





Project E-CONOMY

Guidebook for E-CONOMY platform

Draft v.2







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1 Introduction

The cooperation level of the chambers, economic development organizations, agencies concerned in regional economy development at the Slovenian-Hungarian border area is not satisfactory.

There are a lot of similarities in the economy of the two countries, and they encounter with the same obstacles and difficulties such as long-term unemployment, employing difficulties of persons with low or no education, lack of professionals, lack of business cooperation in supply and trade, unsatisfactory degree of innovation, etc.

In this project a challenge of improving the institutional cooperation in 4 regions (Podravje, Pomurje, Zala and Vas) is tackled. In order to improve business cooperation among these regions the project will empower the networking among the business support institutions on both sides of the border and launch the web platform.

In the Slovenian workshop of business support organisations in Podravje and Pomurje the existing and working databases and knowledge webpages were scanned through and this is the report on regional and national levels what is already available and supports the business cooperation.

Similar workshop was also performed in Hungary with Hungarian business support organisations. The conclusions from both national workshops will be used to form the cross border network of support organisations and to develop the networking platform with a knowledge base.







2 Methodological approach

The methodology for preparing the E-CONOMY web platform includes the following elements:

- Personal interviews with companies and business support institutions on both sides of the border;
- Expert workshop with business support institutions in Slovenia, regions: Podravje and Pomurje;
- Expert workshop with business support institutions in Hungary; regions: Zala and Vas;
- Joint coordination workshop with partners, institutions and companies;
- Preparation of a methodological manual that serves as a guide for the preparation of the platform.

The personal interviews with companies and business support institutions were performed by partners in Slovenia and Hungary. Over 50 companies and institutions were interviewed, approximately haft of them being institutions and the other half the companies.

Workshops have been carried out in Slovenia on the 29^{th} March, 2018 and in Hungary on the 2^{nd} May, 2018. Based on the experience gained at these two specific expert workshops, a two-day joint coordination workshop in Hungary on the 24^{th} and 25^{th} May, 2018 was held.

In this way the existing business support capacities and the expectations of institution and companies from E-CONOMY web platform were analysed and evaluated.

The result of these implemented activities is this guide for graphic, content and structural elements and the functioning of the web and mobile application platform that will be developed in this project.







3 Survey on expectations for E-CONOMY platform

Personal interviews with companies and business support institutions on both sides of the border were made by partners. The results from the questionnaires are summarised in Table 1.

Table 1: The results of personal interviews regarding expectations for E-CONOMY platform.

	number of responds	answer 3-very important	answer 2- important	answer 1-less important	answer 0-not necessary	grades SUM*
Which of the following elemen	its are, in you	r opinion, use	ful and impor	tant to appea	r on the onlir	ne platform?
General information about the country	42	8	18	11	5	71
Establishment rules for companies	42	24	16	2	0	106
Employment regulations	42	21	17	4	0	101
Tax regulations	42	22	20	0	0	106
Public tenders and funding possibilities	42	16	24	2	0	98
Recently made improvements in the country	41	4	26	11	0	75
Trade fairs, exhibitions, regular business events	42	19	18	5	0	98
Calendar of events	42	19	14	9	0	94
Job opportunities	42	7	22	13	0	78
List of accountants, with the languages they speak	42	15	21	6	0	93
List of lawyers / notaries with the languages they speak	42	15	21	6	0	93
List of Hungarian-Slovenian interpreters	42	15	24	3	0	96
Questions for institutions - Whon the platform, next to basic		n do you thin	k should be p	ublished abou	it institutions	like yours
Services / activities provided by the institution / organization to companies	22	16	6	0	0	60
Available technical equipment (list)	21	0	12	8	1	32
Renting capacities	21	0	12	7	2	31
A database of companies if it is public	17	4	10	3	0	35
Data on employees (number of employees, education, language skills)	22	1	8	13	0	32







A circle of employees that is relevant from a corporate point of view	21	3	12	5	1	38
Contact person for relations between institutions, its precise contact details and language skills	22	11	10	0	1	53
Questions for companies - Wh			ic informatio	n, do you war	it to know abo	out
companies for establishing bus	27	17	9	1	0	70
Activities actually carried out The number of years you actually do business	28	8	12	7	1	55
Number of employees	28	5	12	10	1	49
Language skills in the company, negotiating level	28	10	15	3	0	63
Ownership	28	2	13	10	3	42
Whether any official procedure has taken place or is taking place against the company	27	8	15	4	0	58
Revenues over the last 3 financial years	27	6	19	2	0	58
The area that you are looking for a business partner (eg. sales, supplier, distributor, techn. trans.)	27	18	9	0	0	72
The market coverage of business (local, regional, national, international)	28	7	20	1	0	62
Are you currently exporting?	26	6	14	6	0	52
Reference list	27	9	14	4	0	59
Quality systems (eg. ISO)	27	3	16	8	0	49
Do you use business information systems (CRM, ERP, CMS)	27	0	14	11	2	39
Development concept (eg. site development, energy development, equipment acq., training)	27	5	18	3	1	54
Contact person for business relations, its precise contact details and language skills	27	14	10	3	0	65

^{*}Grades: 0 - not necessary; 1 - less important; 2 - important; 3 - very important

Over 40 of respondents states that the most important and useful information on the platform would be the information about establishing rules of companies and regulations regarding tax and employment (Figure 1). Information about the country got the lowest grades.







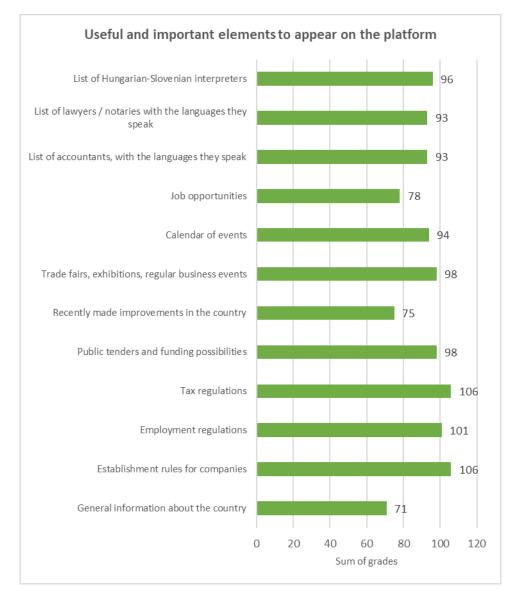


Figure 1: Answers to the question: "Which of the following elements are, in your opinion, useful and important to appear on the online platform?".

Services or activities provided by the institution or organization to companies and information on contact persons are the most important to institutions (Figure 2).







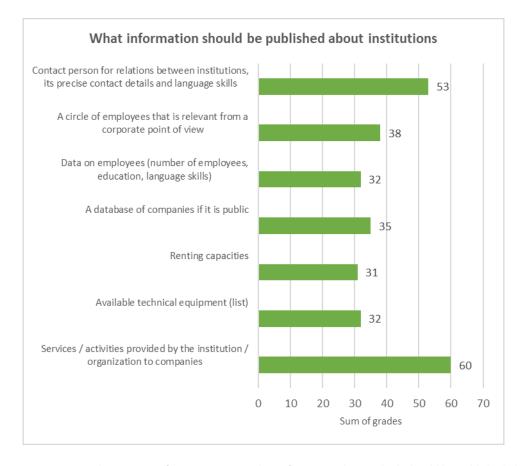


Figure 2: Answers to the questions for institutions - What information do you think should be published about institutions like yours on the platform, next to basic information?

Companies consider the area that a company is looking for a business partner (eg. selling your own product / service, looking for a supplier, looking for a distributor, technology transfer, etc.) as most important (Figure 3).







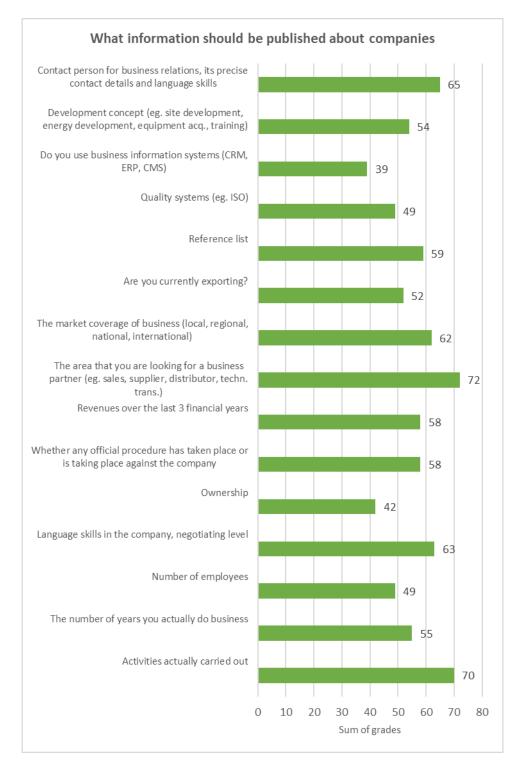


Figure 3: Answers to the questions for companies - What information, besides basic information, do you want to know about companies for establishing business cooperation?







4 Workshop of business support organisations in Slovenia

The workshop of business support organisations in Slovenia was held on March 29th, 2018 in Maribor.

The following persons participated:

- 1. Mag. nataša Lorber, Pomurska gospodarska zbornica
- 2. Luka Sternad, Sun d.o.o.
- 3. Vesna Herženjak, Štajerska gospodarska zbornica
- 4. Dijana Bestijanić, Mariborska razvojna agencija
- 5. Jasna Mak, Mariborska razvojna agencija
- 6. Danica Košir, RIC Slovenska Bistrica
- 7. Reiter Lidija, Agencija Trend d.o.o.
- 8. Mirjana Ivanuša, Mirjana Ivanuša s.p.
- 9. Bojan Baša, LTB d.o.o.
- 10. Milan Svetec, PORA Gornja Radgona
- 11. Brigita Drevenšek, ZRS Bistra Ptuj
- 12. Jadranka Krajnc, ZRS Bistra Ptuj
- 13. Dr. Lidija Tušek, ZRS Bistra Ptuj
- 14. Rosvita Bedrač, ZRS Bistra Ptuj
- 15. Aleš Skalič, Razvojni center Murska Sobota
- 16. Prof. dr. Lidija Fras Zemljič, Univerza v Mariboru
- 17. Anton Habjanič, Univerza v Mariboru
- 18. Jure Verhovnik, Inštitut za razvoj podjetništva













Figure 4: Workshop with business support organisations in Podravje and Pomurje.







4.1 Review on websites and public databases

4.1.1 Important national websites

4.1.1.1 SPIRIT Slovenia

The landing page of agency Spirit Slovenia directs to subpage Areas of Work with the following information:

At the start of 2013, the Slovenian economic environment became richer with the introduction of a new institution that represents an important step towards the achievement of greater efficiency and competitiveness of the Slovenian economy. The Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology, or SPIRIT Slovenia for short, began executing its functions at the start of this year.

An agency was created that will provide support to the Slovenian economy in a coordinated, transparent and comprehensive manner in the most important areas of the Slovenian economy:

- Entrepreneurship, Innovation, Technology Development
- Internationalisation and Foreign Direct Investment

The information is available in two languages: Slovene and English.







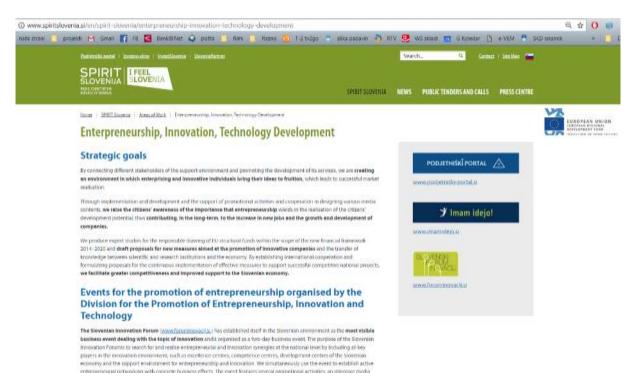


Figure 5: Subpage of agency SPIRIT Slovenia on Entrepreneurship in Slovene in English.







The landing page directs toward other pages for entrepreneurs and companies, such as:

- https://www.podjetniski-portal.si/
- https://www.izvoznookno.si/
- http://www.investslovenia.si/
- http://www.sloveniapartner.eu/

4.1.1.2 Podjetniški portal

Podjetniški portal gives information about:

- News,
- Events,
- Tenders and calls.

It's available only in Slovene.

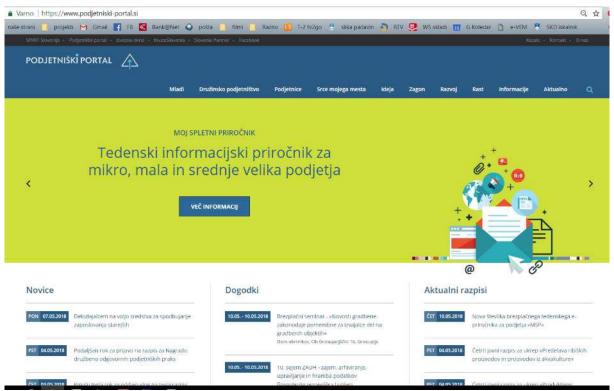


Figure 6: Podjetniški portal is available only in Slovene.

4.1.1.3 Izvoznookno.si

Slovene exporters can find useful information about business environment in foreign countries on the pages of izvoznookno.si. 53 countries including Hungary are presented. Search for business opportunities in selected counties according to the type of business is possible.

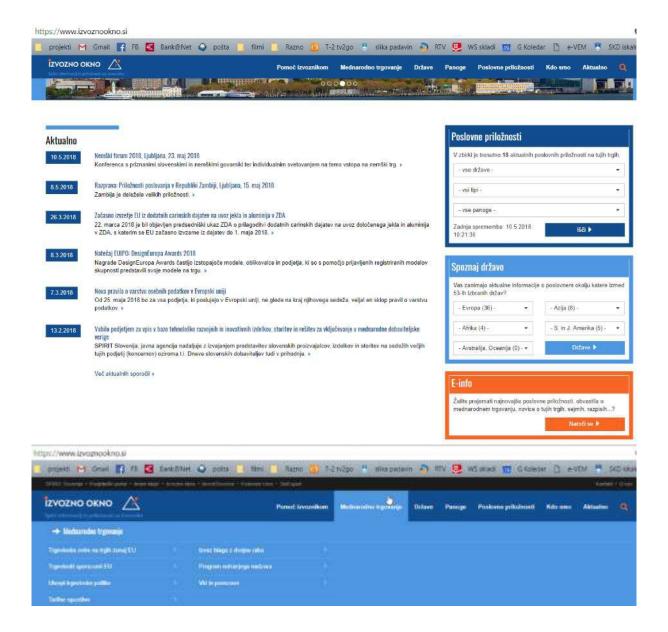






GOOD PRACTICE

The searchfields »Poslovne priložnosti« (i.e. Business opportunities) and »Spoznaj državo« (i.e. Get know the country) on page izvoznookno.si (Figure 7) are the elements that should be included to the web platform of project E-CONOMY. The pages are only in Slovene therefore adequate translation is needed.









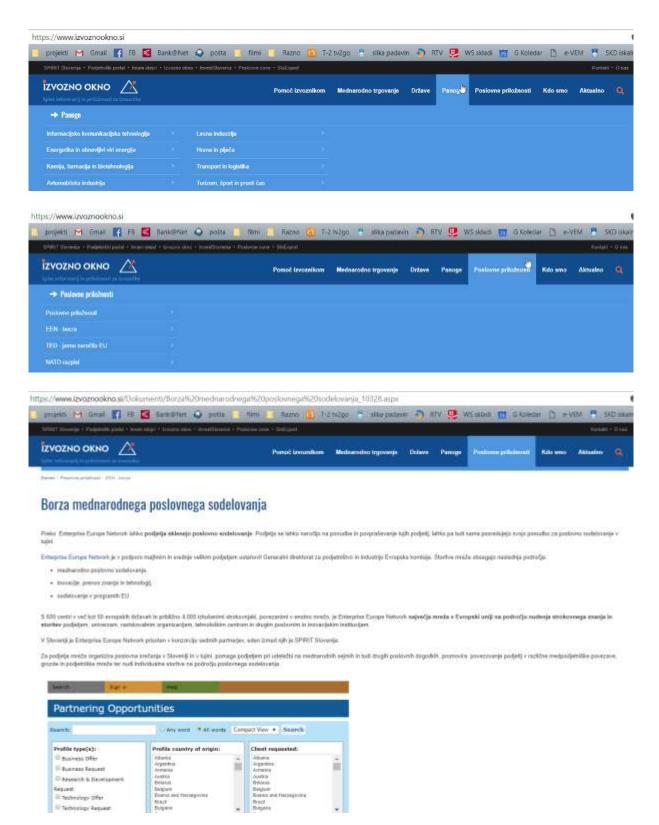


Figure 7: Pages izvoznookno.si for Slovene exporters.







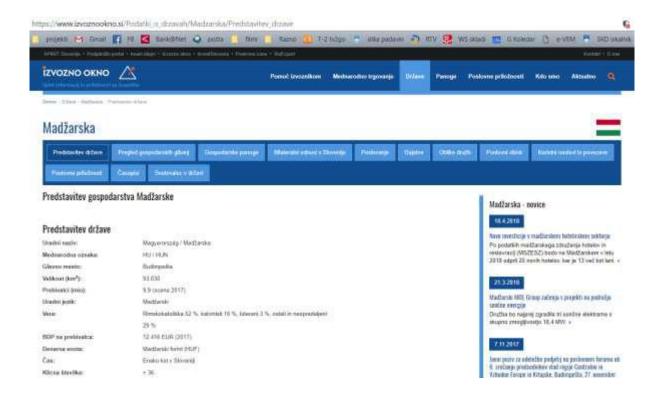


Figure 8: Information about Hungary on page izvoznookno.si.

Information about Hungary on the page izvoznookno.si is quite extensive in several categories but only in Slovene.

GOOD PRACTICE

The presentation of a county such as Hungary on page izvoznookno.si is relevant for potential business partners.

4.1.1.4 Investslovenia.si

The page for investors in Slovenia Investslovenia.si gives extensive information about Slovenia in English, French, Italian and German including search for investment locations and investment opportunities (Figure 9).









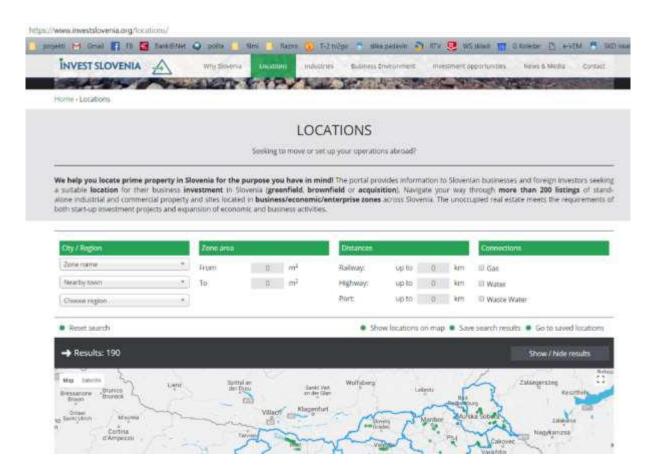


SLOVENIA F	ACI SHEET
	20,273 sq km
Population:	2 million
Capital:	Ljubljana
Currency:	euro (€)
	GMT/UTC+1
	EU, NATO, OECD





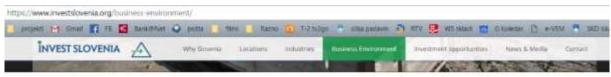












Home - Business Environment

BUSSINES ENVIRONMENT

Pro-business climate in Slovenia

Slovenia's extensive economic reforms started in 2000 led to gradual regulatory changes in the FDI area. The approval mechanisms became streamlined and clear to investors improving Slovenia's investment climate and increasing foreign investors' confidence.

A growing recognition of the importance of FDI as a source of fixed capital formation to economic growth and performance was translated into the government commitment to actively encourage inward investment by streamlining the investment promotion agencies and offering special investment incentives. Under the cost-sharing schemes designed to attract serious investors, funding is available to investors whose projects will build on Sovenas's key selling points, well-developed inhastructure and supporting industries, and clusters of specialised suppliers.

The overall supply chain costs are low in Slovenia thanks to its strategic geographical position at the heart of the market with 500 million customers without any customs and duties, equally convenient to serve east and south-east Europe, as well as Asia.

The Investiblevenia Team of the Slovenian Public Agency for Entrepreseurship Internationalization, Foreign Investments and Technology - Shifit Slovenia maintains a database of sections and companies to target, leasehold and freehold locations to develop or retinvolop, and regulations there investors will find answers to most of the basic questions they may have when Investigating Slovenia at a possible investment site and investigating are able to respond to an investore inquiry with in-depth, customised information.



Country profile

A nation boating more than a 1000-year long history, a pioneer in many fields with groundbreaking achievements often attributed in others. MCDE



Slovenia in the EU



FDI in Slovenia

Soversa is focusing its efforts on building a strong businessfrendly environment as a precondition to capturing prowth fuelling FDX Event sender.



ncentives



Macroeconomic Overview

The core focus of Sovenar's government is to continue building a modern and efficient economy by supporting provision.



Infrastructure & Utilities

- Transport infraroutture -ICT infrastructure - Energy -







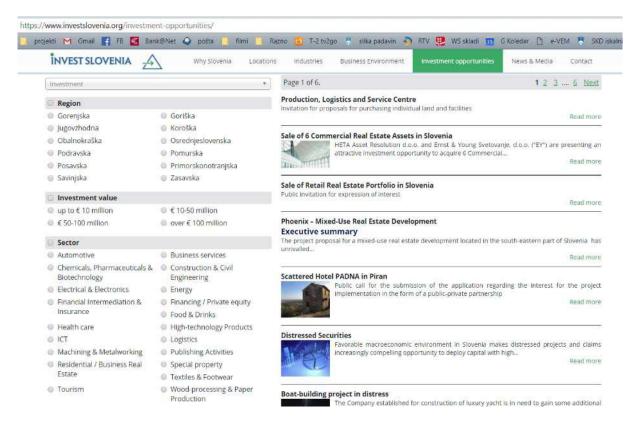


Figure 9: Information about Slovenia for investors.

4.1.1.5 Sloveniapartner.eu

Sloveniapartner.eu page gives information about business environment in Slovenia and enables search for business partners and check out the Slovenian exporters.





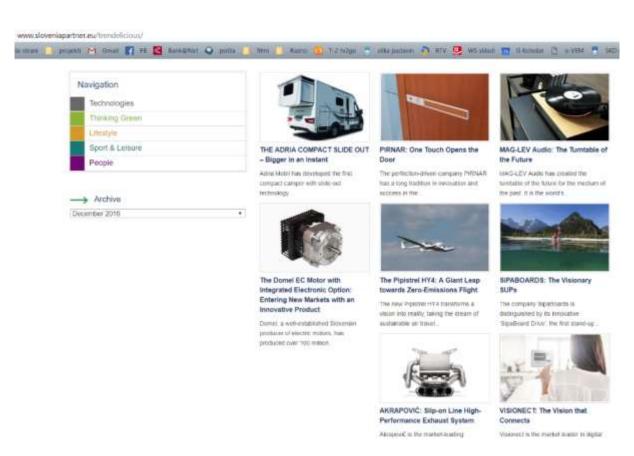


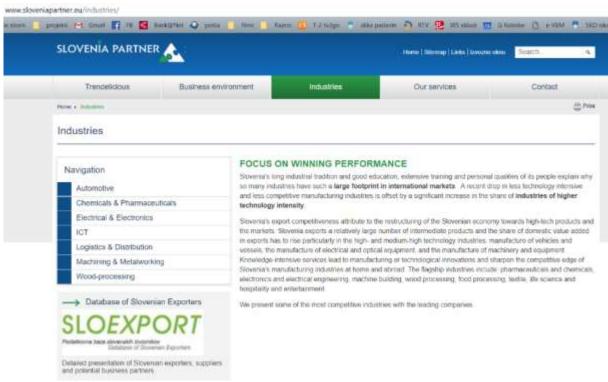


















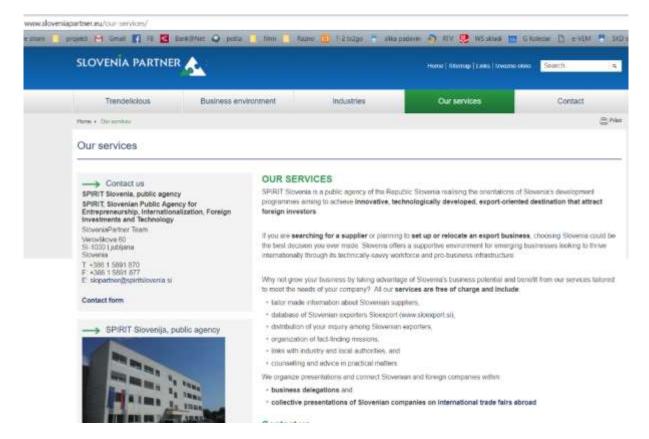


Figure 10: Information about Slovenia for business partners.

GOOD PRACTICE

The information about Slovenia on pages Investslovenia.si and Sloveniapartner.eu including the search for investment locations and business opportunities are the elements that could be integrated into the platform of the project E-CONOMY.

4.1.2 SPOT - Slovenia Business Point (E-VEM)

One of the most used services at SPOT points is the registration of a company, which is free of charge. In addition, several other administrative services connected with starting up a business operation free of charge can be done at these points. E-VEM (E-SPOT) portal enables registration procedures.







The page Slovenia Business Point gives all the information about the EUGO portal that a business person will need. The Eugo Slovenian portal is a state business point that helps foreign business entities from the EU, EEA Member Countries and the Swiss Confederation who want to do business in Slovenia.

















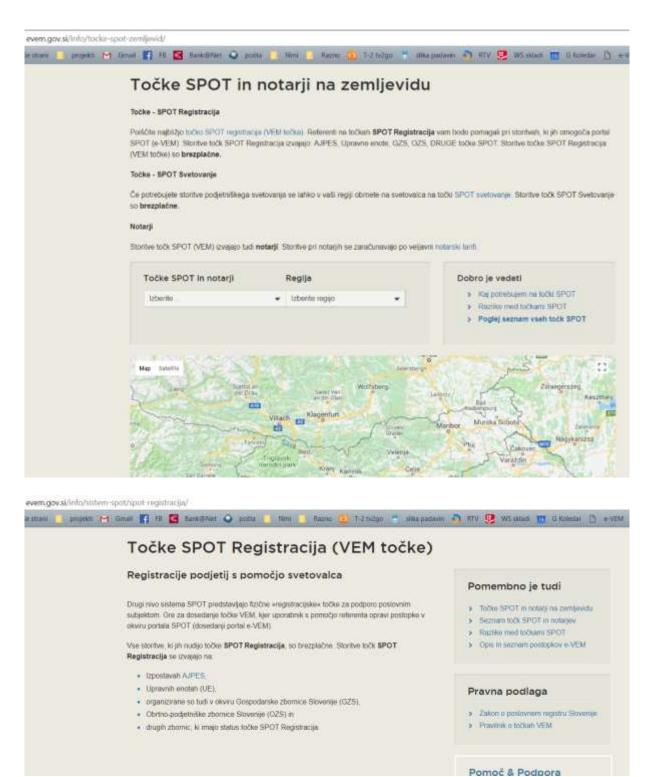








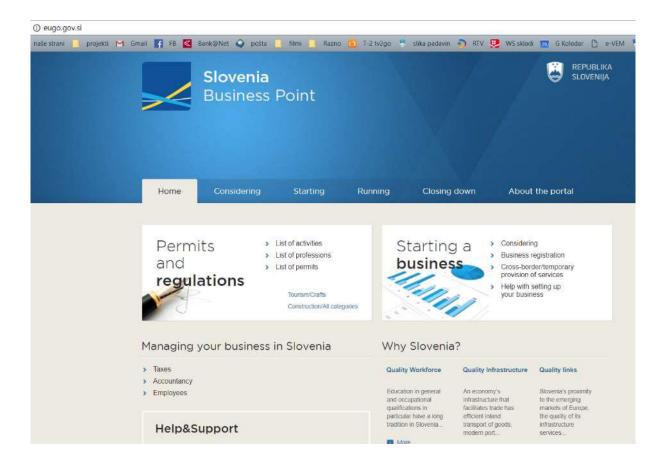


Figure 11: Slovenia Business Points are active in business registration and counselling.





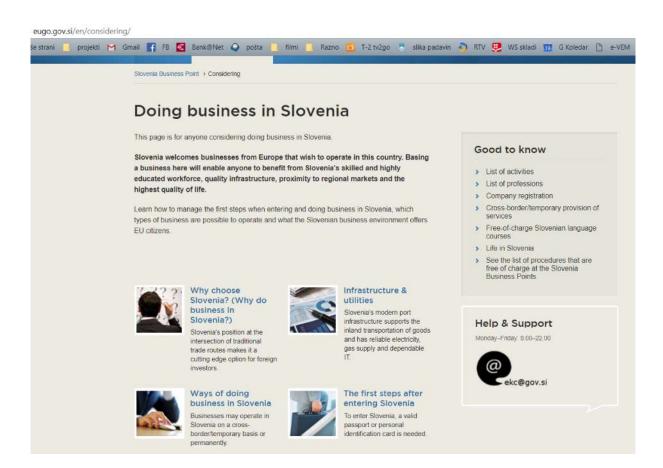


















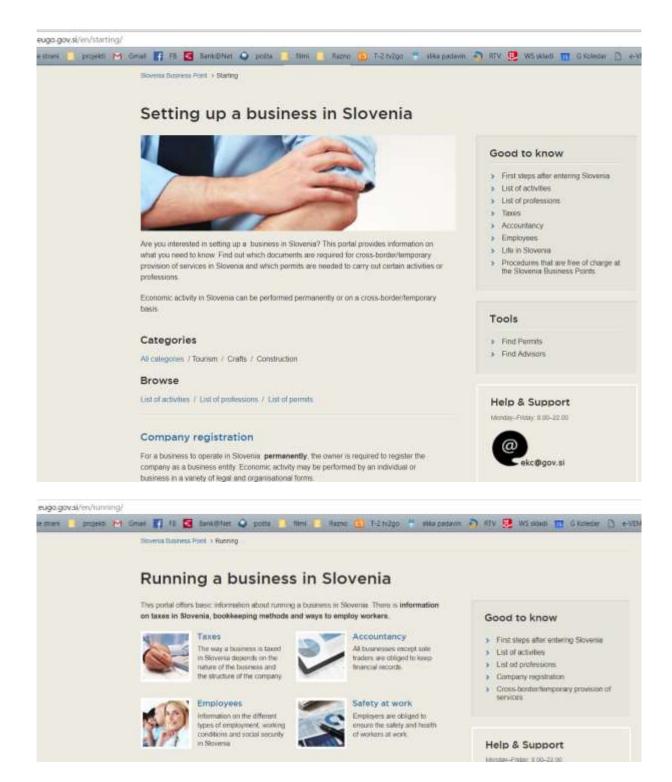


Figure 12: Slovenia Business Point.







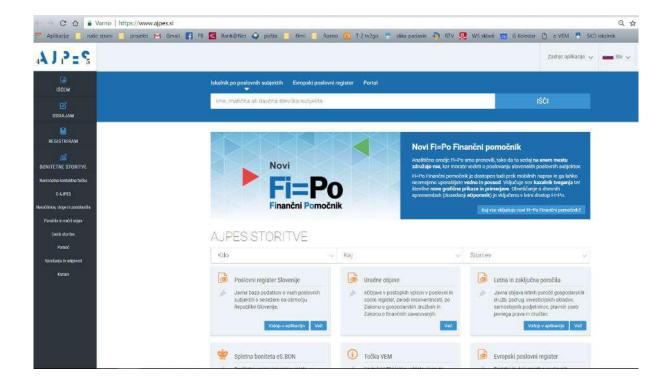
4.1.3 Other state and professional institutions

4.1.3.1 AJPES

State agency AJPES manages the Slovenian Business Register as a central public database on all business entities, their subsidiaries, and other organization segments located in Slovenia which perform profitable or non-profitable activities. ePRS enables search for information about business entities involved in a profit or non-profit activity having their principal place of business located on the territory of the Republic of Slovenia.

Annual reports intended for the public – except those of nonprofit organizations – can be viewed without charge. For companies with a mandated statutory audit, AJPES publishes audited annual reports. EBR's (European Business Register) information system provides users with simple and easy access to data on business entities from all members of EBR. It also enables the ordering of various documents connected to the companies' business operations.

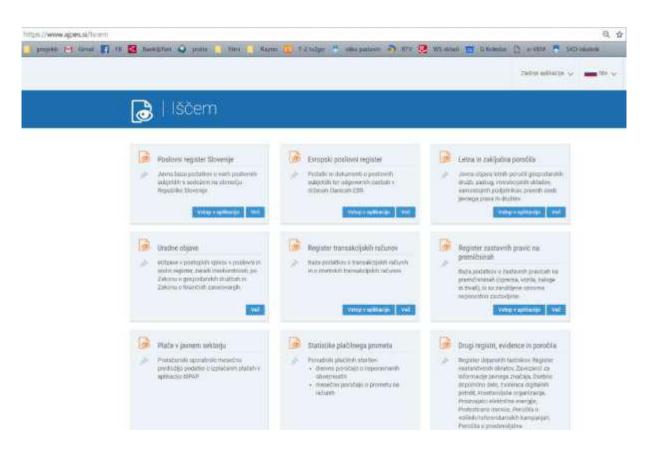
The information is available in Slovene and English.

















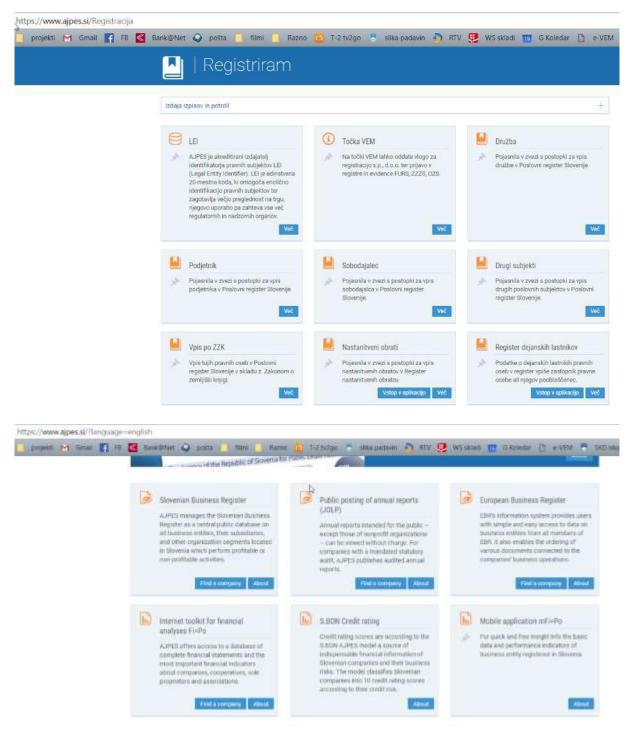
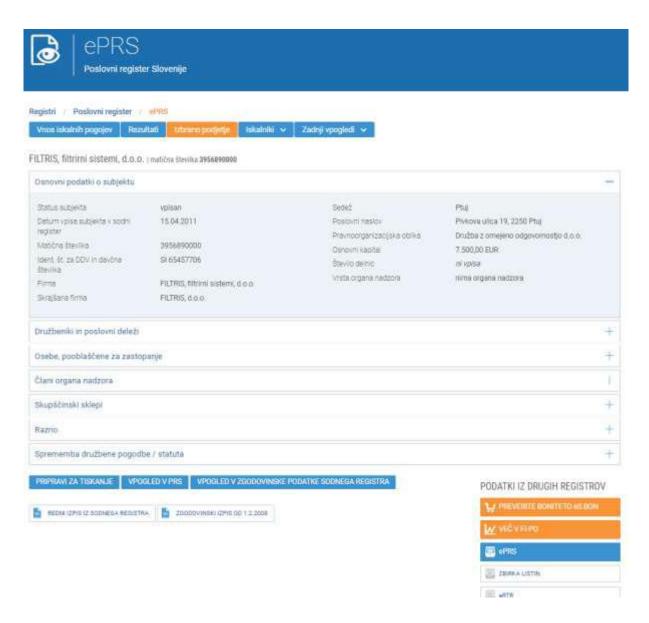


Figure 13: AJPES.















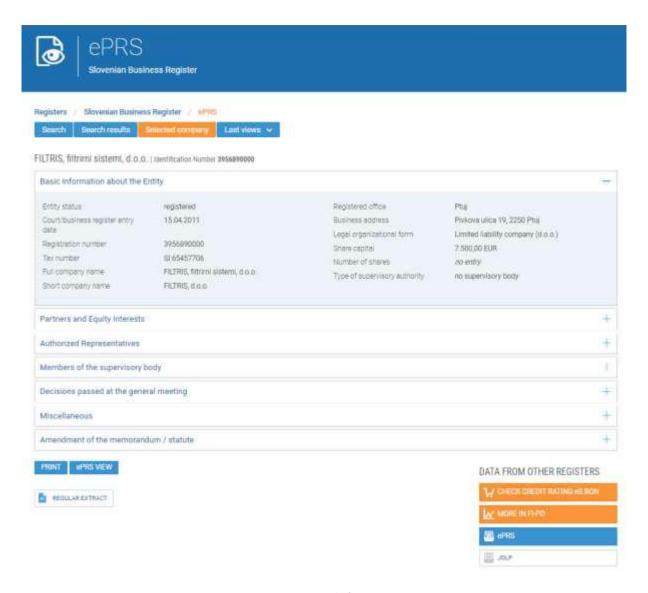


Figure 14: A sample from ePRS.

Starting from AJPES page statistical classification of economic activities and other classifications can be reached (Figure 15).







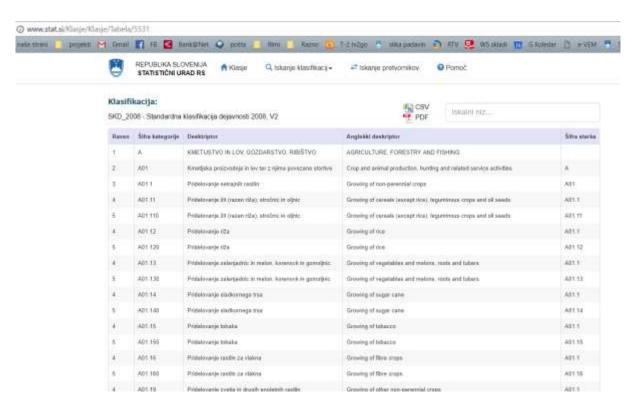


Figure 15: Statistical classification of economic activities.

4.1.3.2 Financial administration















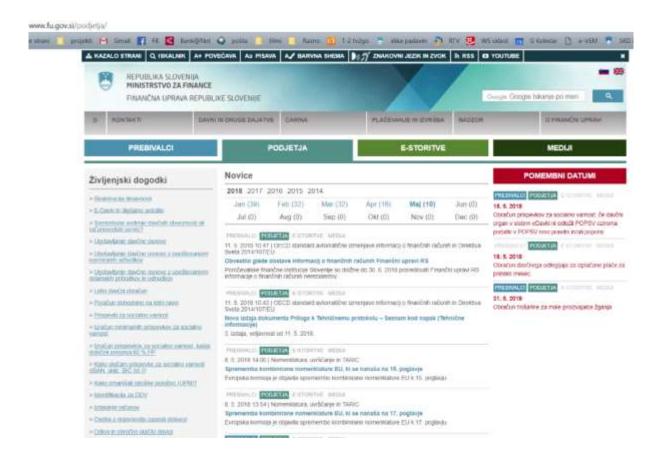


Figure 16: Financial administration.

4.1.3.3 The Slovene Enterprise Fund

The Public Fund of Republic of Slovenia for Entrepreneurship or shortly The Slovene Enterprise Fund (the Fund or SEF) is established with purpose of:

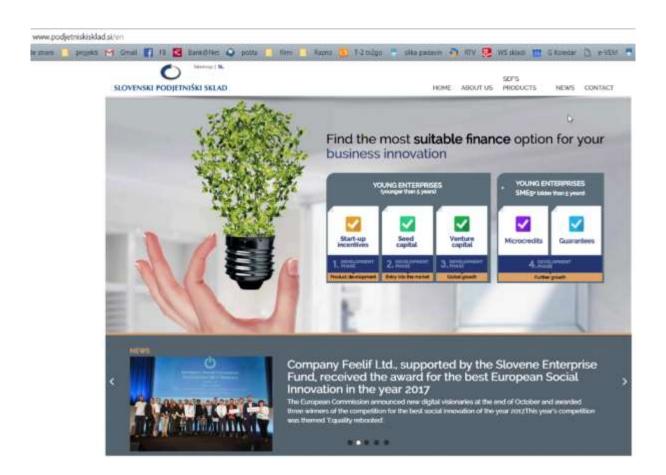
- improving the access to financial resources for different development business investments
 of micro, small and medium-sized enterprises (SMEs) including with financial resources for
 SMEs start-up and micro financing in the Republic of Slovenia.
- Every year the Fund is offering proper financial solutions for development business projects in Slovenian entrepreneurial sector via financial engineering, which is majorly based on financial instruments with refundable means (loans, guarantees for loans, subsidised interest rates, venture capital) which allows combining of financial resources of different financial institutions (financial lever).







• Through offering favourable financing resources want to ensure that state aid are distributed in all phase of development life cycle; from seed companies, start up's and till the phase of further growth and development.









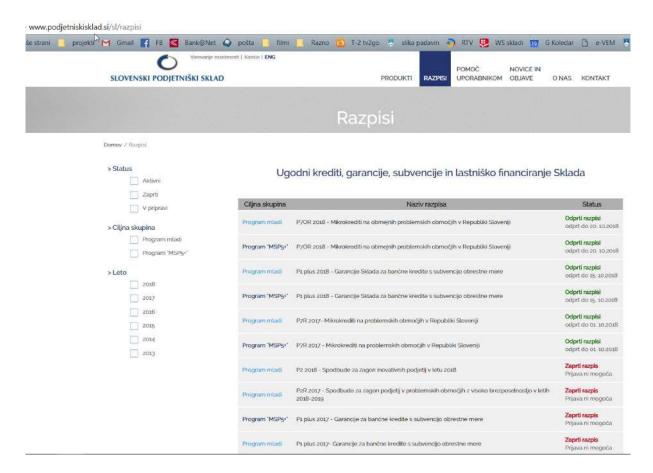


Figure 17: The Slovene Enterprise Fund.

4.1.3.4 Employment Service of Slovenia

Employment Service of Slovenia is one of the key Slovenian labour market institutions. It is an independent legal entity with public institute status operating uniformly across the entire country.

Main ESS activities:

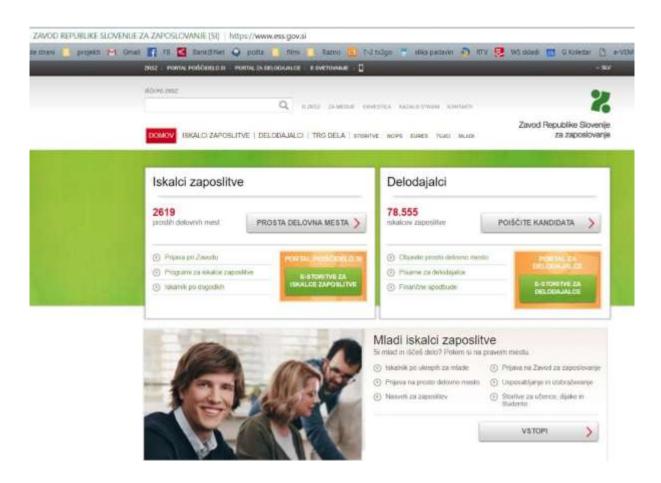
- · employment advice and jobbroking
- life-long career guidance
- unemployment benefit and unemployment insurance
- implementation of active employment policy (AEP) measures and programmes
- issuing of work and employment permits for foreign workers
- preparation of analytical, development and other professional materials related to ESS activities
- labour market (LM) and ESS information of a public nature







Users of ESS services are unemployed persons, employers, jobseekers, pupils and students who need professional help in the fields of employment and career guidance, professional institutions, providers of active employment policy programmes, social partners and general public.









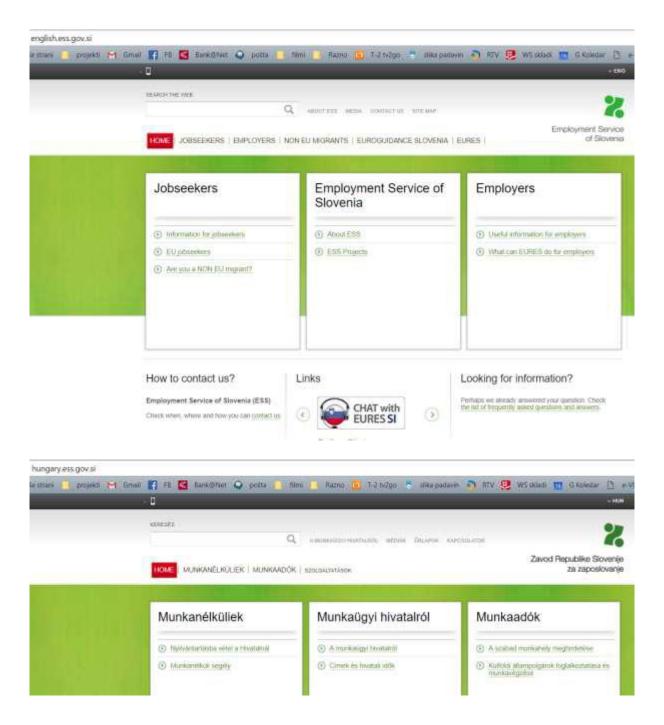


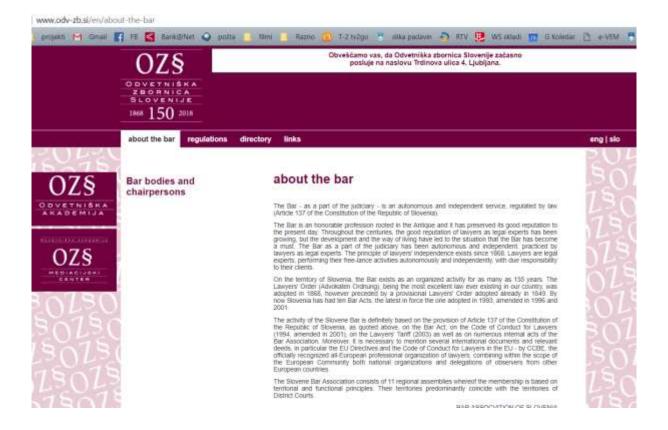
Figure 18: Employment Service of Slovenia.







4.1.3.5 Bar









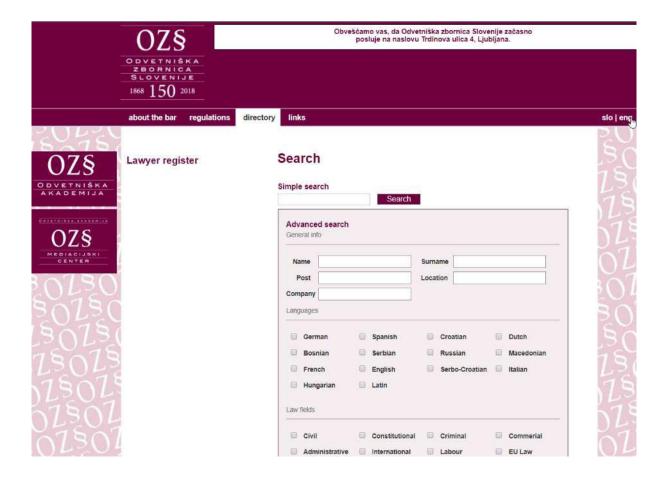


Figure 19: Bar www.odv-zb.si.

4.1.3.6 Chamber of Notaries of Slovenia

The Chamber of Notaries of Slovenia is committed to ensure and monitor the Notariat's reputation, authenticity and development, represent interests of notaries, assistant notaries and notarial candidates as well as perform other tasks pursuant to the Chamber's laws, regulations and the Article of Association. The Chamber exercises its powers through the following bodies: the Assembly, the Executive Committee, the Audit Committee, and the Disciplinary Committee.







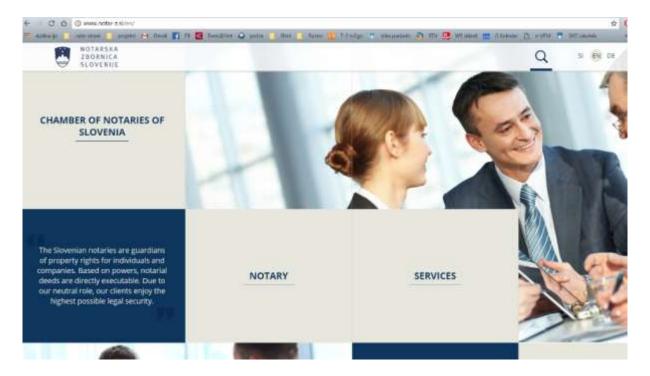


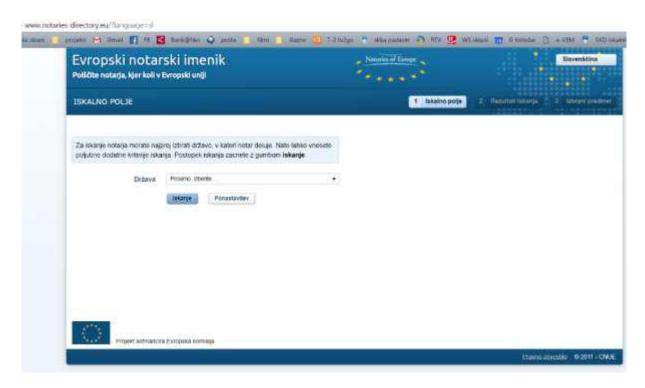
Figure 20: Chamber of Notaries of Slovenia.

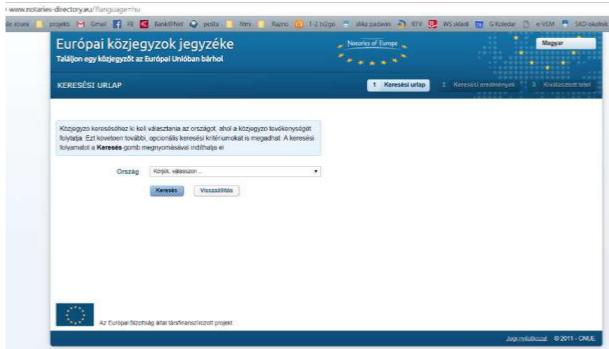
You can find contact details of a notary anywhere in the European Union who speaks your language with the use of the European Directory of the Notaries. With this directory, you can for example find a notary in another EU member state who speaks English and who can help you with your dealings there (purchase of a property, settlement of a succession, property relations between spouses, etc.). You can choose one of the EU's 23 official languages and a country where you wish to find a notary (with the option of selecting a town) and obtain the required information.

















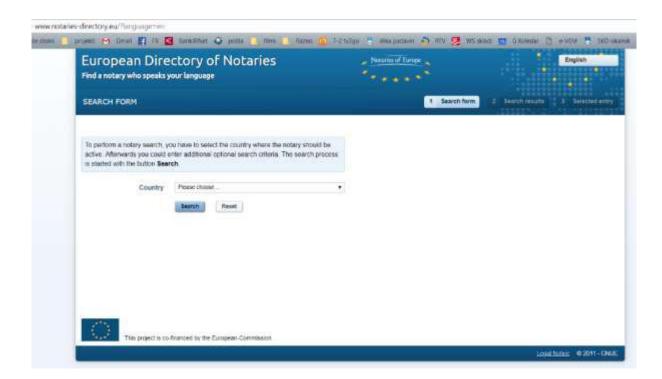


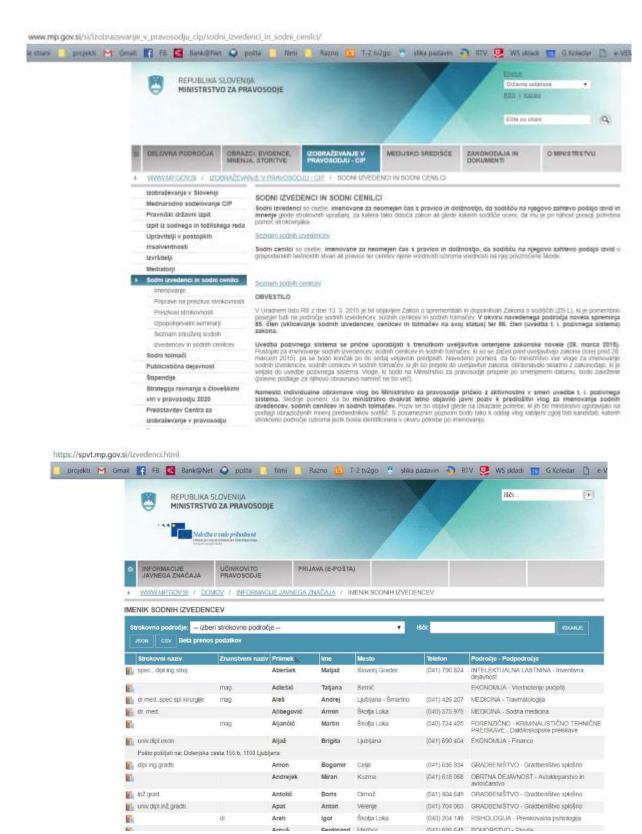
Figure 21: European Directory of Notaries.

4.1.3.7 Expert witnesses and court appraisers















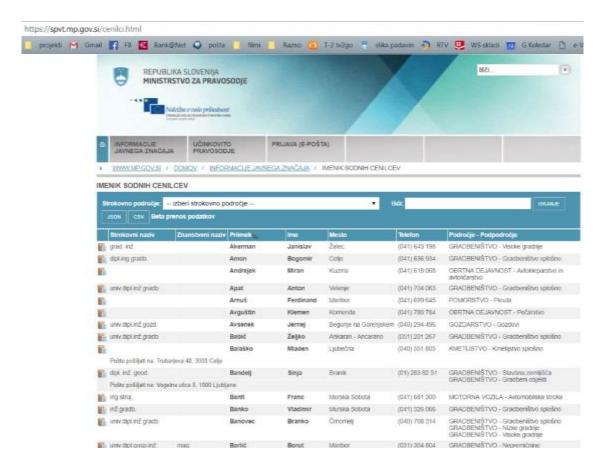


Figure 22: Expert witnesses and court appraisers.

4.1.3.8 Tax consultants











Figure 23: Tax consultants.







4.1.3.9 EEN - Enterprise Europe Network









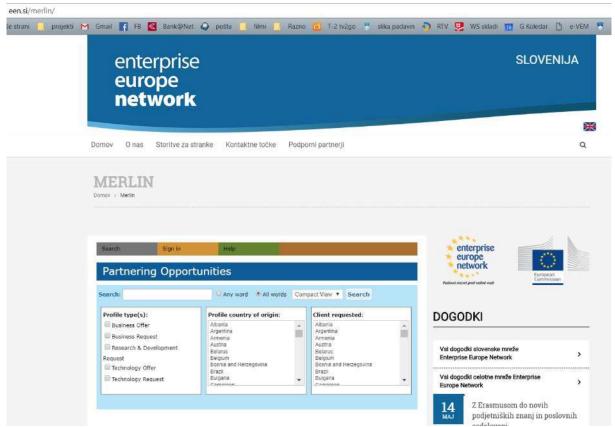


Figure 24: Enterprise Europe Network.







4.1.4 Other

4.1.4.1 Information for foreigners



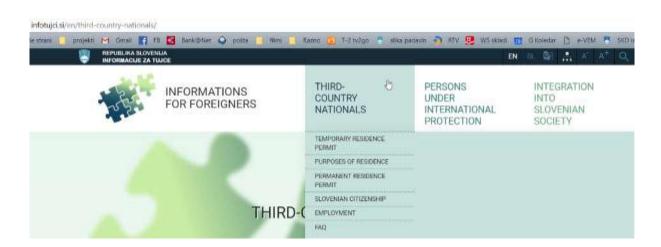










Figure 25: Information for foreigners.

4.1.4.2 Embassy of Hungary in Ljubljana







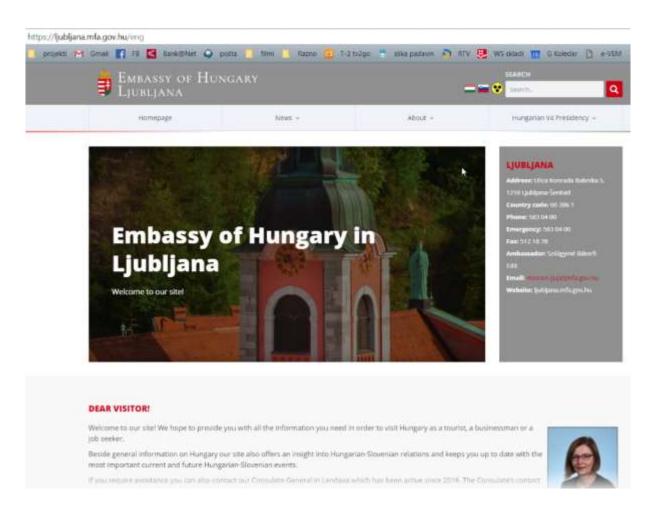


Figure 26: Embassy of Hungary in Ljubljana.

4.1.4.3 Embassy of Slovenia in Budapest







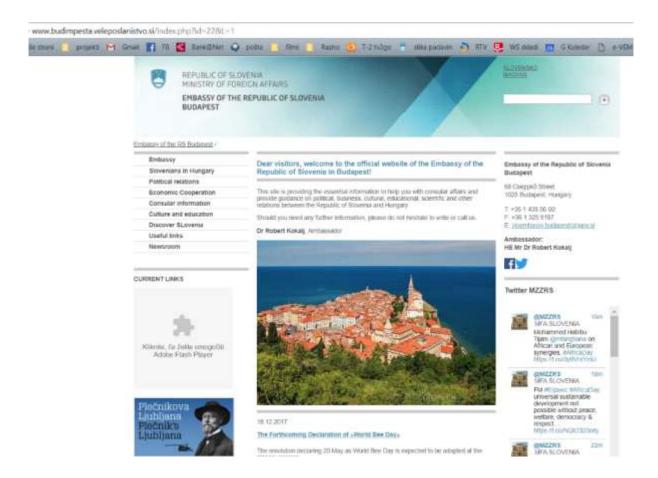


Figure 27: Embassy of Slovenia in Budapest.

4.1.4.4 The Slovene-Hungarian Business Association

The Slovene-Hungarian Business Association was founded in 2009 to provide a successful community for Slovene companies in Hungary and those Hungarian entities that are interested in the Slovene market. The Association offers a platform for information exchange and provides a possibility for efficient promotion and interest protection. Recently, the Association has seen fast membership growth, which is a perfect proof of the necessity for our community and growing business cooperation.

Their aim is to have an active role in the development of business contacts between Slovenia and Hungary, to advise and provide information to government authorities and other business role-players; therefore, we aim at close cooperation with political and economic organisations.

















Figure 28: The Slovene-Hungarian Business Association.







4.1.5 Chambers of Commerce and Industry

4.1.5.1 Chamber of Commerce and Industry of Slovenia

The Chamber of Commerce and Industry of Slovenia (CCIS) is the strongest and the most influential business link in Slovenia. It provides essential services for enterprises operating in Slovenia, and it is the ideal local partner for foreign investors. The CCIS was founded more than 160 years ago and now has 7,000 member-companies of all sizes and from all regions. It is a non-profit, non-governmental, independent business organization representing the interest of its members and is Slovenia's most influential business association. CCIS unites under its roof 24 branch associations representing all sectors of Slovenian Economy. CCIS operates a network of 13 regional chambers.

