

I FEEL  
SLOVENIA

# POMURJE

INFORMATION FOR INVESTORS

FACTS | ECONOMY | OPPORTUNITIES



POMURJE  
REGION

# Facts about Slovenia

## STATE

Democratic parliamentary republic since June 1991  
Member of the European Union since 1 May 2004  
Member of the OECD since 21 July 2010

## AREA

20,273 km²

## LOCATION

Central Europe, bordered at the north by Austria, at the northeast by Hungary, at the southeast and south by Croatia, and at the west by Italy and the Adriatic Sea

## POPULATION

2,080,908

## POPULATION DENSITY

102.0 inhabitants per square kilometre

## CAPITAL

Ljubljana

## MAJOR TOWNS/CITIES

Murska Sobota, Maribor, Celje, Kranj, Novo mesto, Koper, Nova Gorica

## OFFICIAL LANGUAGE

Slovene, in some nationally-mixed border areas also Hungarian and Italian

## NEIGHBOURING COUNTRIES

Austria, Croatia, Hungary, Italy

## MONETARY UNIT

Euro since 1 January 2007

## INTERNET SUFFIX DOMAIN

.si

## DIAL CODE

+386

Source: Communication Office of the Government of the Republic of Slovenia & Invest Slovenia 2018/2019

# Facts about Pomurje

## LOCATION

Northeastern Slovenia

## AREA

1,337 km²

## POPULATION

114,287

## POPULATION DENSITY

91.3 inhabitants per square kilometre

## TOWNS IN THE REGION

Murska Sobota, Lendava, Gornja Radgona, Ljutomer

## THE NUMBER OF COMPANIES

1,856

## THE NUMBER OF PRIVATE ENTREPRENEURS

2,619

## REGIONAL GDP (EUR/RESIDENT)

€13,978

## AVERAGE GROSS SALARY IN THE REGION

€1,450

## GDP ADDED BY ACTIVITIES (OF ALL ACTIVITIES IN THE REGION)

Agriculture: 7.6%

Industry: 31.9%

Services: 60.5%

Source: Pomurje Chamber of Commerce, Statistical Office of the Republic of Slovenia 2018/2019

## Slovenian cities/towns

| City/Town | Distance in km |
|-----------|----------------|
| Maribor   | 55 km          |
| Ljubljana | 176 km         |
| Koper     | 285 km         |

## Towns/cities around Murska Sobota within the 600 km range

| City/Town  | Distance in km |
|------------|----------------|
| Graz       | 112 km         |
| Zagreb     | 169 km         |
| Vienna     | 228 km         |
| Trieste    | 278 km         |
| Budapest   | 290 km         |
| Bratislava | 293 km         |
| Munich     | 493 km         |
| Belgrade   | 536 km         |
| Novi Sad   | 575 km         |

\* Road connection by google map

## Population of large cities/towns located within the 600 km range

| City/Town  | Population |
|------------|------------|
| Maribor    | 112,065    |
| Ljubljana  | 292,988    |
| Koper      | 52,234     |
| Graz       | 289,440    |
| Zagreb     | 820,678    |
| Vienna     | 1,897,491  |
| Trieste    | 205,400    |
| Budapest   | 1,763,913  |
| Bratislava | 432,508    |
| Munich     | 1,539,298  |
| Belgrade   | 1,598,423  |
| Novi Sad   | 298,468    |

\* Source: stat.si, Statistik Austria, zagreb-touristinfo.hr, comuni-italiani.it, budapest.com, muenchen.de, beograd.rs, novisad.rs

## Universities

There are 25 large universities located within the 600 km range.

# POMURJE

## WHERE EVERYTHING GROWS







## A MEETING POINT OF REGIONS, PEOPLE AND ECONOMIC OPPORTUNITIES

The region of Pomurje is located at the heart of Central Europe, in the northeast corner of Slovenia. Its attractive position – in the north, Pomurje borders to Austria, in the east to Hungary, and in the south to Croatia, has always been connecting this region in close economic, developmental and cultural bonds with the neighbouring countries.

The Pomurje region is located along the fifth European transport corridor, which is one of the most important transport routes in Europe. Modern rail and motorway links connect the region with Central European economic, transport and logistics centres.

The transport routes and infrastructure connections in Pomurje provide superb opportunities for continuous investments in industry, logistics, construction of commercial complexes, development of appurtenant service activities and people-oriented tourism services attracting with the region's unspoiled nature.

Pomurje is one of the most attractive Slovenian tourist destinations, with close to 1 Million tourists visiting it every year. Thanks to its diverse landscape and pristine nature, Pomurje can offer its visitors relaxation, or wellness services, as well as sports and recreational activities. The flat landscape that is marked by the Mura River, a pleasant continental climate and fertile soil represents a great opportunity for the development of agriculture and the production of local fresh food.

In the vicinity of Murska Sobota, one can also find an airfield, which is ideal for business purposes.

### The advantages and potentials of Pomurje

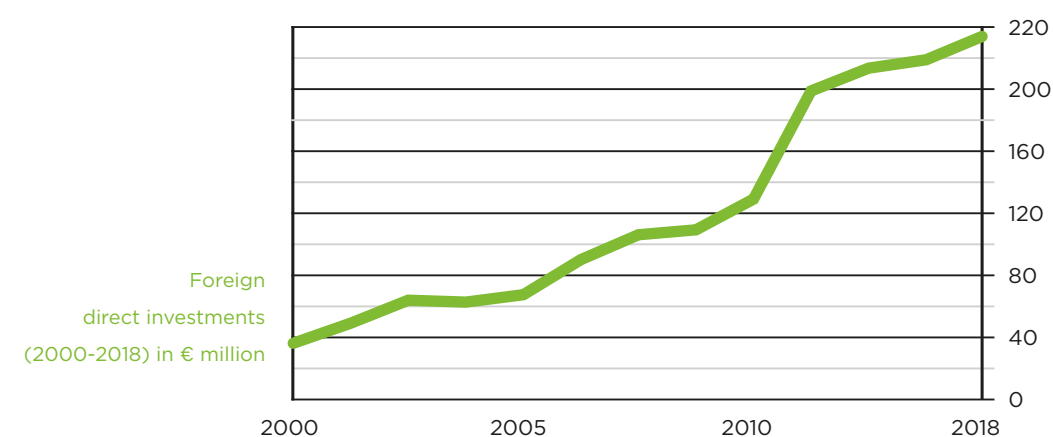
- Favourable geostrategic location that provides access to a wider area of Central and South-East Europe
- Geothermal energy and other renewable energy sources
- Production based on high technology and high-tech design
- Qualified and competitive labour force with extensive experience in the respective branch
- Vertical integration between agriculture and food industry
- Distinctive wellness offering and thermal and medical tourism services
- Natural resources and sports and recreational activities
- Well-preserved natural and cultural heritage, suited for a number of service activities
- Traditional cuisine and high quality wines
- The potential of River Mura

## TOP ADVANTAGES FOR INVESTORS

### POMURJE ...

- 1 is springboard for reaching other markets in Central and South-East Europe.
- 2 is home to several companies ranking among the top five European companies in their respective industries.
- 3 prides itself on its highly qualified workforce.
- 4 shows excellent quality of life in a safe and healthy environment.
- 5 creates attractive business environment for companies.
- 6 is dedicated to innovation and creativity.
- 7 shows high level of direct foreign investments.
- 8 is winner of 4 "European Cities & Regions of the Future" awards.

### Investing in a region recording excellent growth!



Source: Bank of Slovenia

# REGION OF GROWING ECONOMY WITH GLOBAL DIMENSIONS

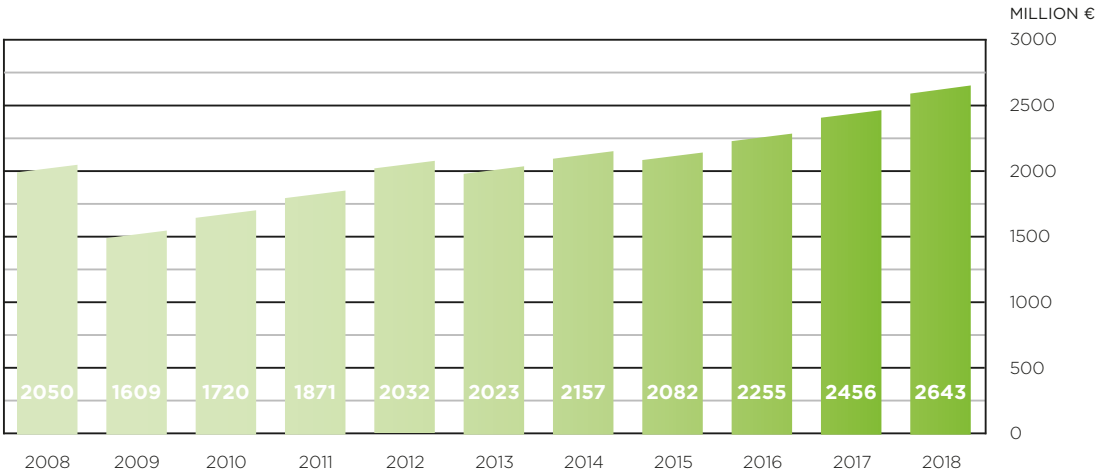
Many investors, i.e. global companies ranking among the top providers in their respective market segment, who have been operating in this region, have experienced the advantages of Pomurje over the last decade.

Over the last ten years, the economy of Pomurje has experienced many changes on its path of transforming itself from the once traditional to modern branches by using state-of-the-art technologies, developing and leveraging the advantages of energy obtained from renewable sources in an effort to preserve the environment, and producing premium quality products that generate high added value on a global scale.

The Pomurje economy in figures

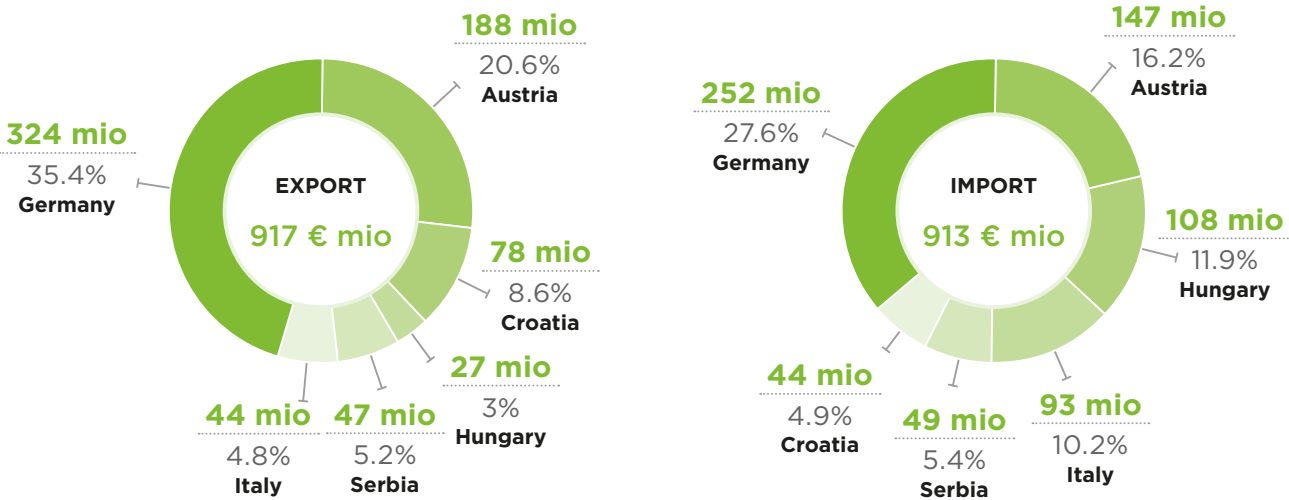
| COMPANIES      | SOLE PROPRIETORS |                              |
|----------------|------------------|------------------------------|
| 1,856          | 2,619            | Number                       |
| 2.8%           | 4.7%             | Share in the Slovenian total |
| 16,471         | 2,665            | Number of employees          |
| 3.3%           | 6.3%             | Share in the Slovenian total |
| €2,643 million | €224 million     | Net sales                    |
| 2.7%           | 4.8%             | Share in the Slovenian total |

Growth of net sales (companies) 2008–2018



# ECONOMIC TRENDS OF COMPANIES IN THE LAST TEN YEARS...

|                           |  |  |   |
|---------------------------|--|--|---|
| Micro and small companies | 97.0%  | 47.9%  | 37.6%   |
|                           | of all companies in the region comprise small and micro companies. | of all people employed in the region work in these businesses.   | of total net sales are generated by these businesses.   |
| Mid-sized companies       | 2.2%   | 29.3%  | 21.0%   |
|                           | companies in the region are classified as mid-size companies.      | of all people employed work in mid-sized companies. Over the last ten years, these companies have been recording the largest increase in employment. | of total net sales are generated by mid-size companies. |
| Large companies           | 0.8%   | 22.8%  | 41.4%   |
|                           | companies in the region are classified as large companies.         | of all people employed in the region work in these businesses.   | of total net sales are generated by large companies.    |



## INDUSTRIES OF POMURJE

The main industries include

**1,330** companies  
(71% of the total number)

**14,319** employees  
(91% of the total number)

**€1,554** million of net sales  
(68% of the total number)

### 6 KEY SECTORS



**METAL PROCESSING**



**CIVIL ENGINEERING AND CONSTRUCTION PRODUCTS**



**FOOD AND AGRICULTURE**



**ELECTRICAL INDUSTRY**



**TOURISM AND CATERING INDUSTRY**



**TRANSPORTATION AND LOGISTICS**

### OTHER INDUSTRIES

**MANUFACTURE OF RUBBER AND PLASTIC PRODUCTS**

**INFORMATION AND COMMUNICATION TECHNOLOGIES**

**WOOD INDUSTRY**

**CHEMICAL AND PHARMACEUTICAL INDUSTRY**

The largest employers by industry

**21.6%**  
METAL PROCESSING

**14.3%**  
CIVIL ENGINEERING AND CONSTRUCTION PRODUCTS

**10.5%**  
FOOD AND AGRICULTURE

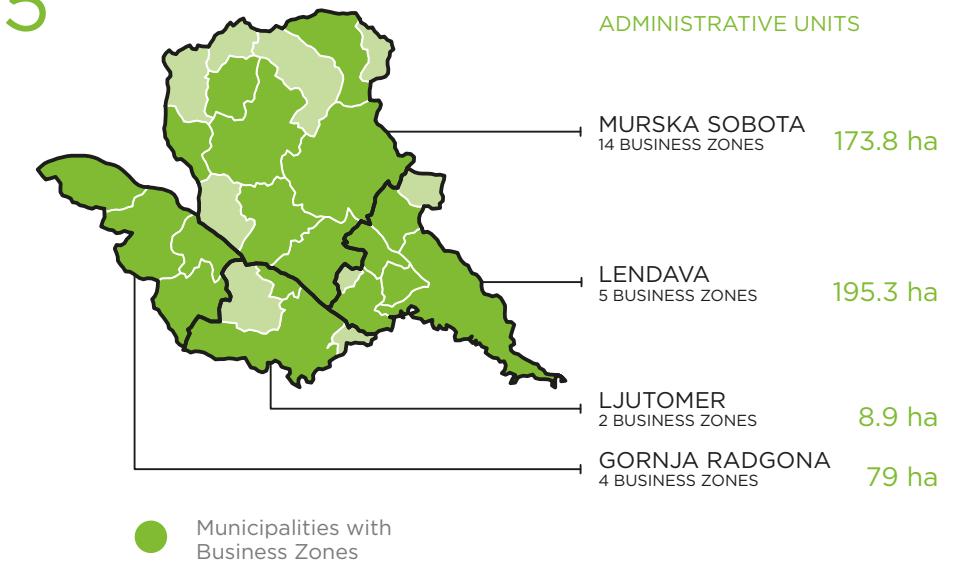
## BUSINESS ZONES – READY FOR STARTING YOUR ACTIVITY!

Every business zone in Pomurje is available to a wide range of industries. Besides the basic municipal infrastructure, some zones also offer industrial facilities equipped with everything you need for a quick start of a production, depending on your wishes and business plans.

### POMURJE

Number of Business zones in Pomurje: **25**

BUSINESS ZONES  
**457 ha**



Municipal infrastructure



### Advantages of Pomurje's business zones

- Competitive land prices (from €5 to €30 per m<sup>2</sup>)
- Support with administrative procedures
- Quick access to highway and railway infrastructure
- Access to several international airports and ports within a 250-km radius
- Proximity to Austria, Hungary and Croatia

## EFFICIENT AND FRIENDLY BUSINESS ENVIRONMENT

Development Centre Murska Sobota (RCMS) is a one-stop shop for information on Pomurje Region. Alongside details of investment and development opportunities, the RCMS provides free-of-charge advice to support your investment and help you grow in the region.

We understand  
your needs and  
support your  
investment on a highly  
customized level.

- **We provide information on investment and development opportunities in Pomurje**
- **We deliver valuable insights on the business environment**
- **We arrange site visits and meetings with local authorities**
- **We arrange meetings with regional business partners and professional consultants**
- **We engage with legislators to ease the current legislation**

More  
information

More information and further  
support available at:

[www.investpomurje.eu](http://www.investpomurje.eu)

[www.pomurjeregion.si](http://www.pomurjeregion.si)

## DEVELOPMENT CENTRE MURSKA SOBOTA REGIONAL DEVELOPMENT AGENCY

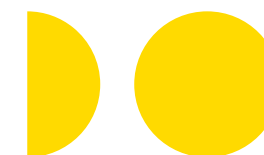
The Murska Sobota Development Centre is a regional institution whose aim is to encourage balanced economic, social, and cultural development in the Pomurje region.

For an efficient  
and friendly  
business  
environment

Our expert knowledge and experience reach across the fields of regional development, project management, business consulting, and strategic development planning.

An experienced team of professionals provides information about business opportunities to the interested public, offering support to Slovenian and foreign investors and companies in the region. At the same time, our activities are aimed at the internationalisation of the economy through connections and networking among companies as well as through presentations of companies in Slovenia and abroad.

We invite you to contact or visit us if you encounter a  
business challenge that keeps you up at night.



**DEVELOPMENT  
CENTRE  
MURSKA  
SOBOTA**

REGIONAL DEVELOPMENT  
AGENCY FOR POMURJE



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