



JAPTI

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



Published by: Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments

Year: 2010

Designed by: Studio 8, d. o. o.

Printed by: Para, d. o. o.

Photos: Buenos Dias, d. o. o.



Content

Meet JAPTI	5
Learn about JAPTI's work	7
1. Division responsible for entrepreneurship development	9
I. Development of a business environment for entrepreneurship and competitiveness	12
II. Financial incentives for enterprises	16
2. Division for attracting foreign direct investments and internationalisation and representative offices of the Slovenian economy abroad	19
I. Activities designed to attract foreign direct investment to Slovenia	22
II. Activities for encouraging internationalisation of Slovenian companies	26
III. Representative offices of the Slovenian economy abroad	31





Meet JAPTI

The Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments (JAPTI) has primary responsibility for identifying and developing best solutions and strategies needed for their effective implementation on the development of entrepreneurship and competitiveness in Slovenia and for promoting foreign direct investment by administering cost-sharing schemes and market-specific support for company internationalisation.

JAPTI's mission calls for mainstreaming the pro-enterprise culture and setting up an efficient system that integrates measures designed to improve competitiveness, encourage innovativeness, assist Slovenian companies in capturing foreign markets, expanding the network of the Slovenian business clubs abroad, and setting up an administrative and business environment perceived as friendly to foreign investments.





Learn about JAPTI's work

JAPTI deals with the needs of start-up businesses, provides support for developing and growing small and medium-sized enterprises, and provides expert partner-matching services for those keen to internationalise their operations in addition to offering a roster of services tailored to the needs of foreign investors. JAPTI's staff carries out the tasks by making a series of interconnected steps that create a full suite of customer support services:

- **promotion and animation for the development and growth of the business environment** (aimed at establishment, operation and development and growth of companies and raising the level of entrepreneurial skills in Slovenia),
- **the provision of »soft forms« of support services** (counseling and information dissemination provided in proportion to the recipient's operations),
- **direct aid (financial incentives) to facilitate business growth and development** aimed at advancing the level of competitiveness of the Slovenian economy and providing incentives for attracting foreign investors.

Mandated to act as an implementation arm of the Ministry of the Economy, JAPTI provides technical support and advisory services and develops relationships through two divisions: for entrepreneurship development and foreign direct investment generation and company internationalisation, and the representative offices of the Slovenian economy in foreign countries.



1

Division responsible for entrepreneurship development

- I. Development of a business environment for entrepreneurship and competitiveness
- II. Financial incentives for enterprises

JAPTI's focused support to entrepreneurship development is demand-driven and addresses the needs of the following target groups:

- THE YOUNG (primary and secondary school): a wide array of activities designed to develop entrepreneurial mind-set and thinking,
- POTENTIAL ENTREPRENEURS – a comprehensive package of services designed to generate new businesses,
- START-UPS – services designed to provide a higher survival rate of the start-ups,
- OPERATING BUSINESSES – activities designed to encourage enterprise growth and development.

In the field of **the development of a business environment for entrepreneurship and competitiveness**:

- The activities for the promotion of entrepreneurship and the development of the pro-enterprise culture,
- The co-ordination of the support environment and their services within the framework of Slovenian e-Government network and the e-VEM access points as one-stop-shop, as well as the network of the players in the innovative environment (university and entrepreneurial incubators and technological parks),
- The development and pilot introduction of new support actions and instruments designed to give impetus to enterprise growth and development.

In the field of **financial incentives awarded to enterprises**, JAPTI's staff monitors the progress of the projects carried out by the enterprises, which have received co-funding from the European Social Fund and the European Regional Development Fund. The ongoing projects fall within the following categories:

- The transfer of research staff from think-tanks to companies or from large to small and medium-sized enterprises (SMEs),
- The formation of interdisciplinary development groups within enterprises,
- The research and development activities within enterprises.



I. Development of a business environment for entrepreneurship and competitiveness

A. Information for people with a mind-set for entrepreneurship and innovation

Moj spletni priročnik (My E-Manual) is JAPTI's informative bulleting circulated to over 50,000 users. Every week the readers get in their e-mail box information about:

- contract notices and sources of financing,
- novelties in laws and regulations of relevance for operations of small and medium-sized enterprises,
- opportunities for business and technological co-operation in Slovenia and in the global market,
- forthcoming business events,
- new programmes, projects, services and ideas.

The **portal for innovation-minded people – Got an idea** – www.imamidejo.si brings information about the development of an idea until its market realisation:

- by helping obtain knowledge from the ambit of intellectual property protection,
- by providing the database with suppliers of support services,
- by enabling **business opportunities** through the stock-exchange of innovations and the stock-exchange of research workers,
- by disseminating information about the latest developments in the field of innovation and competitiveness through the e-monthly news:
Inovativnost je izziv (Being Innovative is a Challenge)!



B. Free-of-charge events for entrepreneurs

By organising or sponsoring a range of events for entrepreneurs, JAPTI makes its contribution to promoting entrepreneurship and to fostering the pro-enterprise culture. The following annual events are either co-funded or fully-funded by JAPTI:

- **PODIM** – a two-day international conference on entrepreneurship and innovations with the structure of participants (students, potential and nascent entrepreneurs, start-ups and industry leaders, experts services and support institutions) that enables efficient networking and liaisoning between entrepreneurs;
- **European SME Week** – the national co-ordination for the events serving to provide information on what the EU and national, regional and local authorities are offering as support to micro, small and medium-sized businesses, provide assistance and connect entrepreneurs and potential entrepreneurs, as well as providing help in the course of the development of new ideas and the application of information and support designed to meet individual needs;
- **Regional events: Business stand-up** serving to encourage the transfer of business experience of the successful Slovenian business persons and experts in the areas ranging from the economics and marketing to strategic communication and industrial design;
- **The competition for the best business plan** – workshops are organised across Slovenia with the aim to disseminate the basis of entrepreneurial knowledge and warn aspiring and novice entrepreneurs of the potholes and traps on the way in order to facilitate the passage from a great idea to lucrative commercial reality and easier access to various forms of partnerships and resources.

SLOVENIAN INNOVATION FORUM – a two-day national gathering taking place every year in December:

- **The pan-Slovenian selection of the best innovations** of enterprises and individuals to be presented at the Forum,
- **The exhibition of the selected innovations** of enterprises and individuals to be presented at the Forum, on the dedicated website and in the catalogue,
- **The business and technological intersection** with free-of-charge counselling – go to the website to make an appointment,
- **The road to an entrepreneurial idea** presented as a billboard and backed by the representatives of the institutions committed to providing support in the process of turning an idea into a lucrative commercial reality,
- **The extensive education and training programme** with a host of workshops and round-table discussions.

For further information please visit: www.foruminovacj.si.



C. Pro-enterprise and innovative environment

At JAPTI, we carry out the tasks for the development and co-ordination of a lively environment that may inspire enterprise and innovation in accordance with the provisions of the Supportive Environment for Entrepreneurship Act. In effort to improve the environment that should help breed entrepreneurship and innovation, surveys are conducted on a regular basis to measure user satisfaction with the business environment and draw up proposals to introduce changes.

Free-of-charge support services are provided as a one-stop-shop for all young potential entrepreneurs and enterprises through the **Slovenian network of the e-VEM entry points**, which covers 32 locations across Slovenia. The services comprise information and counselling services, promotion of the pro-enterprise culture at the local level, comprehensive treatment provided to potential entrepreneurs before setting up a business, carrying out registration procedures and entering modifications to the legal status through the portal website **e-VEM**, identifying administrative barriers and the preparation of the analyses and proposals for their elimination, as well as the organisation of free-of-charge theme events.

Through the **actors of the innovative environment** we identify innovative potentials and by doing so play a pro-active role in setting up new innovative enterprises capable of creating new jobs and high value-added. **University and entrepreneurial incubators and technological parks** are concentrated infrastructural and professional centres whose key tasks include carrying out of the activities for the promotion of knowledge creation and business ideas and their commercialisation.

D. The voucher system for the support to enterprise development and growth

The voucher system for support to enterprise development and growth is fine-tuned to the needs of businesses (SMEs). A new pilot package comprising support counselling and education and training services has been wrapped up to offer the following:

- incentives for counselling services for the protection of intellectual property rights,
- incentives for raising the level of knowledge and skills of the workforce,
- incentives for mentor support to enterprises kick-starting their operations and those engaged in development projects.

The voucher support system has demonstrated over the past few years that it is both necessary and efficient primarily due to the system in place, which enables **fast accessibility to and flexibility** of the support services so badly needed by enterprises for their development.

II. Financial incentives for enterprises

Knowledge is one of the building blocks of competitiveness of a modern economy. Harnessing knowledge and skills in the country's economy goes hand-in-hand with investments in development and the related investments. It goes without saying that when knowledge is harnessed in innovations, it becomes one of the key sources of value-added of products and services and makes foundations for a competitive and knowledge-based economy. By tapping into the funds of the European Social Fund, we encourage highly educated and highly qualified human resources, to connect with the real sector, and by setting up interdisciplinary development groups, we facilitate the construction of links between enterprises and the knowledge institutions – think-tanks. Currently, the number of projects launched by the Slovenian enterprises is more than 120.

Innovation and technological development are perceived as key factors of competitiveness of modern economy. To keep the wheels turning, it is important to transfer and apply new knowledge, and not allow it to remain an isolated technical discovery. At JAPTI, we encourage the applied research and development projects among enterprises (the SME segment) with the aim to disseminate new knowledge and skills, come up with modified and improved products and better services. By tapping into the funds of the European Regional Development Fund (ERDF) there are 33 projects conducted by enterprises in progress.





2

Division for attracting foreign direct investments and internationalisation and representative offices of the Slovenian economy abroad

- I. Activities designed to attract foreign direct investment to Slovenia
- II. Activities for encouraging internationalisation of Slovenian companies
- III. Representative offices of the Slovenian economy abroad

The activities carried out by the division responsible for placing Slovenia on a foreign investor's radar for their FDI projects, for the internationalisation of Slovenian companies and the representative offices of the Slovenian economy in foreign countries, comprise the promotional schemes designed to contribute to faster and more efficient globalisation of the Slovenian economy. By doing so, JAPTI contribute to the materialisation of the national strategies for prompting Slovenia's economic development. The focus of the staff working in the Division for FDI and internationalisation is paving the way for the internationalisation of micro, small and medium-sized Slovenian enterprises as a matter of priority, as well as on increasing Slovenian exports and attracting foreign direct investors as the effects that accompany lively international exchange of goods and services.

The role of the representatives of the Slovenian economy in foreign countries is to:

- provide support for small and medium-sized businesses to expand to new markets,
- assist in expanding exports,
- provide support for investments,
- provide high-quality and efficient services and specific information.

The role of the representatives of the Slovenian economy in foreign countries in relation to foreign direct investments is to:

- promote Slovenia as a prime location for foreign investments,
- provide counselling and provision of information to potential foreign investors,
- promote Slovenia and its economy.



I. Activities designed to attract foreign direct investment to Slovenia

The framework of promotion and marketing of Slovenia and its regions as an attractive FDI location includes the activities designed as a tool for the general promotion of Slovenia as a location for FDI and which are at the same time fine-tuned to attracting FDI projects, that is, to attracting particular foreign enterprises to invest in Slovenia.

The role of the staff engaged in the area of attracting foreign direct investments is to increase the inward foreign investments mainly by bringing to Slovenia the projects with high value added. To this end, there are many promotional activities carried out at JAPTI designed to built the image of Slovenia as a location of choice for foreign investments in Central and East Europe and subsequently contribute to sharpening the competitive edge of the Slovenian economy.

Inward foreign investment creates new jobs in the host country, technology and knowledge transfer and puts Slovenian enterprises on supplier lists of transnational corporations.

We take pride in providing foreign direct investors with quality advising and other services. Investment projects, which foreign investors land in Slovenia can compete for financial incentives awarded through the public tender for attracting foreign direct investments.

A. Services for foreign investors

We maintain extensive databases containing information in the English language, as well as selected information in German, Italian and French.

The databases contain information classified in the following segments:

- Slovenia's country profile,
- macroeconomic figures,
- the national financial system,
- general and ICT infrastructure,
- workforce in Slovenia,
- foreign direct investment in Slovenia,
- Slovenia and EU,
- taxes and accounting,
- setting up a company,
- legislation governing the country's economy,
- useful contact details,
- descriptions and information for the selected trade sectors.

Through the portal websites www.InvestSlovenia.si and www.Business-Zones.si and via electronic mail we disseminate information (also non-standardised) and circulate information about available services and business opportunities to the user target groups.

We **organise visits for potential foreign investors** to Slovenia and we arrange meetings at the central and local government levels, help find suitable sites for development or re-development (industrial land, business zones or existing manufacturing halls and other buildings/facilities) and short-list suppliers. We accompany foreign investors to business meetings.

We provide **counselling services** as a part of support for foreign companies in all phases, from the pre-investment period, monitoring and assistance to foreign investors during the investment period as well as when the project runs at full steam (so-called after-care services). Within the framework of the monitoring of the activities carried out by foreign investors during the project preparation and execution phase, we propose solutions for overcoming any obstacles they may encounter and we participate in planning an upgrade of existing investments.

B. Promotion and marketing Slovenia and its regions as attractive FDI locations

We carry out the activities for the promotion and direct marketing through all direct forms of communication with potential foreign investors, largely through the presentations of the investment environment in Slovenia at specialised fairs and trade shows (investment-real estate), investment and business conferences and at other promotional events.

With the aim to raising the profile of Slovenia as a location for FDI, we systematically collaborate with the renowned counselling companies that specialise in and we advise companies that look for new locations for investing in foreign markets. We also collaborate with the selected consultancy companies to identify the best-suited market communication strategy for the image-building of Slovenia as an FDI location of choice in the eyes of potential foreign investors and so we serve as multipliers.

For promotion and marketing of Slovenia as a location for FDI we use the **virtual website** portal with geographic information systems www.Business-Zones.si, which **enables 3D-images of the available business zones** in Slovenia.

BUSINESS ZONES.SI 

C. Awarding financial incentives for foreign investments

JAPT1 is the implementation agency of the Ministry of the Economy for awarding financial incentives for FDI. The target user group consists of potential and existing foreign investors.

The purpose for awarding financial incentives is to open new, high value-added and long-term jobs, transfer know-how and include Slovenian enterprises in supply chains of transnational corporations.

For further information visit the website www.InvestSlovenia.si

INVEST SLOVENIA 



II. Activities for encouraging internationalisation of Slovenian companies

A. Portal for exporters: Izvozno okno

Portal website for seasoned and aspiring exporters

The portal website www.izvoznookno.si is a pool of information about **business and economy as well as international trade for many export markets**. Exporters will also find plenty of information about the services provided by JAPTI both for the companies contemplating expansion to foreign markets and those that have already made the first step.

- We provide **education for international trade operations** and provide access to marketing and analytical tools for enterprises to benchmark their business and export strategy and prepare a viable export plan.
- Under the heading **Podatki o državah (Country information)** we inform companies about the economic environment, corporate legislation, procedures for setting up a business, opportunities for sale, customs duties and other levies, export documents, possibilities to obtain export financing and insurance, distribution channels, market communication, business customs and useful addresses in particular foreign markets. The information referring to exports and imports of interest to the Slovenian companies that operate in international markets can be found under the heading **Mednarodno trgovanje (International trade)**.
- Under the headings: **Poslovne priložnosti (Business opportunities) and Sejmi (Fairs and trade shows)**, companies will find information about current business opportunities, as well as about fairs and trade shows in foreign countries.
- Through the network of business clubs, representative offices of the Slovenian economy, economic advisers located in foreign countries and other experts we advise companies and provide concrete assistance to facilitate their entry into international markets.

- We organise and co-finance group **participation in fairs and trade shows and trade delegations** in foreign markets.
- For free-of-charge and up-to-date dissemination of information via electronic channels on business opportunities that bring news from international markets, companies can subscribe by visiting **E-info**.

For further information visit the website www.izvoznookno.si.



B. Portal Slovenia Partner

Presentation of the Slovenian business environment for the international business community

The content featured on the web information portal www.sloveniapartner.com is designed to introduce the Slovenian business environment to the international business community.

■ **We present the Slovenian business environment, industries and clusters:**

We publish up-to-date information about Slovenia and its business environment, information about the Slovenian business environment in general and by following the guidelines of the Office of the Government of the Republic of Slovenia for Development and European Affairs we publish the information about professional associations, chambers and clusters that operate under the umbrella of the Chamber of Commerce and Industry of Slovenia (GZS), the latest releases of the Statistical Office of the Republic of Slovenia and other.

■ **Export directory SloExport:**

We maintain and update the export catalogue SloExport in the English language and in the Slovenian language containing over 4,500 Slovenian enterprises, which account for more than 90% of exports from Slovenia.

■ **Services for foreign buyers:**

We provide services to foreign buyers **to facilitate getting in touch** with Slovenian companies.

For further information visit the website www.sloveniapartner.com.



C. Education for international operations

Training and education for small and medium-sized enterprises



You're just 8 steps away from making a successful entry into a foreign market

As a partner within the framework of ITM Worldwide Programme, at JAPTI we provide the **Programme of Education in International Trade Management (ITM)**. Professional education is tailored to meet the needs of younger university graduates working in export departments and it is a combination of academic curriculum and hands-on education in international trade. The participants in the ITM educational programme can look forward to benefiting from numerous opportunities:

- new knowledge, experience, business opportunities and personal contacts,
- development in the professional area leading to enterprise growth,
- individual counselling by international experts for the preparation of an export plan,
- the IATTO Diploma in International Trade Management awarded within the framework of the ITM Worldwide Programme.

The participants in the ITM Worldwide Programme combine their day-in, day-out work in an enterprise with the professional training organised as four two-day workshops »8 steps for the export plan«, with international seminars with high-calibre foreign lecturers in foreign countries and in Slovenia, as well as local seminars in Ljubljana.

The end result of the education is a professionally prepared document conceived to air the business strategy drawn up by the SME. This will be a new export plan serving as a foundation for a carefully plotted and effective access to international markets.

D. Trade delegations and other activities in foreign countries

JAPTI acts independently and in co-operation with partners to organise and co-finance:

- incoming trade delegations foreign business persons,
- outgoing trade delegations of Slovenian enterprises to target markets,
- conferences and seminars on doing business in foreign markets organised in Slovenia.

These activities offer the opportunity to delegates from Slovenian SMEs to establish business contacts and create partnerships in foreign countries and to provide a pool of specific information on doing business in foreign markets, which saves time and money.

E. Participation in fairs and trade shows

The role played by JAPTI at the selected general and specialised international fairs and trade shows is to present Slovenian leading companies in the particular industry, display their products and innovations, as well as their services. The participants benefit from the transfer of technologies and knowledge, they get a chance to see what's new in their line of business and what their foreign competitors are doing, they get access to information about international markets and business opportunities, and they can communicate with potential business partners directly.

F. Slovenian business clubs in foreign countries

JAPTI provides co-financing for the activities of the Slovenian business clubs in foreign countries in effort to provide assistance to as many Slovenian enterprises that operate in various locations around the world as possible.

In addition to being a platform for the Slovenian enterprises that operate in the local market, the activities carried out by the Slovenian business clubs in foreign countries comprise the following:

- provision of up-to-the-minute business information about the target market,
- dissemination of info about business opportunities,
- individual counselling to Slovenian enterprises,
- identification of potential business partners,
- preparation of bilateral business gatherings,
- organisation of seminars and round table discussions,
- liaisoning with local institutions.

III. Representative offices of the Slovenian economy abroad

The representative offices of the Slovenian economy established beyond the national borders (PSG) are the organizational units of the Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments in foreign countries. Their primary responsibility is to facilitate the internationalisation of the Slovenian enterprises without neglecting FDI generation and servicing as part of government commitment to attracting foreign investors in Slovenia.

The representative offices of the Slovenian economy help to contain business risk faced by Slovenian enterprises and they facilitate the internationalisation process:

- by disseminating information about business opportunities,
- by providing information about the terms and conditions for doing business the host country or target market,
- by putting in touch potential business partners,
- by organising visits to prospective business partners,
- by dealing with inquiries regarding suppliers and sub-contractors,
- by counselling in the course of setting up an enterprise or a branch.

The representative offices provide the following information and assistance:

- general and specific information about doing business in Slovenia,
- assistance in short listing sub-contractors and suppliers from Slovenia, and
- information about investment opportunities in Slovenia.

In accordance with the Decision adopted by the Government of the Republic of Slovenia to close down the representative offices of the Slovenian economy opened by JAPTI in selected foreign countries and to transfer their tasks, employees and assets to the Ministry of Foreign Affairs. A representative office is closed down once the Ministry of Foreign Affairs provides all conditions in the host country for the activity previously performed by the representative office to continue in the economic area. In 2010, the tasks of PSG Romania, PSG Turkey and PSG Shanghai were transferred to the Ministry of Foreign Affairs. At present, JAPTI's network of representative offices of the Slovenian economy (PSGs) operates in the following major cities around the globe:

- Milan (Italy),
- Düsseldorf (Germany),
- Sao Paulo (Brazil),
- Kazan (Russia).



Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments is member of the
World Association of Investment Promotion Agencies - WAIPA.



European Trade Promotion Organization – ETPO





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

Verovškova 60
SI-1000 Ljubljana
Slovenia

T: +386 (0)1 589 18 70
F: +386 (0)1 589 18 77
E-mail: japti@japti.si

Portal web sites:
www.japti.si
www.podjetniski-portal.si
www.izvoznookno.si
www.investslovenia.si
www.business-zones.si
www.sloveniapartner.com