Telekom Slovenije	Telecommunication service provider
Tipro Keyboards	Hardware manufacturer
UPC Telemach / UPC Holding	Widespread communication services

Faculties, research institutions and associations

University of Ljubljana, Faculty of Computer and Information Science  
[www.fri.uni-lj.si/](http://www.fri.uni-lj.si/)

University of Maribor, Faculty of Electrical Engineering and Computer Science  
[www.feri.uni-mb.si](http://www.feri.uni-mb.si)

University of Ljubljana, Faculty of Electrical Engineering  
[www.fe.uni-lj.si](http://www.fe.uni-lj.si)

University of Ljubljana, Faculty of Electrical Engineering, Laboratory for Telecommunications  
<http://lt.fe.uni-lj.si/>

Chamber of Commerce and Industry of Slovenia - Association of Informatics and Telecommunications (ZIT)  
[www.sloveniapartner.com/](http://www.sloveniapartner.com/)

Jožef Stefan Institute  
[www.ijs.si](http://www.ijs.si)

Institute for Project Management and Information Technology  
[www.ipmit.si](http://www.ipmit.si)

ICT Technology Network  
[www.ict-slovenia.net](http://www.ict-slovenia.net)