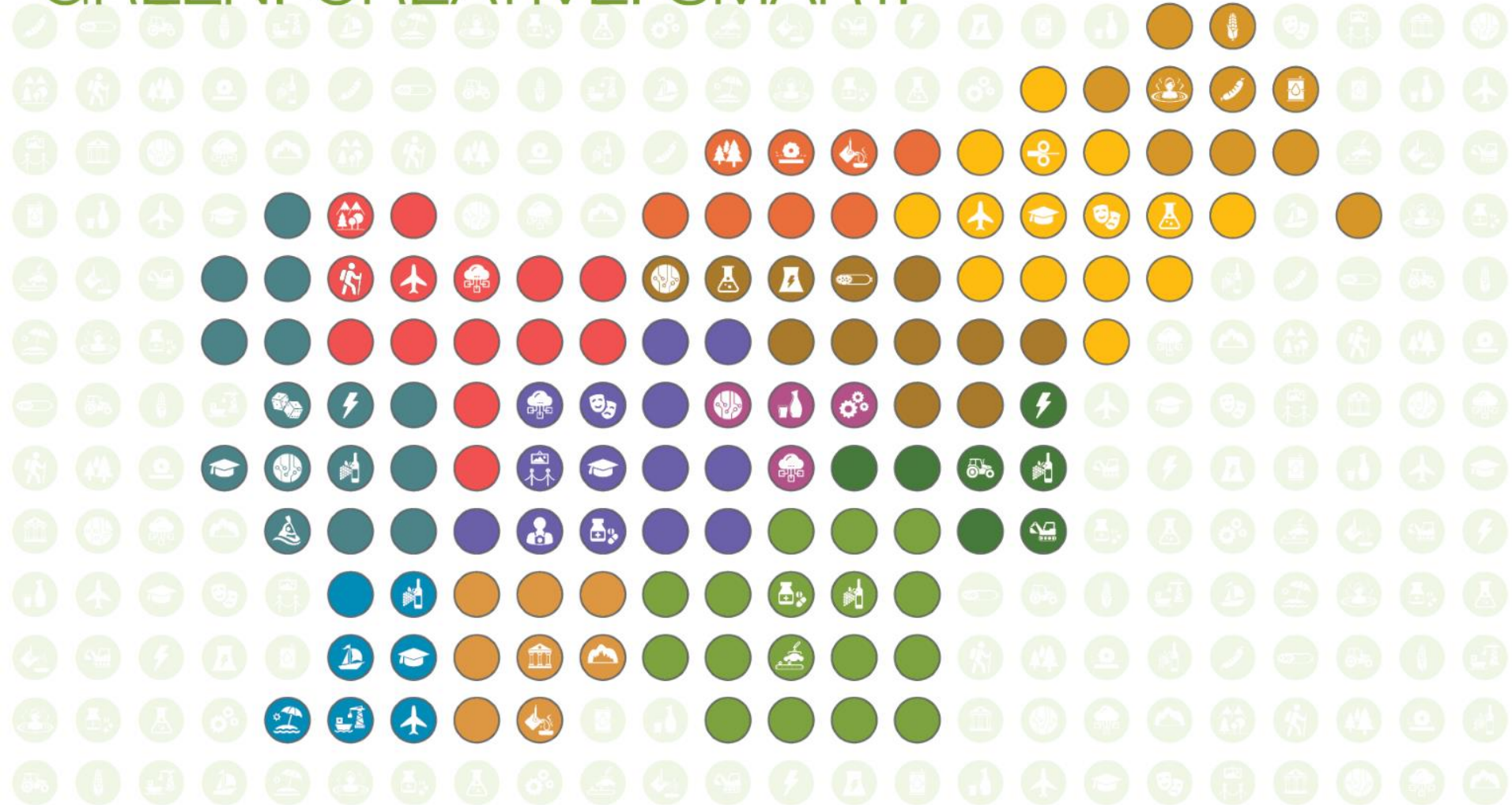


LJUBLJANA, SETTING PACE FOR REGIONS!

INVEST SLOVENIA

GREEN. CREATIVE. SMART.



KEY REASONS TO INVEST IN SLOVENIA

SLOVENIA. GREEN

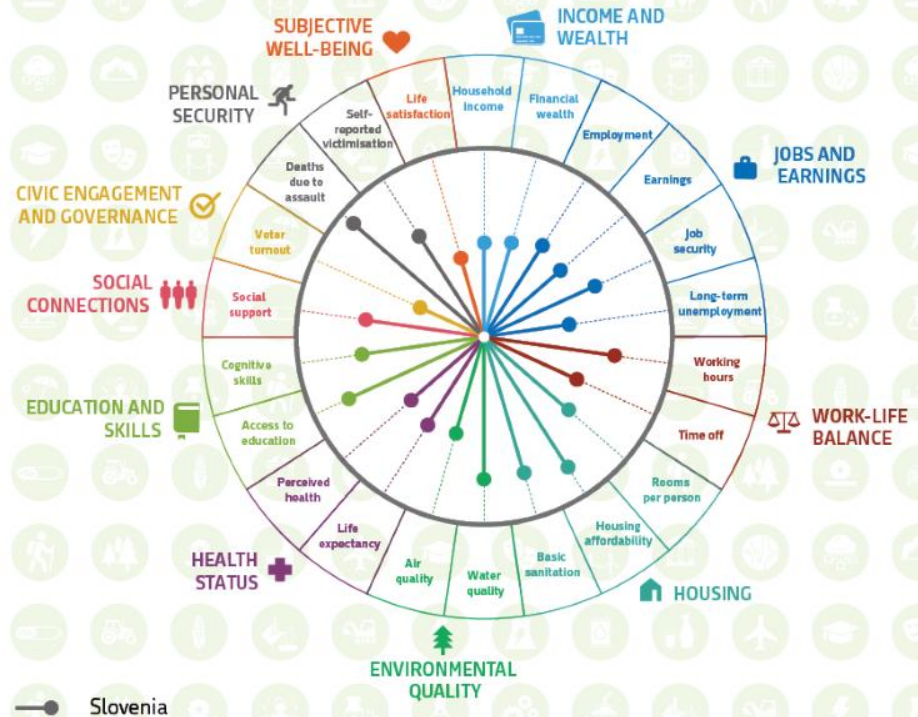
Green growth and sustainable development go hand-in-hand with resource efficiency and environment preservation. The first step to 'green economy' is economic transformation that taps new sources of economic growth without unsustainable pressure on the quality and quantity of the natural assets. Culture 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.



Well-being in Slovenia: Better Life Index; source: Vision of Slovenia 2050

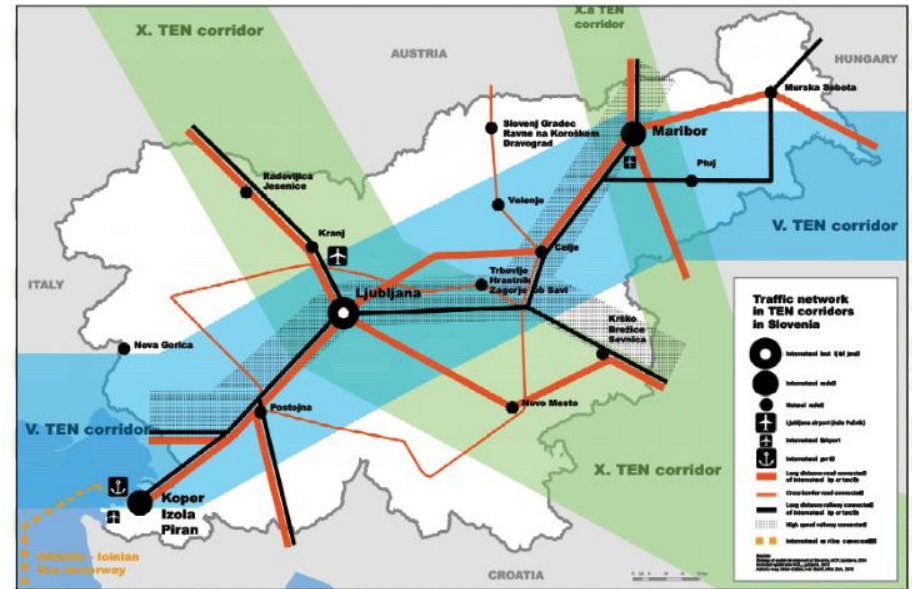
LJUBLJANA, SETTING PACE FOR REGIONS!

“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 intertwinement 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.



Trans-European Network Corridors V and X; Source: Municipality of Ljubljana

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%)**.



Daily immigration into Ljubljana region; Source: stat.si

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.

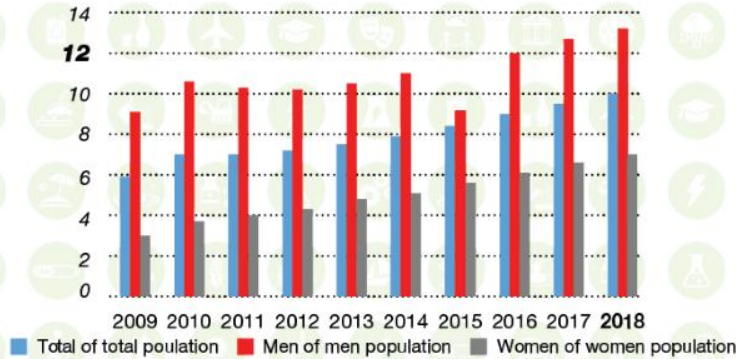
LJUBLJANA INTERNATIONAL RANKING

EGCA Green Cities index:	22 th among 58 European cities
GTCI Competitiveness Index:	50 th among 114 cities
SMART index TUWien:	15 th among 77 cities
CWUR ranking index:	370 th among best universities on the world
Ceoworld Safety City Ranking 2018:	Ljubljana 33 th of 338 cities
Copenhagenize index:	8 th among top 20 bicycle friendly cities
TOP 100 Sustainable Destinations:	3 years in a row (2016-2018)

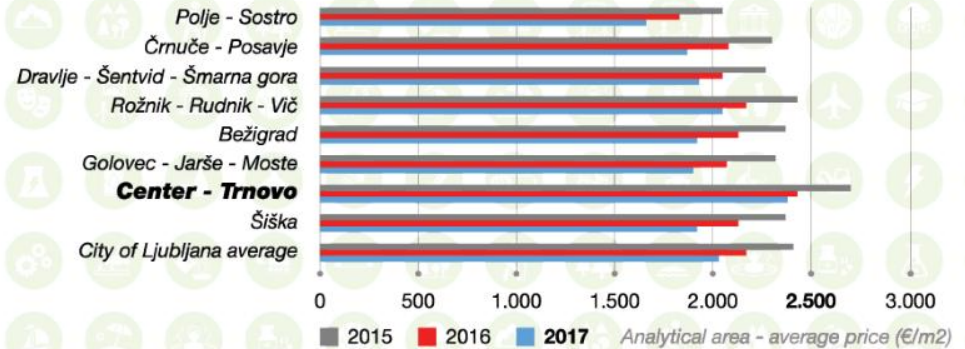
REGIONAL DEVELOPMENT GENERATOR



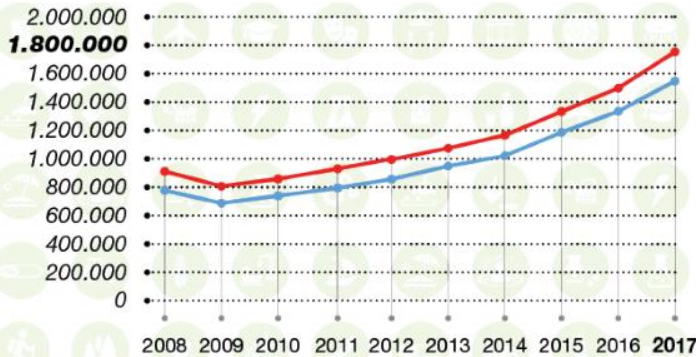
Foreign Citizens*



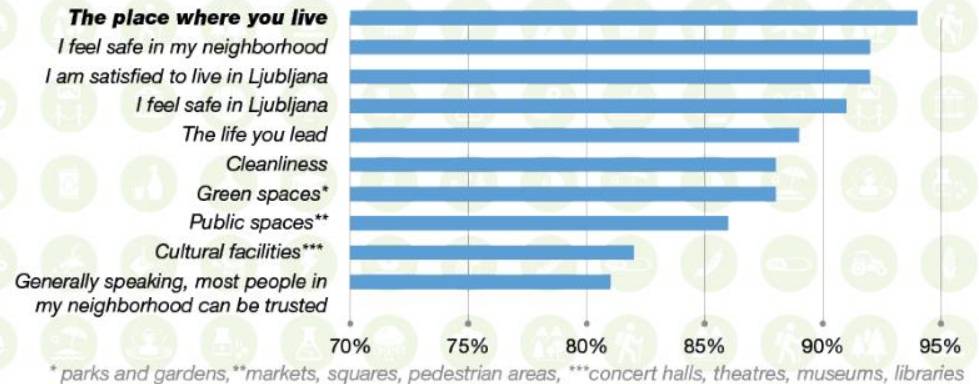
Real-estate market



Tourist Overnight Stays



Livable City



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

Area:	2.334 km²	Tourist overnight stays:	1.498.447
Municipalities:	25	Issued residential building permits:	616
Settlements:	921	Agricultural holdings:	7.621
Population:	537.893	Population aged 0-14:	15,8%
Schoolchildren:	48.060	Population aged 65 or more:	17,6%
Pupils:	18.589	Unemployment rate:	6,5%
Students:	21.051	Employment rate:	54,5%
Average monthly gross earnings:	1.751 EUR	At-risk-of-poverty rate:	12,5%
Enterprises:	65.412	Regional GDP (EUR per capita)	27.644
Tourist arrivals:	820.621	Passenger cars (per 1,000 population):	522

REGIONAL DEVELOPMENT PROJECTS BY 2022

Recycling Centre Vižmarje

TECHNOLOGY & UNIVERSITY CITY BRDO

CENTRAL BUSINESS DISTRICT BEŽIGRAD

LOGISTICS & DISTRIBUTION CENTRE ZALOG

Spektra Residence

Šiška Residence

Logistics Centre Smodinovec

National Athletic Centre

IKEA

Wastewater Plant Extension

Parmova District

Ljubljana Fair

Intermodal Logistics and Distribution Centre

Bellevue Centre

Commercial & Passenger Centre PCL

Logistic Centre Lidl

University Campus Brdo

Business Centre Brdo

Housing Brdo II

Tobačna City

Cultural Quarter & National Archives

Science Centre

Long Bridge Hotel



LOCATION: **Letališka cesta**
GROSS PLOT AREA: **266.000 m²**
GROSS FLOOR AREA: **83.230 m²**
PROGRAMME: **Intermodal Logistics Centre and Freight Station**
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

SCIENCE CENTRE





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 gregoric architects, NAVA architects**

CONTACT: **crtomir.remec@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



GEN-I HEADQUARTERS

LOCATION: Technology Park Brdo

GROSS PLOT AREA: 5.869 m²

GROSS FLOOR AREA: 12.853 m²

PROGRAMME: Offices

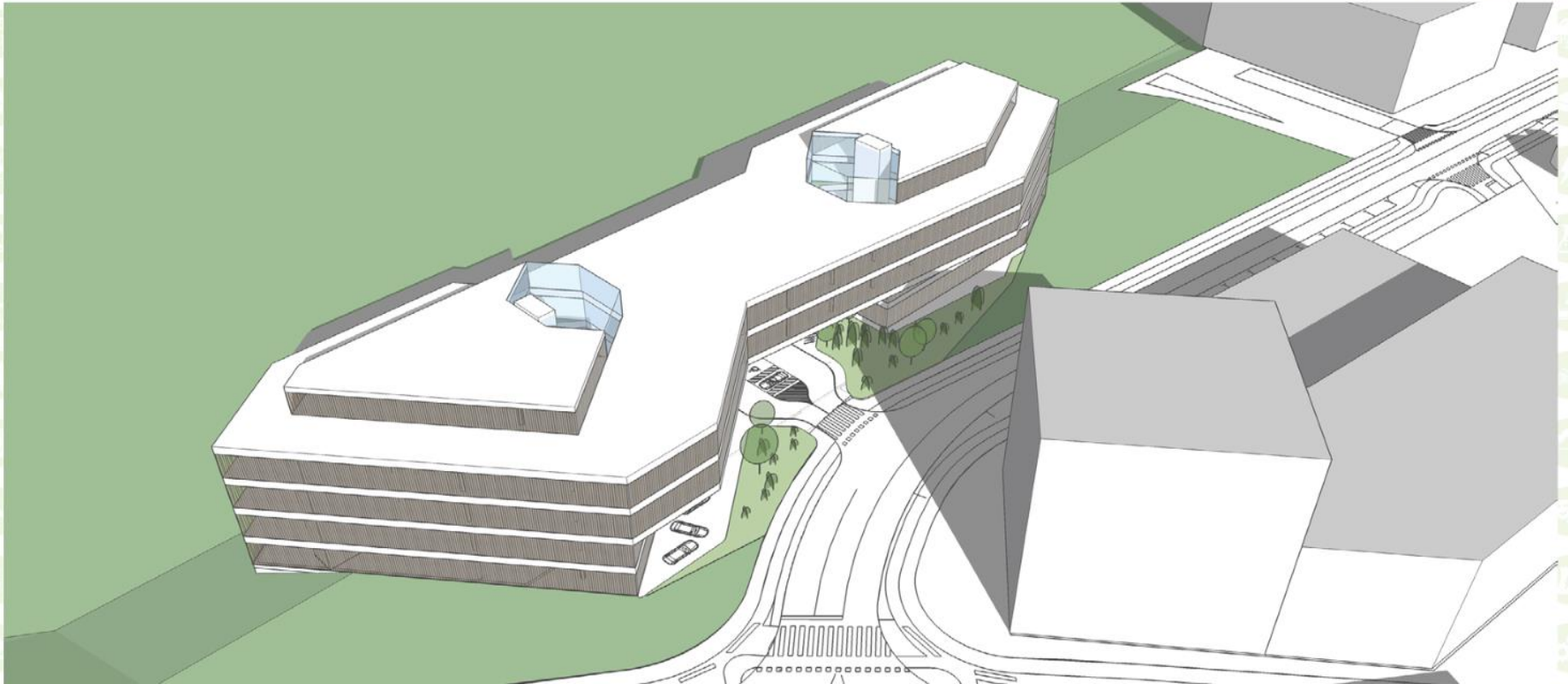
INVESTMENT: EUR 77 MIO

INVESTOR: Gen-I d.d.

ARCHITECTURE: Real Engineering

CONTACT: aleksandra.znidarsic@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: **COLONIarchitects**
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, Apartments

INVESTMENT: EUR 95 MIO

INVESTOR: Gospodarsko razstavišče d.o.o.

ARCHITECTURE: COLONIarchitects

CONTACT: office@coloniarchitects.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.

SPIRIT SLOVENIA

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City of
Ljubljana



REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT
AND TECHNOLOGY



United Nations
Educational, Scientific and
Cultural Organization

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