



LXNAV, is a company producing and developing navigation technology. Their primary field of expertise is aerial navigation, but they are making a breakthrough in the field of nautical navigation as well.

The international AERO fair in Friedrichshafen, Germany, is one of the fairs they are regularly attending and have applied for vouchers in order to attend them as well. Even without the voucher, they would still attend this fair, as that's where they maintain contacts with their regular business partners.

However, there are new fairs they are attending, where they are promoting their nautical products. There, the vouchers are of great help, as they would not attend those events so often, if they would not receive them. That is especially true to events in North America, which is their next international market they are attempting to reach.

They have noticed improvements in the application process for obtaining vouchers, especially since Slovene Enterprise Fund had started issuing them. There are simplifications, especially since the process can be concluded online. However, some areas could still be more user friendly (such as deadlines for additional information or documentation of the SME).

The vouchers that are under the responsibility of Spirit Slovenia still face bigger issues, such as the time-consuming amount of documentation and explanations being difficult to understand, or even ambiguous at times. However, the SPOTs do provide an adequate support to the companies, making the process more user friendly. Unfortunately, the system is still not automatized and online.

This year the Covid-19 pandemic caused great disturbances in all international business and especially in keeping up contacts with business partners abroad. SMEs would greatly benefit if they would receive support for digital marketing. A suggestion was made that the unspent funds, which were planned to be used for attending international events abroad, those funds could be used for supporting digital marketing of SMEs.