LJUBLJANA, SETTING PACE FOR REGIONS!

INVEST SLOVENIA

GREEN, CREATIVE, SMART.
KEY REASONS TO INVEST IN SLOVENIA

SLOVENIA. GREEN

Green growth and sustainable development go hand-in-hand with resource efficiency and environment preservation. The first step to ‘green economy’ is economic transformation that taps new sources of economic growth without unsustainable pressure on the quality and quantity of the natural assets. Culture and tourism are the two sectors with a high share in tangible benefits of ‘circular economy’ to Slovenia’s economy and enterprises.

SLOVENIA. CREATIVE

Companies in growth-enhancing sectors sharpen the country’s competitive edge, create jobs and high value added. Technological development and innovation exploit local knowledge, as well as the capacity and capability of Slovenia’s enterprises, research institutes and universities, and drive economic growth. Alongside advanced manufacturing, knowledge intensive traded services and enabling sectors such as energy, creative industries are an important source of growth and employment.

SLOVENIA, SMART

Investment in people pays back. Good education, training and lifelong learning translate into quality jobs and unlock potential for research and innovation. ‘Smart specialisation’ is a key to international success of so many Slovenian companies. The country’s long industrial tradition was a stepping stone for re-invention of traditional sectors, modernisation by embracing new technologies, venturing into new activities and getting a foothold in niche markets.
“Ljubljana is more than a capital city. The high reputation of the city contributes to its economic prosperity. Due to its central location on the crossroad of international, national and regional networks Ljubljana is important generator of overall regional development. Focusing on the role and function of Ljubljana in processes of innovation, production, distribution and consumption the city serves as a node of regional flows of capital, labour and knowledge. As the centre of high-skill and high-wage work the city is driving competitiveness and fostering cohesion of all Slovenian regions.”

Janez Koželj, Deputy Mayor of Ljubljana

Ljubljana urban region is a Slovenian region with the biggest concentration of knowledge and creative potential as this is where the key state, scientific, research, educational and cultural institutions are based. Owing to the large number of companies and jobs, it is also the most economically developed region in the country. Based on realising its development potentials, the Ljubljana urban region will maintain and strengthen its role of the principal carrier of economic development on the national level. It will develop its human potential as well as promote interdisciplinary cooperation and knowledge transfer. It will furthermore create conditions conducive to economic development and promote entrepreneurship, thus retaining and attracting both highly qualified labour force and investors. By establishing international ties and strengthening its role of a European metropolis, the region will also enhance its competitiveness in the international arena.

The Ljubljana urban region is distinguished by its well preserved and easily accessible natural environment, high level of biotic diversity and a variegated natural landscape. Its vicinity to quality areas of nature and the intertwining of built and natural environments make it unique among European metropolitan regions. The region’s activities will thus aim to build a positive, sustainable relationship with the environment that will position it as a bioregion both in Slovenia and internationally. Acting in harmony with the natural environment, LUR will manage its natural resources prudently and strengthen the development of green economy and green jobs – also through the use of green technologies. Sustainable and inclusive development will allow the region to offer its inhabitants a high standard of living.

Ljubljana region contributes the highest share to the Slovenian GDP - 37%, which was more than EUR 26,000 per capita. In this region there was one third of all enterprises in the country; of all high-growth enterprises in the country in 2015, 32% was registered here. In high-growth enterprises in the Osrednjeslovenska region almost 21,000 persons were employed.

People living in the Central Slovenian region were most satisfied with their lives (7.3 out of 10). The unemployment rate (7.3%) was lower than the national average. A large majority of persons in employment in the region also worked in the region (91%). Average monthly net earnings of persons employed in the region were the highest in the country (EUR 1,099).

The region stood out by the highest share of foreign tourist overnight stays (93%). In the region, the highest share of separately collected municipal waste was perceived (73%).
Development objectives of the region are:
1. Efficiently internally connected region.
2. Region that uses space, natural resources and energy prudently.
3. Region that promotes development of knowledge, creativity and innovation.
4. Recognisable and competitive metropolitan region.
5. Region that provides high-quality jobs.
6. Region that provides high-quality living.

Daily immigration into Ljubljana region; Source: stat.si

**LJUBLJANA INTERNATIONAL RANKING**

- **EGCA Green Cities index:** 22\(^{\text{th}}\) among 58 European cities
- **GTCI Competitiveness Index:** 50\(^{\text{th}}\) among 114 cities
- **SMART index TUWien:** 15\(^{\text{th}}\) among 77 cities
- **CWUR ranking index:** 370\(^{\text{th}}\) among best universities on the world
- **Ceoworld Safety City Ranking 2018:** Ljubljana 33\(^{\text{th}}\) of 338 cities
- **Copenhagenize index:** 8\(^{\text{th}}\) among top 20 bycicle friendly cities
- **TOP 100 Sustainable Destinations:** 3 years in a row (2016-2018)
Ljubljana is hub for regional development. It’s industrial diversity (chemical, pharmaceutical, optics, metal processing, machinery, food, etc.) showcases what the country has to offer.

Hosting largest university and research institutes in the country, Ljubljana is innovation hub for knowledge and technical transfer.
LJUBLJANA URBAN REGION

GREEN ENGINE OF DEVELOPMENT

The Ljubljana Urban Region is building its sustainable development on knowledge, innovation, creativity and synergy between its principal stakeholders and sectors. The region is boosting its competitiveness by modernizing its traffic, environmental, ICT and social infrastructure as well as by developing its human potentials. It is providing a healthy and high-quality living environment through protection of natural features, good spatial planning, renovation of the existing housing stock and settlements and sustainable self-supply.

A REGION OF ECONOMIC EXCELLENCE AND CREATIVITY

The Ljubljana Urban Region is economically the most highly developed Slovenian region that generates over one third of the national GDP. It’s most prominent industry is the service industry, where the share of gross added value generated is highest. Additionally, the region and its economic development are marked by a high concentration of creative professions and numerous creative communities. The share of LUR’s inhabitants in a creative profession is about 19%, which is comparable to the situation in the regions of Northern and Western Europe.

REGION’S STRATEGIC LOCATION

The Ljubljana Urban Region is situated in central Slovenia, at the crossroads of two important European corridors: the Baltic-Adriatic corridor and the Mediterranean corridor. The region features good road and railway connections to its neighbouring regions. An important connection to the international arena – the international Jože Pučnik Airport – is located 25 kilometres from Ljubljana. Being situated in the area where the Alpine, Danube and Adriatic-Ionic macro-regions merge gives the region a distinctive character of connectivity.

HIGHEST NUMBER OF EDUCATIONAL AND R&D INSTITUTIONS

The region has a large number of post-secondary schools, faculties and institutes. The country’s largest university, the University of Ljubljana, is located in Ljubljana. It is attended by over 50% of all Slovenian students. Associated with the concentration of faculties and institutes is a large number of researchers, research organisations and institutions which organise various events for promoting science. Another major potential of the region lies in establishing cooperation between educational and scientific institutions and economic sectors in developing new products and services grounded on knowledge and creativity, boasting high added value.

Ljubljana urban region is located in the centre of Slovenia
QUALITY LIVING ENVIRONMENT

Quality of the living environment is becoming an increasingly important factor for the satisfaction of existing and potential inhabitants. Intergenerational cooperation and the availability of health and social services are indicators of a socially-responsible region.

With its well-preserved natural environment, rich cultural heritage and varied selection of leisure activities, the Ljubljana Urban Region provides a high quality of life to both its inhabitants and visitors. The interweaving of the diverse nature and the preserved cultural heritage represents potentials for developing tourism, including innovative tourism products and services.

STATISTICAL PORTRAIT OF SLOVENE REGIONS 2018

The Osrednjeslovenska statistical region had over a quarter of Slovenia's population (26%) in 2016, and on average they were the youngest (41.5 years). In this region population density was the highest (231 per km2). The mean age of first-time mothers was the highest (30.1 years). Eight out of ten children aged 1–5 were included in kindergartens. More than a third of people aged 25–64 years had tertiary education, which was the highest share in the country. Besides the Gorenjska statistical regions, people living in the Osrednjeslovenska statistical region were most satisfied with their lives (average assessment of 7.3 out of 10). The unemployment rate (6.5%) was lower than the national average. A large majority of persons in employment in the region also worked in the region (91%). Average monthly net earnings of persons employed in the region were the highest in the country (EUR 1,118).

In the Osrednjeslovenska statistical region almost 37% of the national GDP was generated, which was more than EUR 27,600 per capita. The region was first in terms of the number of enterprises in the country (a third) as well as the number of high-growth enterprises in the country (32%, employing almost 23,600 persons). People in this region were driving on average the youngest cars (9.3 years). The number of overnight stays was not the highest in the country, but the region stood out by the highest share of foreign tourist overnight stays (94%).

Source: Regional Development Agency of Ljubljana Urban Region

LJUBLJANA URBAN REGION STATS

<table>
<thead>
<tr>
<th>Area:</th>
<th>2.334 km²</th>
<th>Tourist overnight stays:</th>
<th>1,498,447</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipalities:</td>
<td>25</td>
<td>Issued residential building permits:</td>
<td>616</td>
</tr>
<tr>
<td>Settlements:</td>
<td>921</td>
<td>Agricultural holdings:</td>
<td>7,621</td>
</tr>
<tr>
<td>Population:</td>
<td>537,893</td>
<td>Population aged 0-14:</td>
<td>15,8%</td>
</tr>
<tr>
<td>Schoolchildren:</td>
<td>48,060</td>
<td>Population aged 65 or more:</td>
<td>17,6%</td>
</tr>
<tr>
<td>Pupils:</td>
<td>18,589</td>
<td>Unemployment rate:</td>
<td>6,5%</td>
</tr>
<tr>
<td>Students:</td>
<td>21,051</td>
<td>Employment rate:</td>
<td>54,5%</td>
</tr>
<tr>
<td>Average monthly gross earnings:</td>
<td>1,751 EUR</td>
<td>At-risk-of-poverty rate:</td>
<td>12,5%</td>
</tr>
<tr>
<td>Enterprises:</td>
<td>65,412</td>
<td>Regional GDP (EUR per capita)</td>
<td>27,644</td>
</tr>
<tr>
<td>Tourist arrivals:</td>
<td>820,621</td>
<td>Passenger cars (per 1,000 population):</td>
<td>522</td>
</tr>
</tbody>
</table>
REGIONAL DEVELOPMENT PROJECTS BY 2022

- Recycling Centre Vižmarje
- Šiška Residence
- Spektra Residence
- Logistics Centre Smodinovec
- National Athletic Centre
- Ljubljana Fair
- Parmova District
- Ferrari Centre
- Bellevue Centre
- University Campus Brdo
- Business Centre Brdo
- Housing Brdo II
- Tobačna City
- Long Bridge Hotel
- Science Centre
- Cultural Quarter & National Archives
- Commercial & Passenger Centre PCL
- Wastewater Plant Extension
- Intermodal Logistics and Distribution Centre
- Logistic Centre Lidl
- TECHNOLOGY & UNIVERSITY CITY BRDO
- CENTRAL BUSINESS DISTRICT BEŽIGRAD
- LOGISTICS & DISTRIBUTION CENTRE ZALOG
LOCATION: Letališka cesta
GROSS PLOT AREA: 266.000 m²
GROSS FLOOR AREA: 83.230 m²
PROGRAMME: Intermodal Logistics Centre and Freight Statiton
INVESTMENT: EUR 90 MIO
INVESTOR: Slovenian Railways & Partners
PLANNER: LUZ d.d.
CONTACT: dusan.mes@slo-zeleznice.si
COMPLETION: 2022

LJUBLJANA RAILWAY CORE TERMINAL
DISTRIBUTION CENTRE
MERCATOR GROUP

LOCATION: Letališka cesta
GROSS PLOT AREA: 127.330 m²
GROSS FLOOR AREA: 109.000 m²
PROGRAMME: Distribution Centre + Office Building
INVESTMENT: EUR 100 MIO
INVESTOR: Mercator, d.d.
ARCHITECTURE: Studio Pirss, d.o.o.
CONTACT: luka.jurkovic@mercator.si
COMPLETION: 2020
LOCATION: Barjanska cesta
GROSS PLOT AREA: 10,135 m²
GROSS FLOOR AREA: 10,290 m²
PROGRAMME: Educational, Science Promotion Centre
INVESTMENT: EUR 26 MIO
INVESTOR: Republic of Slovenia
ARCHITECTURE: dekleva gregoric architects
CONTACT: katja.korosec@gov.si
COMPLETION: 2022
LOCATION: Pot Rdečega križa
GROSS PLOT AREA: 42,820 m²
GROSS FLOOR AREA: 52,110 m²
PROGRAMME: Affordable Housing
INVESTMENT: EUR 45 MIO
INVESTOR: National and Municipal Housing Trusts
ARCHITECTURE: dekleva gregorčič architects, NAVA architects
CONTACT: crtomir.remeč@ssrs.si, saso.rink@ljubljana.si
COMPLETION: 2021

HOUSING BRDO II
DOLGI MOST NODE

LOCATION: Cesta v Gorice
GROSS PLOT AREA: 8.800 m²
GROSS FLOOR AREA: 10.000 m²
PROGRAMME: Hotel, Commercial, Offices
INVESTMENT: EUR 20 MIO
INVESTOR: COPIA d.o.o. and MDM Invest d.o.o.
ARCHITECTURE: COLONIarchitects
CONTACT: office@coloniarchitects.com
COMPLETION: 2022
ŠIŠKA RESIDENCE

LOCATION: Rakuševa ulica
GROSS PLOT AREA: 6.579 m²
GROSS FLOOR AREA: 24.000 m²
PROGRAMME: Residential, Multigeneration Centre
INVESTMENT: EUR 35 MIO
INVESTOR: CORWIN SI d.o.o.
ARCHITECTURE: OFIS arhitekti
CONTACT: nina.mesko@corwin.sk
COMPLETION: 2021
GEN-I HEADQUARTERS

LOCATION: Technology Park Brdo
GROSS PLOT AREA: 5,869 m²
GROSS FLOOR AREA: 12,853 m²
PROGRAMME: Offices
INVESTMENT: EUR 77 MIO
INVESTOR: Gen-I d.d.
ARCHITECTURE: Real Engineering
CONTACT: aleksandra.znidersic@gen-i.si
COMPLETION: 2022
SPEKTRA RESIDENCE

LOCATION: Celovška cesta
GROSS PLOT AREA: 8,112 m²
GROSS FLOOR AREA: 45,000 m²
PROGRAMME: Residential, Retail
INVESTMENT: EUR 33 MIO
INVESTOR: Spektra Invest d.o.o.
ARCHITECTURE: Scapelab IN d.o.o.
CONTACT: andjela.nikolic@rastoder.si
COMPLETION: 2020
GR TRADE FAIR HALL

LOCATION: Dunajska cesta
GROSS PLOT AREA: 27,600 m²
GROSS FLOOR AREA: 3,340 m²
PROGRAMME: Multifunctiona Exhibition & Congress Hall
INVESTMENT: EUR 8 MIO
INVESTOR: Gospodarsko razstavišče d.o.o.
ARCHITECTURE: Ravnikar-Potokar arhitekturni biro d.o.o.
CONTACT: biro@ravnikar-potokar.si
COMPLETION: 2022
LOCATION: Linhartova cesta
GROSS PLOT AREA: 15,550 m²
GROSS FLOOR AREA: 28,000 m²
PROGRAMME: Mixed-use Office Building + Multifunctional Hall
INVESTMENT: EUR 70 MIO
ARCHITECTURE: COLONI architects
CONTACT: office@coloniarchitects.com
COMPLETION: 2023

BUSINESS CENTRE BEŽIGRAD
TWIN TOWERS
BEŽIGRAD

LOCATION: Linhartova cesta
GROSS PLOT AREA: 15.550 m²
GROSS FLOOR AREA: 34.500 m²
PROGRAMME: Offices, Hotel, Appartments
INVESTMENT: EUR 95 MIO
INVESTOR: Gospodarsko razstavišče d.o.o.
ARCHITECTURE: COLONIarchitects
CONTACT: office@coliarchitects.com
COMPLETION: 2023
INVEST SLOVENIA
GREEN, CREATIVE, SMART
Ljubljana, setting pace for regions!

Public Agency SPIRiT Slovenia is entrusted with the regulatory, expert and development tasks serving to increase competitiveness of Slovenia's economy in the area of entrepreneurship, internationalisation, foreign investment, and technology. The main task of SPIRiT Slovenia is to offer Slovenian companies effective and comprehensive support for development and promotion on the global competitive market.

It renders its services according to the one-stop-shop principle as it merges all of the key activities required by companies at all stages of their lifecycles under one roof.

InvestSlovenia Team maintains data bases with public and private investment projects and land for commercial and industrial purposes in all sectors of the economy. Information is provided free-of-charge to meet investors’ specific needs and budgets.

Support and facilitation of services for investors include:
1. Information on industries, legislation, taxes and incentives
2. Information on industrial sites and local suppliers
3. Links with industry and local authorities
4. Organisation of fact-finding missions, business and investment conferences and trade shows.

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