

SUPPORT ENVIRONMENT

Looking for a support environment in Eastern Slovenia?

Review our guide containing an overview of support services, institutions and organisations in the Republic of Slovenia, specialised in business consultancy for SMEs expanding their operations into foreign markets.

Choose the area that you seek to optimise in order to ensure a more effective implementation of planned export activities and review the services, institutions, organisations and experts that can provide the most effective support in this area.

PREPARATION

1. SEMINARS AND TRAINING COURSES

Institutions that offer export seminars and training courses:

Maribor Development Agency

- Global operation seminars and training courses
- Export coaching and mentoring

Your consultants:

Mihael Leskovar and Jasna Mak

E: miha.leskovar@mra.si; jasna.mak@mra.si,

T: +386 (0)2 3331326

NOTE: free of charge

- Personal and business coaching

Your consultant:

Klavdija Gornik

E: klavdija.gornik@mra.si

T: +386 (0)2 3331308

NOTE: free of charge

Styrian Technology Park:

- Global operation seminars and training courses
- Export coaching and mentoring

Your consultants:

Matjaž Fras and Tanja Senekovič

E: matjaz@stp.si, tanja@stp.si

T: +386 (0)2 6540 229

NOTE: free of charge

2. PREPARING CORPORATIONS FOR EXPORT

Institutions that provide assistance in preparing your corporation to enter foreign markets:

Maribor Development Agency

- Mentoring on how to efficiently enter foreign markets

Your consultants:

Vladimir Rudl and Peter Ekart

E: vladimir.rudl@mra.si; peter.ekart@mra.si

T: +386(0)2 3331303; +386(0)2 3331302

NOTE: free of charge

IRP (Venture Factory):

- Mentoring for future and existing start-ups on how to efficiently enter foreign markets

Your consultant:

Jure Verhovnik

E: jure.verhovnik@irp.si

T: +386 (0)2 2294 276

NOTE: free of charge

PLANNING

3. DRAWING UP AN EXPORT PLAN

Institutions that provide assistance in drawing up an export plan:

Maribor Development Agency

- Consultancy and assistance in drawing up an export plan

Your consultant:

Jasna Mak

E: jasna.mak@mra.si

T: +386 (0)2 3331326

NOTE: free of charge

IRP (Venture Factory):

- Consultancy for future and existing start-ups on how to efficiently enter specific markets

Your consultant:

Jure Verhovnik

E: jure.verhovnik@irp.si

T: +386 (0)2 2294 276

NOTE: free of charge

4. EXPORT OPPORTUNITIES

Institutions that provide information on export opportunities:

Maribor Development Agency

- Collecting information on business opportunities (online database of EEN; scouting for business opportunities)
- Provision of information about EU tenders and calls (public service, supply and works)

Your consultants:

Jolanda Damiš Polanc, Dijana Bestijanić and Natalija Bogdan

E: jolanda.damis@mra.si; dijana.bestijanic@mra.si and natalija.bogdan@mra.si

T: 02 333 13 07; 02 333 13 19; 02 333 13 24

NOTE: free of charge

ŠGZ (Styrian Chamber of Commerce):

- Collection and provision of information on export and other opportunities associated with global business collaboration
- Provision of information on global calls for tenders (public service, supply and works contracts) on the EU level, etc.
- Consultancy on drawing up a tender and drawing up documentation for global calls for tenders (public service, supply and works contracts) on the EU level, etc.

Your consultant:

Vesna Herženjak

E: vesna.herzenjak@stajerskagz.si

T: +386 (0)2 2208 727

NOTE: free of charge for ŠGZ members

 **ŠGZ (Styrian Chamber of Commerce):**

- Promotion of Slovenian corporations or supply opportunities for Slovenian businesses (catalogues, online catalogues, etc.)

Your consultant:

Marko Nemšak

E: marko.nemsak@stajerskagz.si

T: +386 (0)2 2208 721

NOTE: free of charge for ŠGZ members

MARKET SELECTION

5. MARKET RESEARCH

Institutions that provide market research support:

 **Maribor Development Agency**

Your consultant:

Danijela Kocuvan

E: danijela.kocuvan@mra.si

T: +386 (0)2 3331312

NOTE: free of charge

 **ŠGZ (Styrian Chamber of Commerce):**

- Overview and analysis of the macroeconomic conditions in the country of the selected market

Your consultant:

Vesna Herženjak

E: vesna.herzenjak@stajerskagz.si

T: +386 (0)2 2208 727

NOTE: free of charge for ŠGZ members

 **IRP (Venture Factory):**

- Services for future and existing start-ups
- Commercial practices and customs, language barriers (consultancy)
- Consultancy for corporations on how to select the appropriate export market, identification of the most promising markets
- Analysis of market opportunities for a corporation in a specific market (consultancy)
- Drawing up a profile of potential users/ customers/business partners in the selected market (identification of target customers/partners, purchasing power, their preferences, motivations, purchasing behaviour, testing of a product/service among potential users, etc.)

Your consultant:

Jure Verhovnik

E: jure.verhovnik@irp.si

T: +386 (0)2 2294 276

NOTE: free of charge

NOTES

6. FINDING CUSTOMERS

Institutions that provide assistance in finding customers/partners/clients:

Maribor Development Agency

- Support in identifying potential foreign business partners/customers
- Assistance to corporations in establishing contact with potential business partners in the selected market
- Assistance to corporations in establishing contact with competent authorities in the selected market (ministries, other national institutions, chambers of commerce, corporate associations, media)

Your consultants:

Vladimir Rudl and Peter Ekart

E: vladimir.rudl@mra.si; peter.ekart@mra.si

T: +386(0)2 3331303; +386(0)2 3331302

NOTE: free of charge

Styrian Technology Park:

- Support in identifying potential foreign business partners/customers
- Assistance to corporations in establishing contact with potential business partners in the selected market
- Assistance to corporations in establishing contact with competent authorities in the selected market (ministries, other national institutions, chambers of commerce, corporate associations, media)

Your consultants:

Matjaž Fras and Tanja Senekovič

E: matjaz@stp.si, tanja@stp.si

T: +386 (0)2 6540 229

NOTE: free of charge

ŠGZ (Styrian Chamber of Commerce):

- Support in identifying potential foreign business partners/customers
- Access to business collaboration and exporter databases/Publication of specific business quotes and enquiries of corporations in databases (e.g. Global Operations Exchange, Slovenian importer database, etc.)
- Drawing up a selection of foreign companies, potential business partners
- Obtaining existing information on ratings and the financial situation of foreign companies
- Testing interest of potential partners in collaboration, obtaining feedback on the willingness to collaborate

- Assistance to corporations in establishing contact with potential business partners in the selected market
- Assistance to corporations in establishing contact with competent authorities in the selected market (ministries, other national institutions, chambers of commerce, corporate associations, media)

Your consultant:

Vesna Herženjak

E: vesna.herzenjak@stajerskagz.si

T: +386 (0)2 2208 727

NOTE: free of charge for ŠGZ members

NOTES

7. MARKETING CHANNELS

Institutions that provide marketing channel identification support:

Maribor Development Agency

- assistance for selecting optimal marketing channel for your services/products
- assistance by drawing up international marketing plan

Your consultant:

Danijela Kocuvan

E: danijela.kocuvan@mra.si

T: +386 (0)2 3331312

NOTE: free of charge

ŠGZ (Styrian Chamber of Commerce):

- Consultancy on entering foreign markets
- Provision of support in selecting the optimal method of entering the selected market
- Organisation of global collaboration meetings, networking events with foreign corporations, visits to corporations, export forums, etc.
- Organisation of group and individual promotional appearances abroad (fairs and accompanying activities, other promotional events)
- Provision of information on fairs, fair databases
- Consultancy to corporations on how to prepare for a business meeting/event abroad, planning of fair appearances

Your consultants:

Vesna Herženjak

E: vesna.herzenjak@stajerskagz.si

T: +386 (0)2 2208 727

NOTE: free of charge for ŠGZ members

IRP (Venture Factory):

- Consultancy for future and existing start-ups on how to enter foreign markets

Your consultant:

Jure Verhovnik

E: jure.verhovnik@irp.si

T: +386 (0)2 2294 276

NOTE: free of charge

Styrian Technology Park:

- Consultancy on how to enter foreign markets, provisions of support in selecting the optimal method of entering the selected market (entering the market assisted by sales agents and representatives, distributors, wholesalers, retailers; direct sales to end users, contractual forms of entering a market such as licensing and franchises, contractual manufacturing, establishing an office in the foreign market, fairs, business delegations, etc.)
- International collaboration meetings, networking events with foreign corporations, visits to corporations and export forums, organisation of events that promote business collaboration and corporate networking
- Consultancy on group appearances of corporations at fairs and other promotional events abroad, consultancy prior to the appearance of corporations at fairs and other promotional events abroad

Your consultants:

Matjaž Fras and Tanja Senekovič

E: matjaz@stp.si, tanja@stp.si

T: +386 (0)2 6540 229

NOTE: free of charge

NOTES

8. DIRECT COMMUNICATION WITH CUSTOMERS

Institutions that provide assistance in improving your communication with your customers:

Styrian Technology Park:

- Drawing up a comprehensive marketing strategy for the selected target market (potential adaptation of a service/product, setting up a strategy, specification of sales channels, marketing communications)

Your consultants:

Matjaž Fras and Tanja Senekovič

E: matjaz@stp.si, tanja@stp.si

T: +386 (0)2 6540 229

9. NETWORKING AND LIAISING

Institutions that provide assistance in your networking activities:

Maribor Development Agency

- Enterprise Europe Network (EEN)

Your consultants:

Jolanda Damiš Polanc and Peter Ekart

E: jolanda.damis@mra.si; peter.ekart@mra.si

T: 02 333 13 07; 02 333 13 02

NOTE: free of charge

Economic consultants of the Ministry of Foreign Affairs of the Republic of Slovenia for the EUROPEAN UNION:

- Assistance in establishing contact, services associated with promoting export
- Organisation of and collaboration in business meetings, fairs and other presentations

AUSTRIA

Your consultant:

Dušan Pšeničnik

E: dusan.psenicnik@gov.si

W: www.dunaj.veleposlanistvo.si

CZECH REPUBLIC, PRAGUE (COMPETENT FOR SLOVAKIA AS WELL)

Your consultant:

Miha Rössler

E: miha.rossler@gov.si

W: www.praga.veleposlanistvo.si

DENMARK (COMPETENT FOR FINLAND, ICELAND, NORWAY AND SWEDEN AS WELL)

Your consultant:

Nina Krtelj

E: nina.krtelj@gov.si

W: www.kopenhagen.veleposlanistvo.si

FRANCE (COMPETENT FOR MOROCCO AND MONACO AS WELL)

Your consultant:

Jana Bajec Povše

E: jana.bajec-povse@gov.si

W: www.pariz.veleposlanistvo.si

CROATIA

Your consultant:

Bernard Šrajner

E: bernard.srajner@gov.si

W: www.zagreb.veleposlanistvo.si

ITALY, MILAN

Your consultant:

Zorko Pelikan

E: zorko.pelikan@gov.si

W: www.rim.veleposlanistvo.si

GERMANY

Your consultant:

Jakob Brenčič

E: jakob.brencic@gov.si

W: www.berlin.veleposlanistvo.si

GREAT BRITAIN (COMPETENT FOR IRELAND AS WELL)

Your consultant:

Darja Slokar

E: darja.slokar@gov.si

W: www.london.veleposlanistvo.si

Economic consultants of the Ministry of Foreign Affairs of the Republic of Slovenia for THIRD COUNTRY MARKETS:

- Assistance in establishing contact, services associated with promoting export
- Organisation of and collaboration in business meetings, fair-based and other presentations

MONTENEGRO

Your consultant:

Petra Gradišek

E: petra.gradisek@gov.si

W: www.podgorica.veleposlanistvo.si

ITALY, ROME (COMPETENT FOR SAN MARINO, MALTA, TUNISIA AND LIBYA AS WELL)

Your consultant:

Slobodan Šešum

E: slobodan.sesum@gov.si

W: www.rim.veleposlanistvo.si

HUNGARY (COMPETENT FOR BULGARIA AS WELL)

Your consultant:

Miha Erman

E: miha.erman@gov.si

W: www.budimpesta.veleposlanistvo.si

POLAND

Your consultant:

Maja Šegota

E: maja.segota@gov.si

W: www.varsava.veleposlanistvo.si

SPOT consultancy for the Podravje Region:

- Assistance in establishing contact

Your consultant:

Irena Podletnik

E: spot.podravje@mra.si

T: +386 (0)2 333 13 85

Note: FREE OF CHARGE

BOSNIA AND HERZEGOVINA

Your consultant:

Borut Valenčič

E: borut.valencic@gov.si

W: www.sarajevo.veleposlanistvo.si

EGYPT (COMPETENT FOR KUWAIT, QATAR, SAUDI ARABIA, UNITED ARAB EMIRATES, JORDAN AND OMAN AS WELL)

Your consultant:

Aleš Selan

E: ales.selan@gov.si

W: www.kairo.veleposlanistvo.si

INDIA (COMPETENT FOR BANGLADESH, NEPAL, SRI LANKA AND BHUTAN AS WELL)

Your consultant:

Tea Pirih

E: tea.pirih@gov.si

W: www.peking.veleposlanistvo.si

CHINA, BEIJING (COMPETENT FOR VIETNAM, SOUTH KOREA, MONGOLIA AND THAILAND AS WELL)

Your consultant:

Zorko Pelikan

E: zorko.pelikan@gov.si

W: www.rim.veleposlanistvo.si

MACEDONIA

Your consultant:

Gjyle Vishaj

E: gjyle.vishaj@gov.si

W: www.skopje.embassy.si

SERBIA

Your consultant:

Goran Križ

E: goran.kriz@gov.si

W: www.beograd.veleposlanistvo.si

IRAN

Your consultant:

Dubravka Šekoranja

E: dubravka.sekoranja@gov.si

W: www.teheran.veleposlanistvo.si

CHINA, SHANGHAI

Your consultant:

Miloš Prislan

E: milos.prislan@gov.si

RUSSIA

Your consultant:

Jan Sitar

E: jan.sitar@gov.si

W: www.moskva.veleposlanistvo.si

USA, WASHINGTON, D.C.

Your consultant:

Metka Urbas

E: metka.urbas@gov.si

W: www.washington.veleposlanistvo.si

10. WEB PRESENCE AND E-COMMERCE

Institutions that provide e-commerce support:

Styrian Technology Park:

- Support in selecting optimal digital entry into/promotion in the selected market (provision of an English website, provision of a website in the language of the selected market, inclusion in online exporter databases, global e-markets, such as Amazon and Alibaba, operations via mobile device and social media)

- Optimisation of global operation websites – expert support and activity implementation consultancy services

Your consultants:

Matjaž Fras and Tanja Senekovič

E: matjaz@stp.si, tanja@stp.si

T: +386 (0)2 6540 229

NOTES

11. FINANCIAL INCENTIVES

Institutions where you can submit tenders for various calls for tenders:

SID - Slovenska izvozna in razvojna banka, d.d.:

- Insurance against delivery risks, insurance against post-delivery risks, credit insurance of the supplier, insurance of credits granted to foreign buyers, insurance of credits from foreign banks, insurance of acquisition of receivables, insurance of D/A backed receivables, insurance of equipment in sites abroad, insurance of goods in free warehouses, at fairs and exhibitions abroad, insurance of credits given with the purpose of preparing for export, insurance of bank guarantees, insurance of investments abroad
- Financing of suppliers (preparation for export)
- Foreign buyer financing (directly or indirectly via banks)
- Factoring or acquisition of receivables against payment associated with the sales of goods and services to foreign buyers including or excluding assumption of payment risk
After the main elements of the transaction are presented, the potential insured party can receive an indicative calculation of the premium

Your consultants:

Janez Keržan and Matjaž Mušič

E: janez.kerzan@sid.si, matjaz.music@sid.si, zavarovanje@sid.si

T: +386 (0)1 2007 542; 01 2007 525

NOTE: All services specified are applicable to offshore export receivables or are associated with export-related transactions. SID Bank charges insurance commissions and premiums in compliance with insurance pricelists for various insurance services.

SPIRIT Slovenija:

- Access to public calls for tenders and procurement

E: info@spiritslovenia.si

T: +386 (0)1 589 18 70

Slovene Enterprise Fund:

- Start-up incentives, seed capital, venture capital, microcredits, guarantees, special incentives
- Access to public calls for tenders and procurement

E: info@podjetniskisklad.si

T: +386 (0)2 234 12 60

Maribor Development Agency

- Assistance by tender preparation for internationalisation vouchers

Your consultant:

Irena Podletnik

E: irena.podletnik@mra.si

T: +386 (0)2 333 13 85

NOTE: free of charge

12. DISPATCH/LOGISTICS

Institutions that provide information on logistical matters:

 **SŽ - Tovorni promet d.o.o. (Slovenian Railways, Rail Freight Transport, Ltd.) Ljubljana:**

- Consultancy on export customs brokerage that we perform (if we are commissioned for these services, consultancy in relation thereto is free of charge)
- Assistance in obtaining the required documentation associated with export or performing works in a specific country (information on legal aspects of export proceedings, information on export customs proceedings, documentation, duties and any export/import restrictions applicable)
- Information on trade barriers applicable to non-EU markets (tariff barriers, technical regulations and standards, burdensome customs proceedings, abusive recourse, restricted access to resources, etc.)
- Consultancy services for corporation faced with barriers
- Export customs brokerage
- Drawing up wagon transportation quotes, transportation planning, loading consultancy services

Your consultant:

Simona Zemljic

E: simona.zemljic@slo-zeleznice.si

T: +386 (0)2 292 22 80

 **Tax Office of Maribor**

Export, Import, Transit Department:

Your consultants:

Stanislav PODGORŠEK, MA

E: stanko.podgorsek@gov.si

T: +386 (0)2 776 6220

Mirko MAJERIČ

E: mirko.majeric@gov.si

T: +386 (0)2 776 6240

Marijan ŠATUR

E: marijan.satur@gov.si

T: +386 (0)2 878 1060

NOTES

13. TAXES AND CUSTOMS DUTIES

Institutions that provide information on taxes, customs and other duties:

CUSTOMS POST OFFICE:

- Target training adapted to (a) specified country/countries
Import/export shipment

Styrian Technology Park:

- Target training adapted to (a) specified country/countries (legal framework, tax framework, etc.)

Your consultants:

Matjaž Fras and Tanja Senekovič

E: matjaz@stp.si, tanja@stp.si

T: +386 (0)2 6540 229

Maribor Development Agency:

- Target training adapted to (a) specified country/countries
- Provision on info on specific countries (legal framework, tax incentives)

Your consultant:

Irena Podletnik

E: irena.podletnik@mra.si

T: +386 (0)2 333 13 85

Note: FREE OF CHARGE

14. LICENSING, TESTING, DOCUMENTATION

Institutions engaged in performing testing and providing licences, permits and other documentation:

Ministry of Justice: International Collaboration and Legal Assistance Office – International Legal Assistance Department

- In the event of using Slovenian public documents abroad, these shall be subject to further verification of authenticity of the signature and stamp on the document. Verification services by the International Legal Assistance Department shall be provided solely for the verification of authenticity of signatures of judges, notaries, expectant notaries and court interpreters intended for the purpose of verifying public documents to be used abroad subject to the provisions of the Act on verification of documents in international traffic (ZOLMP-1, OG of the RS, No. 9/2017) and the Hague Convention of 5 October 1961 Abolishing the Requirement

of Legalisation for Foreign Public Documents (Apostille Convention; Official Gazette of the FLRY, Annex No. 10/62) - verification by APOSTILLE. All other documents, signatures and stamps (Agency of the Republic of Slovenia for Public Legal Records and Related Services, Administrative Units, school certificates, etc.) shall be verified before district courts

Your consultants:

Katarina Keršmanc

E: katarina.kersmanc@gov.si

T: +386 (0)1 369 5348 or +386 (0)1 369 5394 (secretariat)

Ministry of Justice

Court interpreters/translators are appointed for an unlimited period of time with the right and duty to interpret/translate at the request of the court at hearings or translate documents. INFO

National Laboratory for Health, the Environment and Food:

- Food analysis (composition, pollutants, designations, quality)
- We are involved in official safety surveillance of food of non-animal origin, feed, additives, food of animal origin and other samples and draw up compliance, safety and risk assessments

Your consultant:

Jerica Ivanoš, MSc

E: jerica.ivanos@nlzoh.si

T: +386 (0)2 45 00 128

NOTE: subject to a fee

- Field measurements, sampling, identification of basic properties and pollutants of potable water
- Trend monitoring, bottled water analysis, mineral water analysis, composition specification, specification of gas components in hot springs, identification of natural impact, field measurements, sampling and analysis of bathing water

Your consultant:

Nataša Sovič, PhD, BSc (Chem. Tech. Eng.)

E: natasa.sovic@nlzoh.si

T: +386 (0)2 45 00 212

NOTE: subject to a fee

- Analysis of materials and products which come into contact with foodstuffs and potable water
- Analysis of toys, cosmetic products, general safety products and tobacco
- We are involved in official surveillance of items which come into contact with foodstuffs, toys, cosmetic products and general safety products
- We draw up compliance, safety and risk assessments
- We are the National Reference Laboratory for Slovenia for the examination of materials which come into contact with foodstuffs and have been appointed as a laboratory authorise to perform specific types of analysis of tobacco

Your consultant:

Lucija Smojver, BSc (Chem. Tech. Eng.)

E: lucija.smojver@nlzoh.si

T: +386 (0)2 787 868

NOTE: subject to a fee

IRP

15. INTELLECTUAL PROPERTY

Institutions that provide assistance in regulating intellectual property matters:

The Slovenian Intellectual Property Office (SIPO):

- Consultancy with an intellectual property expert (1h at our premises - first consultancy session; provision of information on intellectual property consists of two visits to the premises of the corporation, drawing up and presenting a report on the opportunities provided by the intellectual property system to the corporation at hand)

Your consultant:

Klemen Grošelj, PhD

E: klemen.groselj@uil-sipo.si

T: +386 (0)1 620 3153

NOTE: free of charge

Naslov: Support Environment

Podnaslov: Looking for support environment in Eastern Slovenia?

Izvirni naslov: Podporno okolje

Izvirni podnaslov: Iščete podporno okolje v vzhodni Sloveniji?

Avtorji: Polonca Blažič (Zavod Angita), Amna Potočnik (Mariborska razvojna agencija)

Grafično oblikovanje: Metka Slamič (Zavod Angita)

Izdajatelj in založnik: Mariborska razvojna agencija, p.o.

Priročnik je rezultat projekta INTRA (Internacionalizacija regionalnih malih in srednje velikih podjetij), sofinanciranega iz programa Evropskega teritorialnega sodelovanja 2014 – 2020 (Interreg Europe).

Elektronska izdaja,

Maribor 2019