



ICT Industry

SLOVENIA

The Right Mix of Qualities



Quality Workforce

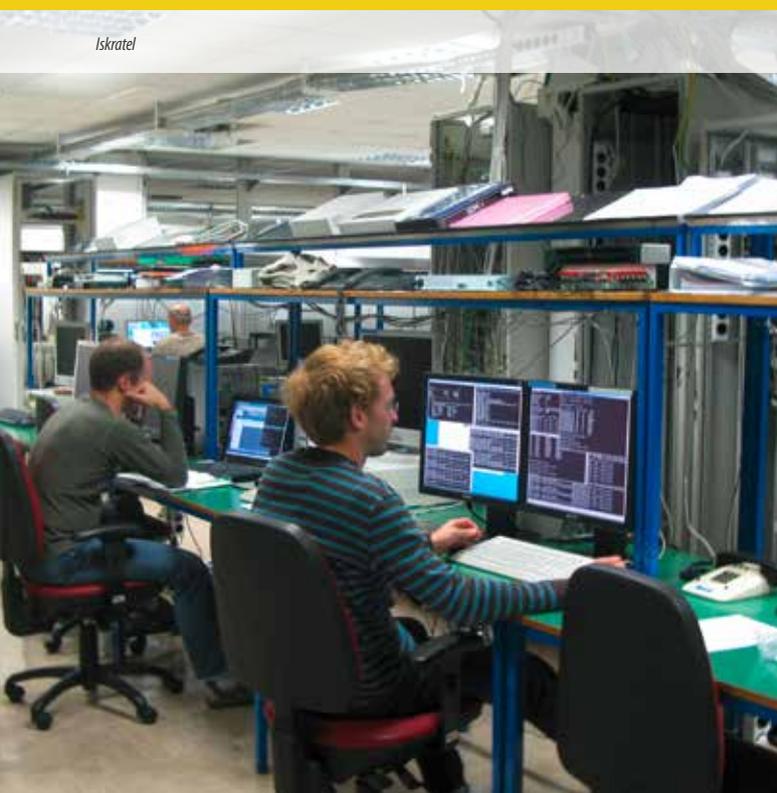
Cyberspace is crucial to economic prosperity and development but it calls for capacity building – development of knowledge and skills as well as infrastructure. The fast development of the ICT manufacturing and services in Slovenia is built on a combination of a long industrial tradition and a forward-looking and stimulating business ecosystem paving the way to ICT companies to penetrate the emerging markets. In addition to Slovenia's excellent physical infrastructure, the competences of people working in ICT companies are outstanding thanks to human resources development focused on providing skill sets needed also by retraining the current workers.

Slovenia's education system has been often praised for creative thinking, pedagogic diversity, intellectual challenge and interdisciplinary approach. The goal to deliver teaching and learning programmes that deliver skills for life are attractive to students from all backgrounds and satisfy the need for a pool of talented young people in informatics and related subjects. Secondary education programmes for computer science, electrical engineering and telecommunications attract around 7,200 students and some 2,100 students enrol in the University of Ljubljana or Maribor in ICT programme of studies.

Slovenia's ICT industry employs some 20,000 people in over 2,800 companies that play an important role in building the country's information society and knowledge economy and its exports. The global economic downturn has affected the ICT manufacturing output of the local companies and as product lead times are becoming shorter and pressures to consistently meet or beat performance are increasing, both large and small enterprises have been forced to learn to cope with changes in order to survive. After the blow the local giants of the electrical and electronic industry got in the early 1990s, the 2008 crisis found the survivors and the start-ups better equipped to adapt also thanks to Slovenia's well-trained, talented and flexible workforce.

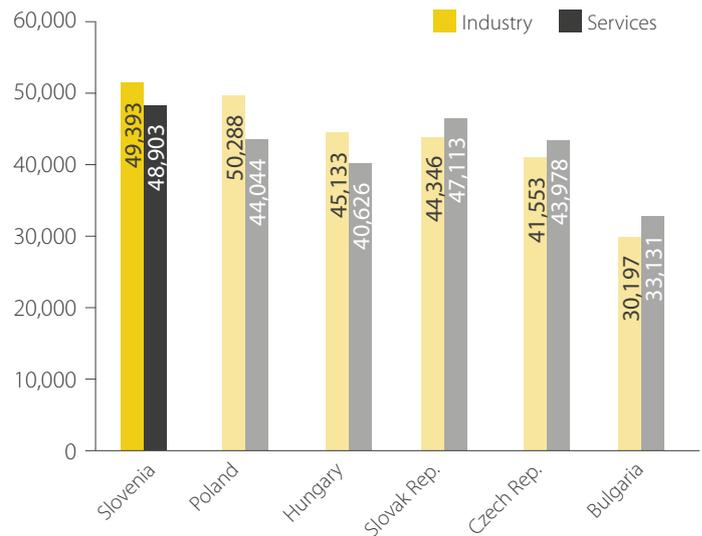
To benefit from the EU development policy, Slovenian experts and their foreign partners participate in target-oriented technology platforms within the European and national research programmes and a good grasp of foreign languages is mandatory for R & D activities. According to international rankings, 91% of Slovenians can communicate in at least one world language with the English and German being most widespread and 71% of population is able to communicate in at least two world languages. The widespread knowledge of the languages spoken in the Western Balkans comes in handy when Slovenian ICT companies outsource experts there.

Iskratel



PRODUCTIVITY IN INDUSTRY AND SERVICES, 2013

Related GDP (PPP) per person employed in industry and services (in €)



Source: IMD - World Competitiveness Yearbook, 2014



PRODUCTIVITY / VALUE ADDED PER EMPLOYEE, 2013

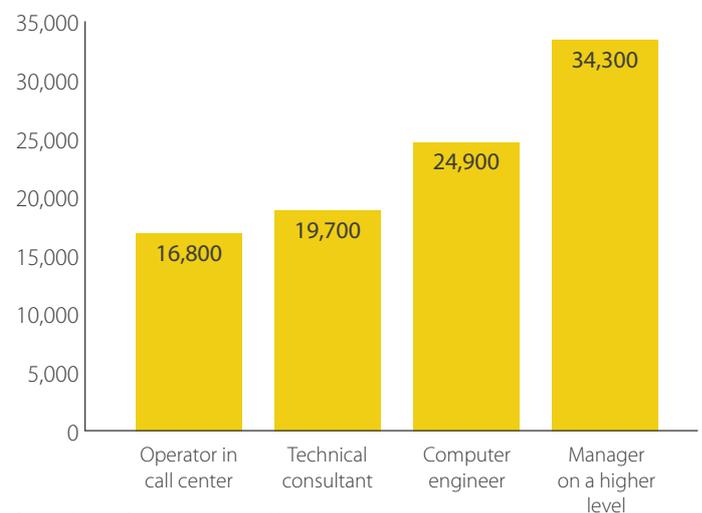
Company	Value-added per employee (in €)
Si.mobil	203,876
Telemach	165,820
IBM Slovenija	105,051
Telekom Slovenije	104,212
NIL Data Communications	84,912
Hewlett-Packard	84,810
Bankart	60,462
Halcom	59,755
HRC	57,888
Amis	54,244
S&T Slovenija	50,180

Source: Bisnode, 2014



ESTIMATED GROSS ANNUAL

LABOUR COST IN ICT IN 2015 (in €)



Source: Adecco & own calculations, 2014

Quality Link to Regional Markets

To foreign investors Slovenia offers the experience of a country located at the traditional cross-road of trade and transport routes reflected in its historical, cultural and economic profile – the key elements of the country's economic performance.

The buzzword of Slovenia's ICT industry is the ecosystem serving as a hotbed for information and communication technologies. The open-innovation philosophy in combination with corporate sales channels facilitates market penetration and makes Slovenia a high-tech regional hub with excellent links in the Balkan countries.

In 2013, Slovenia had over 182,000 registered companies with some 817,460 employees, of which 15.7% engaged in professional, scientific and technical activities and sold far more abroad than at home. The share of ICT companies in Slovenia's export mix has been growing and the ICT-related export figures keep rising. In 2013, the average annual export growth rate was over 4%. Exporters of telecommunications services account for 26% of overall industry exports followed by providers of IT services (22%). Telekom Slovenije and Mobitel are present in the Western Balkans and with Telekom Slovenije taking control of Mobitel, the group is Slovenia's leading electronic communication service provider and exporter.

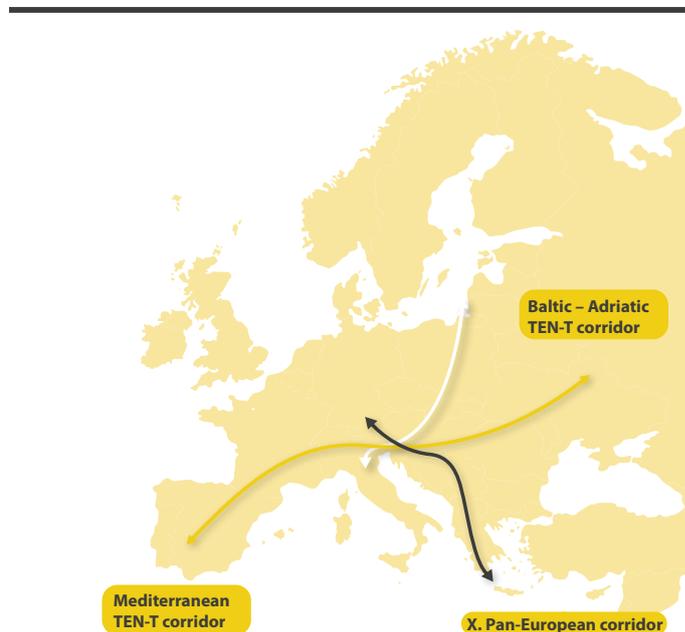
Slovenian companies are enhancing their presence in foreign markets through outward direct investment. This trend is widely followed by ICT companies, particularly when investing in the emerging markets of the south-eastern Europe. Capital ties are also used to get a foothold in the markets of CIS countries.

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 and understand the culture, and have numerous personal and business contacts. In addition, Slovenian companies and their staff instil trust as the core value of all business activities – a building block of progress and economic growth. Finding balance between different parts of Europe and integrating South East Europe in the infrastructure network of the European Union will help define the role of technological innovations as a major driving force of economic growth and this is a big opportunity for Slovenia and its business partners.

HOW FAR IS LJUBLJANA FROM OTHER MAJOR EUROPEAN CITIES?

Destination	Km*	Time*
Zagreb	145	1.5
Venice	240	2.5
Vienna	380	4
Munich	405	4.5
Budapest	460	4.5
Sarajevo	520	6
Belgrade	540	5

*Distances and approximate journey time by road from the capital of Slovenia



MAP OF SLOVENIA

Motorway
Railway



Quality of Life Testimonial

According to Lonely Planet's Best of Europe list of tourist destinations on 2014, Slovenia's capital Ljubljana and one of Europe's most liveable cities is placed second after Greece and recommended as the perfect base to explore the rest of the country, "which is as picture-perfect as Switzerland but much easier on the wallet" and it has an important 47 kilometres of the Adriatic coast with the medieval towns nested at the tip of the Slovenian Istria also known for olive oil and fine wines.

Generally perceived as a prosperous and welcoming country with architecturally grand, cultured cities, and lush pine-forested countryside, perfect for hiking and biking in summer and skiing in winter (roughguides.com), Slovenia has much to offer both to visitors and expats. Criss-crossed by a well-developed road network, fascinating sceneries, historical sites and sports facilities are a short drive away. Slovenia's climate is equally enjoyable in summer and winter to the delight of fans of adrenaline-fuelled activities to suit every age and taste in every corner of the country. Helpful and sociable local people with a "can do" attitude make visitors feel at home, the country's crime rate is very low, the atmosphere is relaxed even though the Habsburg heritage is alive, and food is great.

"Aviat Networks is a leader in wireless transmission solutions with a corporate commitment to minimize the impact on the environment in all aspects of its business, both globally and in its local R&D presence in Slovenia. Aviat has made a significant investment to build its R&D team in Slovenia. The advanced telecoms environment, access to highly trained engineering staff, support and encouragement from government and the central position in Europe were all an important contributors to this decision."

Mr. Paul Kennard, Sr. VP
Products & CTO Engineering
Aviat Networks, Inc. (Aviat, Slovenia)



☆☆ QUALITY OF LIFE, 2014

Country	Index
Czech Rep.	7.56
Slovenia	5.64
Slovak Rep.	5.40
Croatia	5.10
Hungary	4.00
Poland	3.69
Romania	3.37
Bulgaria	2.57

Source: IMD - World Competitiveness Yearbook, 2014



Talking Friends - Talking Tom app / Outfit 7



Workshop for kids by Avtenta

Quality Infrastructure

In addition to highways and railroads as the backbone of so-called hard infrastructure, Slovenia's political, institutional and legal environment as the elements of so-called soft infrastructure guarantee freedom of transacting, security of property rights, and transparency of government and legal processes.

Slovenia's companies and institutions are committed to improving information infrastructure, developing exportable products with high value added,

developing new knowledge and technologies and to raising the quality of innovation environment with transfer of knowledge into the industry. The progress of the knowledge-based society made so far makes everyday life easier by adding new services such as e-government, e-knowledge and soon e-health, and the inclusion of small and medium enterprises into demanding projects



COMPARISON OF KEY INFORMATION SOCIETY INDICATORS, 2013

Per 1,000 inhabitants	Slovenia	new EU-13 members	EU-15 members	USA
Number of PCs	672	575	846	1,075
Internet users	795	727	823	868
Mobile telephone subscribers	1,086	1,282	1,270	954

Source: IMD - World Competitiveness Yearbook, 2014



LEADING DOMESTIC AND FOREIGN-OWNED COMPANIES

Enterprise	Foreign Investor	Products
Actual I.T.		Software provider
Adacta		IT solutions
AMIS	Amisco (Be)	Internet service provider
Aviat	Telsima Corporation (USA)	Broadband wireless access & mobility solutions
Avtenta		Solutions for communication infrastructure
Bankart		ATM network and POS terminals management
ComTrade	Comtrade group (NL)	Software provider
Dewesoft		Hardware design, manufacturing, software development
Halcom		Program solutions for electronic business
Hewlett Packard	Hewlett-Packard (At)	IT services and products
HRC		Software developer
IBM Slovenija	IBM World Trade Corporation (USA)	IT services
Informatika		IT services
Iskratel		Telecommunication equipment manufacturer
Margento R&D	Margento (NL)	Mobile transactions and payment solutions
Microsoft	Microsoft corporation (USA)	Software provider
Mikrocop		Document solutions
NIL		Data communications service
Perftech		IT & communications solutions
S&T Slovenija	S&T CEE Holding (Sk)	IT services
Si.mobil	Mobilkom (At)	Mobile telecommunications service provider
Smart Com		IT services
SRC		IT services
T-2		Landline and mobile telephony services, digital TV and broadband Internet access
Telekom Slovenije		Provider of mobile, fixed and IP communications
Telemach		Broadband internet and digital telephony
Tipro Keyboards	Arnel (UK)	Hardware manufacturer
Tusmobil		Mobile telecommunications service provider
Unistar LC		IT & communications solutions
XLab		Online collaboration software and sophisticated medical imaging solutions



FACULTIES, RESEARCH INSTITUTIONS AND TRADE ASSOCIATIONS

University of Ljubljana, Faculty of Computer and Information Science	www.fri.uni-lj.si
University of Maribor, Faculty of Electrical Engineering and Computer Science	www.feri.uni-mb.si
University of Ljubljana, Faculty of Electrical Engineering	www.fe.uni-lj.si
University of Ljubljana, Faculty of Electrical Engineering, Laboratory for Telecommunications	www.lfe.org
CCIS – Group of Slovenian export-oriented IT companies (ZITex)	www.zitex.gzs.si
Jozef Stefan Institute	www.ijs.si
Institute for Project Management and Information Technology	www.ipmit.si
ICT Technology network	www.ict-slovenia.net



ICT INDUSTRY IN SLOVENIA



FACTS AND FIGURES IN 2013

Number of companies: 2,826
 Number of employees: 19,539
 Revenue: € 3.2 billion
 Exports: € 986 million



KEY PRODUCTS

Telecommunication equipment •
 Telecommunication services • IT services •
 Hardware • Software •
 Equipment distribution •
 Web services



KEY EXPORT MARKETS

Australia, Austria, Belarus, Cyprus, Finland, France,
 Germany, Ireland, Israel, Italy, Moldavia, Norway,
 Russia, Sweden, Kazakhstan, Turkey, UK, Ukraine,
 USA, Croatia, Bosnia & Herzegovina, Serbia,
 Montenegro...

Source: AJPES, 2014



SPiRiT Slovenija

Public Agency of the Republic of Slovenia for the Promotion of Entrepreneurship, Innovation, Development, Investment and Tourism

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InvestSlovenia – your connection to business opportunities

InvestSlovenia's team, part of SPiRiT Slovenija, a public agency whose mission is to promote entrepreneurship, innovation, development, investment and tourism, provides services and business tools that allow companies to make informed decisions regarding foreign direct investment in Slovenia.

For an overview of one-stop-shop best practices related to services to investors, facilitating land acquisition for investment projects and coordination with potential business partners, suppliers and authorities, foreign investors just have to turn to InvestSlovenia Team to arrange a direct access to the business community and help reduce time associated with administrative and approval processes.

Global investors can count on the InvestSlovenia staff to expedite their business investment in Slovenia. Its committed experts provide coordination within the competent institutions with FDI-relevant operations and work in partnership with state, regional and local organisations to promote Slovenia's business attraction and investment retention.