



Chamber of Commerce and Industry of Slovenia > Top Exporters

## List of 100 Fastest Growing Groups/Companies

by Net Sales on Foreign Markets in the Period 2011-2015

Ranking	Company's name	Sector	Total sales (000 EUR)	% of foreign sales	Nb. of employees	Value added per employee	Index of foreign sales (2015/2011)
1	AVTO TRIGLAV	RETAIL TRADE	191.665	24.4	85	87.909	841.51
2	RENAULT NISSAN SLOVENIJA	RETAIL TRADE	361.712	39.1	106	101.424	682.85
3	GROUP SUMMIT MOTORS LJUBLJANA	RETAIL TRADE	135.562	22.0	94	74.479	481.15
4	GG BLEJ	AGRICULTURE	32.610	79.3	78	59.607	338.77
5	GROUP GEOPLIN	RETAIL TRADE	412.152	45.2	195	245.136	335.91
6	GOLD CLUB	MANUFACTURING	20.965	88.9	110	80.725	304.82
7	REMI	MANUFACTURING	29.558	57.4	142	51.699	291.01
8	SCANIA SLOVENIJA	RETAIL TRADE	62.282	39.4	68	98.184	263.21
9	GROUP REFLIX	CONSTRUCTION	29.379	43.5	886	28.681	247.98
10	POLYCOM Škofja Loka	MANUFACTURING	23.101	73.4	179	40.957	247.81
11	GROUP CETIS	MANUFACTURING	54.575	42.3	339	34.715	247.50
12	GROUP PRIMAT	MANUFACTURING	19.652	92.9	316	27.176	240.24
13	GROUP PLASTOFORM	MANUFACTURING	38.962	66.1	342	43.785	235.49
14	GROUP PETROL	RETAIL TRADE	8.816.882	41.8	8.978	50.766	231.76
15	SGG TOLMIN	AGRICULTURE	18.184	65.9	251	30.115	230.99
16	STARKOM	MANUFACTURING	52.691	98.0	234	60.998	230.49
17	INCOM	MANUFACTURING	35.054	86.8	161	58.736	217.66
18	GROUP MAKSIM	MANUFACTURING	32.686	74.9	279	41.872	211.18
19	MOL - naftna družba	RETAIL TRADE	148.204	51.9	12	155.234	210.89
20	MAROVIT	MANUFACTURING	14.652	90.3	185	36.911	207.59
21	ADRIA DOM	MANUFACTURING	19.806	86.3	229	30.407	205.57
22	STILES	MANUFACTURING	15.509	95.8	189	26.701	201.74
23	GROUP ELRAD INTERNATIONAL	MANUFACTURING	83.325	89.1	1.144	23.909	201.72
24	PLASTIKA SKAZA	MANUFACTURING	81.004	89.8	162	40.449	199.32

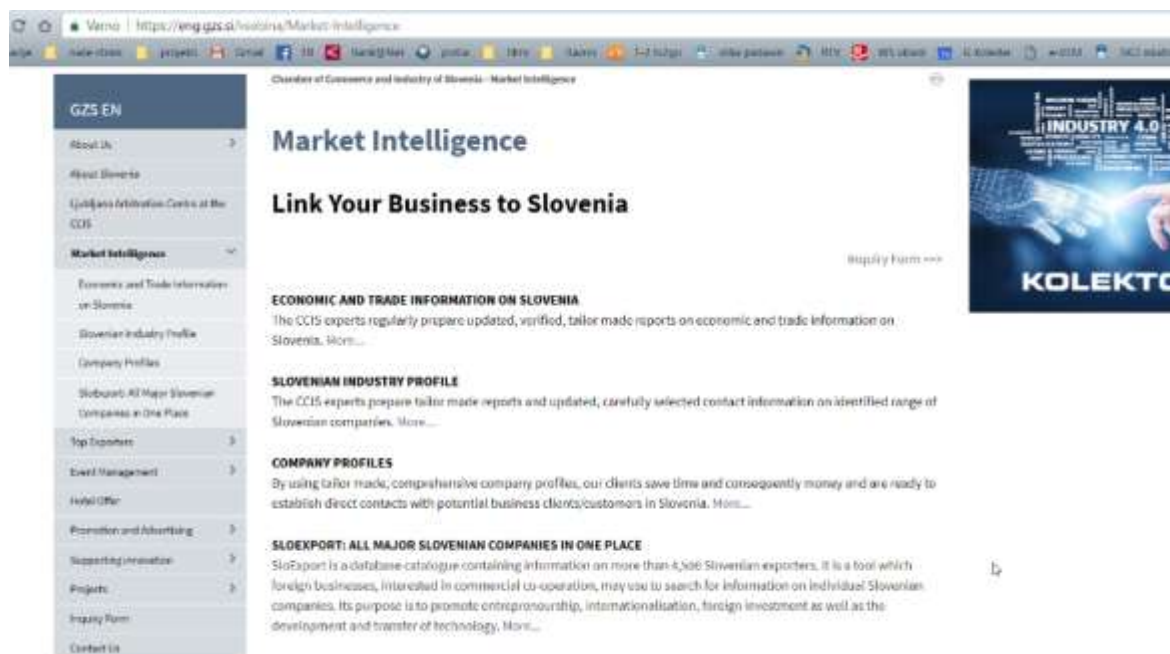


Figure 29: Chamber of Commerce and Industry of Slovenia.

#### 4.1.5.2 Štajerska gospodarska zbornica

https://www.stajerskagz.si

+386 2 22 08 700 info@stajerskagz.si

NOVOŠTI ŠTORITVE IZOBRAŽEVANJA IN DOGODKI PROJEKTI ZA ČLANE

Ne prezrite  
**Časopis Gospodarski izzivi april 2018**

Več informacij

ŠGZ obvestila: Preverite 6 glavnih prednosti članstva v ŠGZ

https://www.stajerskagz.si/novosti/

NOVOŠTI ŠTORITVE IZOBRAŽEVANJA IN DOGODKI PROJEKTI ZA ČLANE

Izpostavljamo: ne prezrite: novica šgz

Brezplačna delavnica: Vstop in poslovanje na nemškem trgu

Nemški trg zaradi svoje bližine, odličnega gospodarskega stanja in velike kupne moči za marsikatero podjetje predstavlja ciljno destinacijo za razširitev svojega poslovanja. Visoka kupna moč, ogrožen podjemni sektor,...

Prejmite več

10. posvet sektorja za okolje in energijo: KROJNO GOSPODARSTVO kot priložnost, Otočec, 16.05.2018

Izposodi gospodarsko knjigo, kar ti hoče

Še niste član ŠGZ?

Izkoristite vse prednosti in ugodnosti članstva v ŠGZ

PREVERITE PREDNOSTI

Strokovna konferenca: Vlaganje v ukrepe za krepitev in ohranjanje duševnega zdravja zaposlenih - priložnost za večjo konkurenčnost in uspešnost podjetij, MB, 07.06.2018



**ŠTAJERSKA  
GOSPODARSKA  
ZBORNICA**

NOVOSTI | STORITVE | IZOBRAŽEVANJA IN DOGODNI | PROJEKTI | ZA ČLANE

## STORITVE ZA PODJETJE

Prostovolje pospešujemo in podpiramo

### SVETOVANJE IN INFORMACIJE

Brezplačno poslovno svetovanje -  
Infopika

EVEM točka - portal za podjetja in  
podjetnike

Isane listine

### PODPORA

Mednarodno podpiranje

Projektna pisarna

Izobraževanje

Rajem poslovnih prostorov

### PROMOCIJA IN MREŽENJE

Opazovanje in promocija

Publikacije

Mreženje

Regijski zvezi

BREZPLAČNO SVETOVANJE ZA ČLANE

<https://www.stajerskagz.si/o-regiji/>

## GOSPODARSTVO REGIJE – PODRAVSKA REGIJA

Levna poročila in statistični podatki

### GOSPODARSKA DRUŽBE 2016

Število družb: 8.037, delež v Sloveniji 12,3 %

Število zaposlenih: 63.386, delež v Sloveniji 13,3 %

Čisti prihodki od prodaje (mio EUR): 7.827, delež v Sloveniji 9,8 %

Čisti prihodki od prodaje na tujem trgu (mio EUR): 3.318, delež v Sloveniji 16,4 %

Prihodki skupaj (mio EUR): 8.092, delež v Sloveniji 9,6 %

### SAMOSTOJNI PODJETNIKI 2016

Število samostojnih podjetnikov: 8.546, delež v Sloveniji 14,8 %

Število zaposlenih: 7.244, delež v Sloveniji 15,5 %

Prihodki (mio EUR): 766, delež v Sloveniji 18,1 %

Čisti prihodki od prodaje (mio EUR): 794, delež v Sloveniji 15,1 %

Neto dodana vrednost na zaposlenega: 28.162 EUR, v Sloveniji 31.314 EUR

### ZADRUGE 2016

Število zadrug: 88

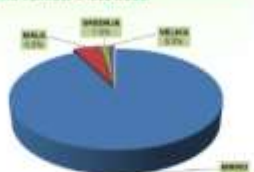
Število zaposlenih: 353

Prihodki (v tisoč EUR): 127.728

Čisti dobiček (v tisoč EUR): 542

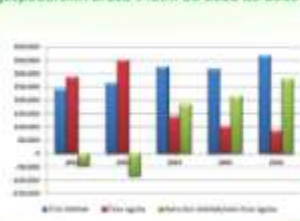
Neto dodana vrednost na zaposlenega: 28.758

### Delež gospodarskih družb v Podravski regiji glede na velikost v leto 2016



Graf 1: Delež gospodarskih družb v Podravski regiji glede na velikost v leto 2016, Vir: Apres 2017

### Podravska regija – uspešnost poslovanja gospodarskih družb v letih od 2012 do 2016



### Podravska regija – prihodki od prodaje in neto čisti izid na zaposlenca glede na velikost družb



Graf 3: Prihodki od prodaje in neto čisti izid na zaposlenca glede na velikost družb, Vir: Apres 2017

Figure 30: Štajerska gospodarska zbornica.



#### 4.1.5.3 Pomurska gospodarska zbornica



Figure 31: Pomurska gospodarska zbornica.

#### 4.1.6 Chambers of Craft

The Chamber of Craft and Small Business of Slovenia is an umbrella organisation comprising the craft and small business chamber system jointly with 62 regional chambers of craft and small business. The Chamber of Craft and Small Business of Slovenia and the regional chambers of craft and small business are independent legal entities managed by craftsmen – officials (functionaries) – on a voluntary basis.

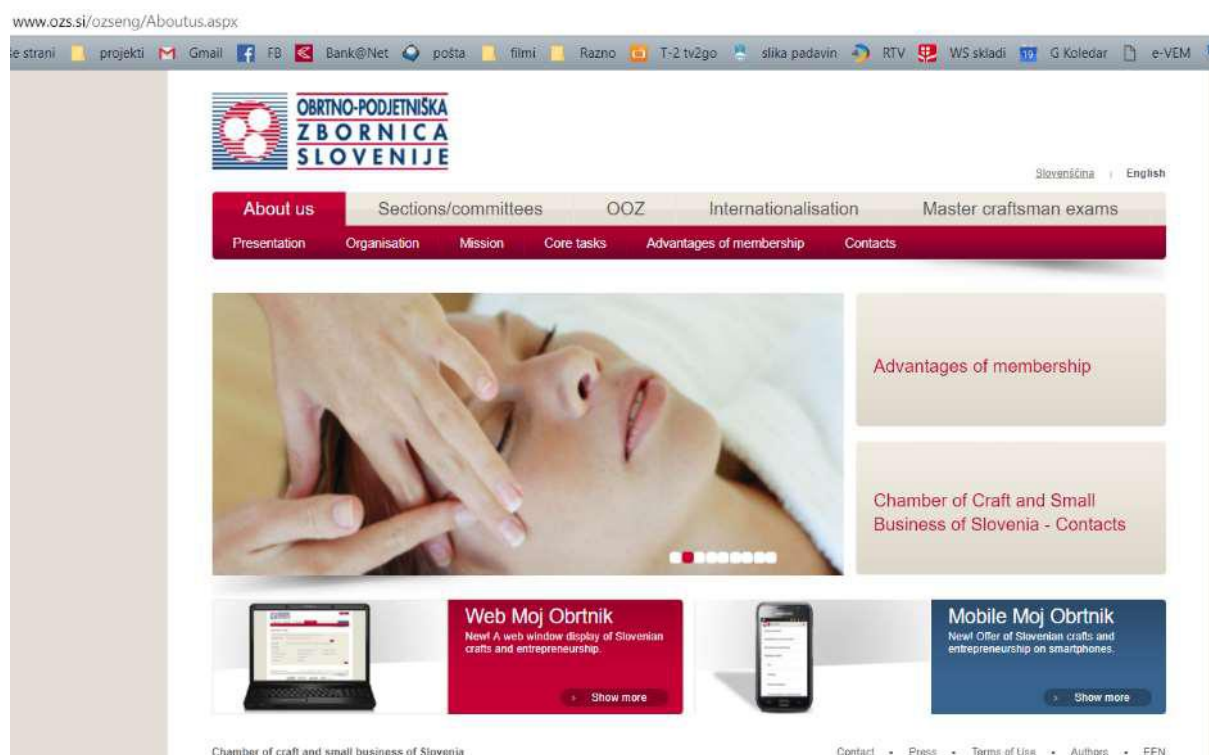


Figure 32: The Chamber of Craft and Small Business of Slovenia.



Figure 33: www.ooz-maribor.si.



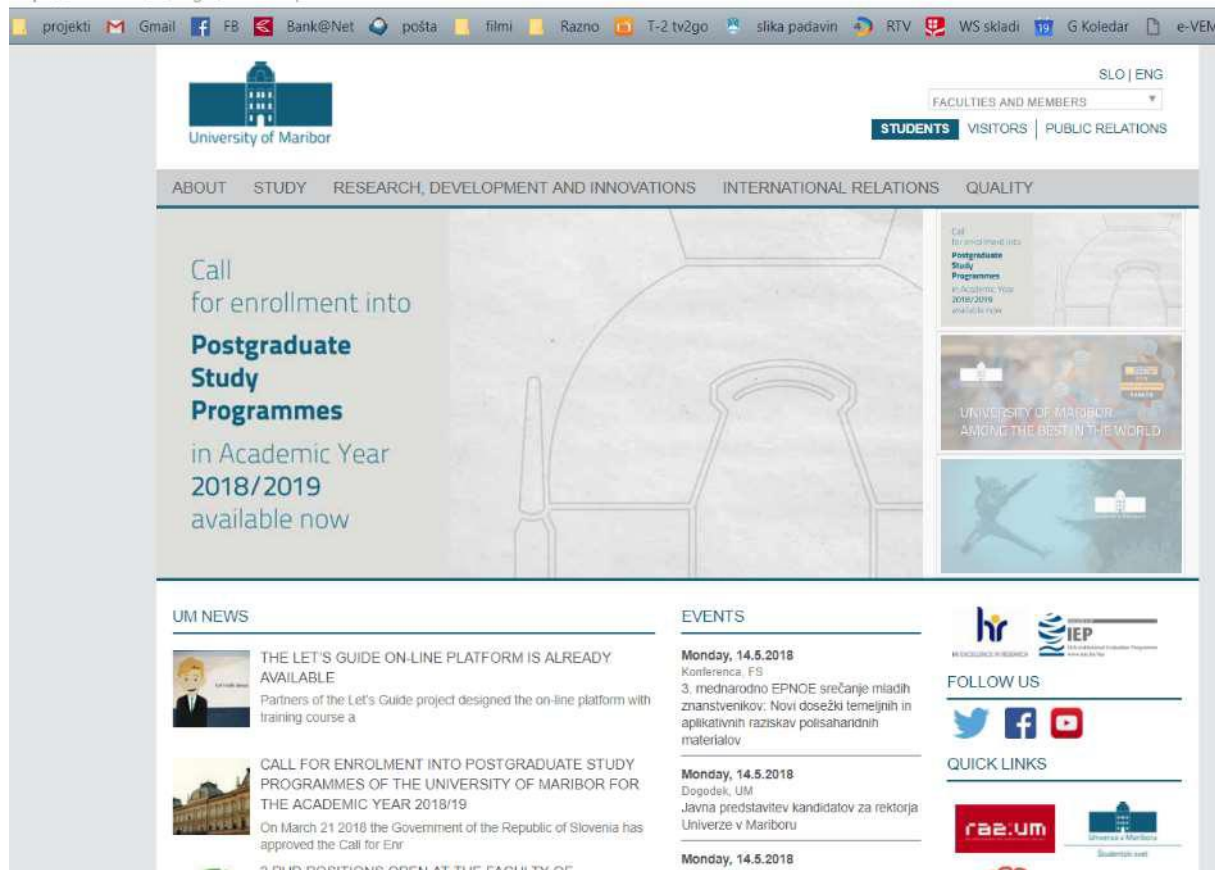
The screenshot shows the homepage of the website [www.ooz-ms.si](http://www.ooz-ms.si). The browser's address bar and various icons are visible at the top. The main header features the logo of the 'OBMOČNA OBRTNO-PODJETNIŠKA ZBORNICA MURSKA SOBOTA' and a navigation menu with links like 'Predstavitve', 'Sekcije', 'Informacije', etc. A sidebar on the left lists 'HITRE BLIŽNICE' (Quick Links) including a catalog of public information, a directory of businesses, and project information. The main content area is titled 'AKTUALNO' (Current) and dated 11.5.2018. It features a 'SPOT' section with logos for 'SLOVENSKA POSLOVNA TOČKA' and 'REPUBLIKA SLOVENIJA', and a section for the 'EVROPSKA UNIJA' (European Union) with the text 'EVROPSKI SKLAD ZA REGIONALNI RAZVOJ' (European Developmental Fund). A right sidebar contains a 'MOJ OZS' (My OZS) section with links for registration and login. The main content area also includes a section titled 'ZAKAJ SE SPLAČA BITI ČLAN OBRTNO-PODJETNIŠKE ZBORNICE' (Why it is worth being a member of the Chamber of Commerce and Industry) and 'IZOBRAŽEVANJE IN STROKOVNA SREČANJA, OGLEDI IN SODELOVANJE NA SEJMIH' (Education and professional meetings, visits and participation in fairs).

Figure 34: [www.ooz-ms.si](http://www.ooz-ms.si).



#### 4.1.7 University of Maribor

<https://www.um.si/en/Pages/default.aspx>



The screenshot shows the homepage of the University of Maribor. At the top, there is a navigation bar with links for 'projekti', 'Gmail', 'FB', 'Bank@Net', 'pošta', 'filmi', 'Razno', 'T-2 tv2go', 'slika padavin', 'RTV', 'WS skladi', 'G Koledar', and 'e-VEH'. Below this is the University of Maribor logo and a search bar. The main content area features a large banner for 'Call for enrollment into Postgraduate Study Programmes in Academic Year 2018/2019 available now'. To the right of the banner, there are smaller images and text blocks, including 'Call for enrollment into Postgraduate Study Programmes in Academic Year 2018/2019 available now' and 'UNIVERSITY OF MARIBOR AMONG THE BEST IN THE WORLD'. Below the banner, there are sections for 'UM NEWS' and 'EVENTS'. The 'UM NEWS' section includes articles about the 'LET'S GUIDE ON-LINE PLATFORM IS ALREADY AVAILABLE' and 'CALL FOR ENROLMENT INTO POSTGRADUATE STUDY PROGRAMMES OF THE UNIVERSITY OF MARIBOR FOR THE ACADEMIC YEAR 2018/19'. The 'EVENTS' section lists events for Monday, 14.5.2018, including a conference and a public presentation of candidates for the rector of the University of Maribor. On the right side, there are logos for 'hr' and 'IEP', and a 'FOLLOW US' section with social media icons for Twitter, Facebook, and YouTube. Below that is a 'QUICK LINKS' section with logos for 'rae.um' and 'University of Maribor'.



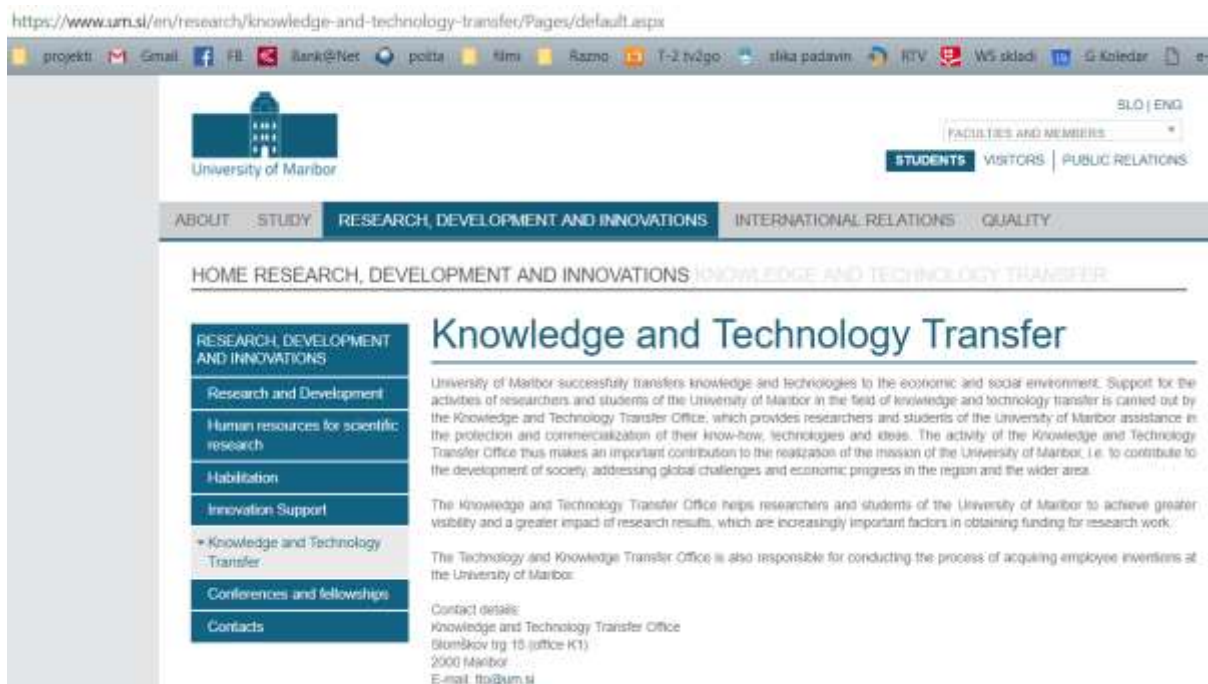


Figure 35: University of Maribor.

TechnoCenter at the University of Maribor was established in 2005 as a Technology Transfer Office. Its mission is to provide services for promoting and supporting technology and knowledge transfer, thus contributing to national and especially regional economic development.

The most important goals include:

- transfer of knowledge and new technologies to industry;
- greater diversity of research activities and increased support for research at faculties;
- creating innovation culture;
- protection and management of intellectual property;
- connecting industry and public research organizations to achieve greater synergy.

The Chancellor of University of Maribor transferred these activities to Službo za prenos znanja in tehnologij in 2017.

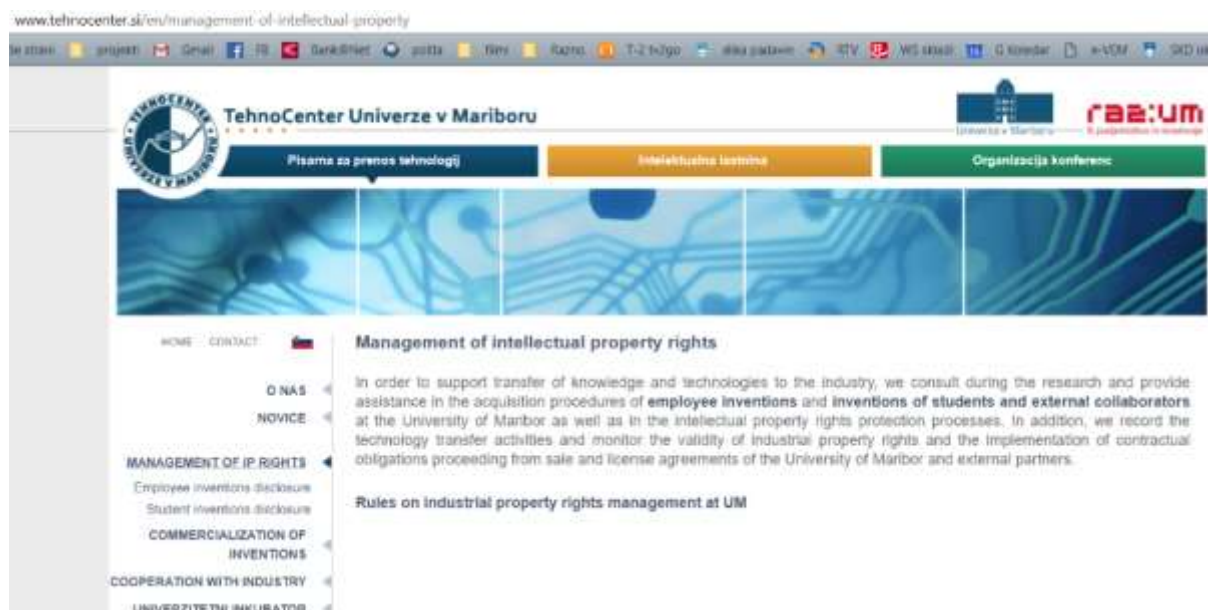


Figure 36: TechnoCenter at University of Maribor.

## 4.1.8 Development agencies

### 4.1.8.1 ZRS Bistra Ptuj /SRC Bistra Ptuj

Scientific Research Centre Bistra Ptuj (SRC Bistra Ptuj) is a regional development agency but also a research centre and has been extensively involved in EU projects. Core activities of the institution include: promotion of sustainable regional development in the region constituted of 16 municipalities on all areas of work on a local level, establishment of links among administration, universities, research institutions and business, transfer of scientific and economic knowledge to SMEs, promotion and creation of knowledge in order to stimulate human resources with improved skills and competences in the region.

There are 15 highly skilled employees experienced in project work at SRC Bistra Ptuj including 5 Ph.D.s and a MSc. Special target groups are entrepreneurs and companies, especially the young ones. The task group for promotion of entrepreneurship contributes to supporting conditions for business development. Entrepreneurs get full support, from business idea development, company foundation to expansion and growth. Individuals can establish a company at the one-stop-shop free of charge at SRC Bistra Ptuj.

https://www.bistra.si

projekti Gmail FB Bank@Net pošta filmi Razno T-2 tv2go slika padavin RTV WS skladi G Koledar e-VEM

ZRS Bistra  
P T U J  
ZNANSTVENO-RAZISKOVALNO SREDIŠČE BISTRA PTUJ

ZRS BISTRA - PTUJ REGIONALNA - POLITIKA RAZISKAVE, RAZVOJ IN INOVACIJE SPODBUJANJE PODJETNIŠTVA PROJEKTA - PISARNA RAZVOJ - TURIZMA AKTUALNE - NOVICE

**IZPOSTAVLJENO**  
**PoTUJ in PREBUJI Mesto**

**NOVICE**  
**Davčni vodnik 2018 za FIZIČNE OSEBE, KI OPRAVLJAJO DEJAVNOST**

**NOVICE**  
**Podjetniki, priporočamo marketinški blog!**

**NOVICE**  
**Dejavnosti, povezane s kriptovalutami in njihovim pridobivanjem**

• Več novic

**BISTRA POROČA**

**POVEŽIMO SE**

f t in

https://www.bistra.si/spodbujanje-podjetnistva

projekti Gmail FB Bank@Net pošta filmi Razno T-2 tv2go slika padavin RTV WS skladi G Koledar e-VEM

ZRS Bistra  
P T U J  
ZNANSTVENO-RAZISKOVALNO SREDIŠČE BISTRA PTUJ

ZRS BISTRA - PTUJ REGIONALNA - POLITIKA RAZISKAVE, RAZVOJ IN INOVACIJE SPODBUJANJE PODJETNIŠTVA PROJEKTA - PISARNA RAZVOJ - TURIZMA AKTUALNE - NOVICE

**SPOT** SLOVENSKA POSLOVNA TOČKA REPUBLIKA SLOVENIJA EVROPSKA UNIJA EVROPSKI SKLAD ZA REGIONALNI RAZVOJ

**ZRS Bistra Ptuj spodbuja podjetništvo v Spodnjem Podravju**

Poslanstvo ZRS Bistre Ptuj je podpora razvoju v Spodnjem Podravju.

Podjetja v regiji spodbujamo od ustanovitve do zrelosti. Pri nas je **možno ustanoviti podjetje na SPOT (Slovenska poslovna točka)** in ta storitev je za prebivalce brezplačna, ker poteka v okviru programa SPIRIT Slovenija.

Novim in obstoječim podjetnikom pomagamo pri pripravi poslovnih načrtov, patentiranju in zaščiti blagovnih znamk, pri pridobivanju sredstev za raziskave, rast in razvoj ter sodelujemo pri reševanju tehnoloških problemov. Skupaj z industrijo in institucijami znanja podiplomske doktorske študente usposabljamo za reševanje konkretnih problemov. Kot mentorji jih pripravljamo na samostojno razvojno delo v podjetjih.

Na koga se naj obrnem za več informacij:  
Brigita Drevenšek: tel.: 02-748-0266, mail: [brigita.drevensek@bistra.si](mailto:brigita.drevensek@bistra.si)

Brezplačne informacije o razpisih in dogodkih  
Kako do več inovativnosti v podjetjih?  
Kako izkoristiti evropska in državna sredstva za razvoj podjetja?  
Kako osvajati nove trge?  
Kje nas najdete?

ZRS Bistra Ptuj  
Regionalna politika  
Raziskave, razvoj in inovacije  
Spodbujanje podjetništva  
Brezplačno do registracije podjetja (SPOT točka)  
Startup Ptuj inkubator  
Podjetnik začetnik  
Pomoč pri prijavi na razpise  
Zaščita intelektualne lastnine  
Prodaja in trženje  
Gremo na tuje trge (internacionalizacija)  
Tuja vlaganja  
Podjetniški nasveti in informacije  
Podjetniški spletni priročniki  
Projektna pisarna  
Razvoj turizma





<https://www.bistra.si/projektna-pisarna/izvedeni-projekti/view=article&id=101:maraton&catid=125>



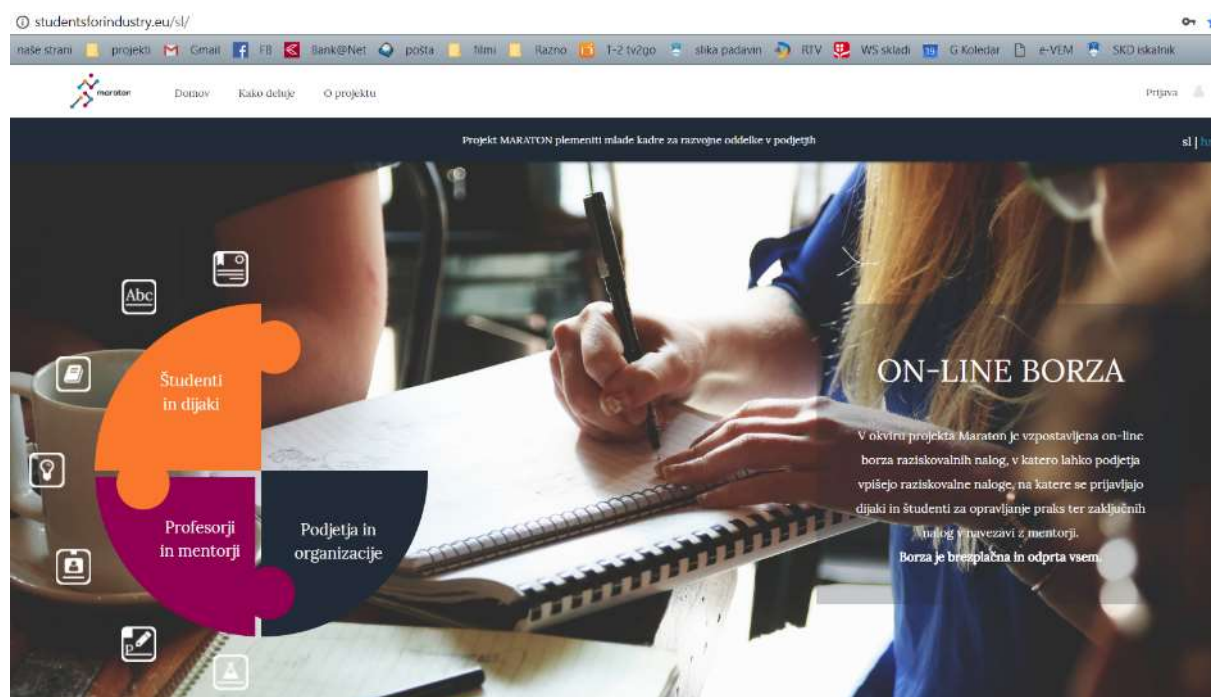
Figure 37: [www.bistra.si](http://www.bistra.si).



The aim of the SI-HR cross-border project MARATON was to enhance business cooperation, especially concerning SMEs with RD institutions. This should stimulate the development of new products, services and technologies that result in higher added value and improve the competitive position of SMEs. A cross-border product was developed and heavily promoted. This product is an online exchange of student projects, which was defined by companies. The students can apply to publish projects of their interest and use them also to fulfil curriculum demands. A higher education researcher was involved in the project as a mentor. The online exchange is free and open to everybody. Information on concrete industrial research projects available online will encourage also cross-border cooperation.

Beside target linkages such as company-student-researcher links, also company-company links could be formed raising bilateral business cooperation of companies challenged by similar or compatible problems. The same is expected for researchers. This can trigger a domino effect of further cooperation over the project area.

The additional added value of the project lies in facilitating the employment of research workers as well as the cross-border exchange of business ideas and human resources.



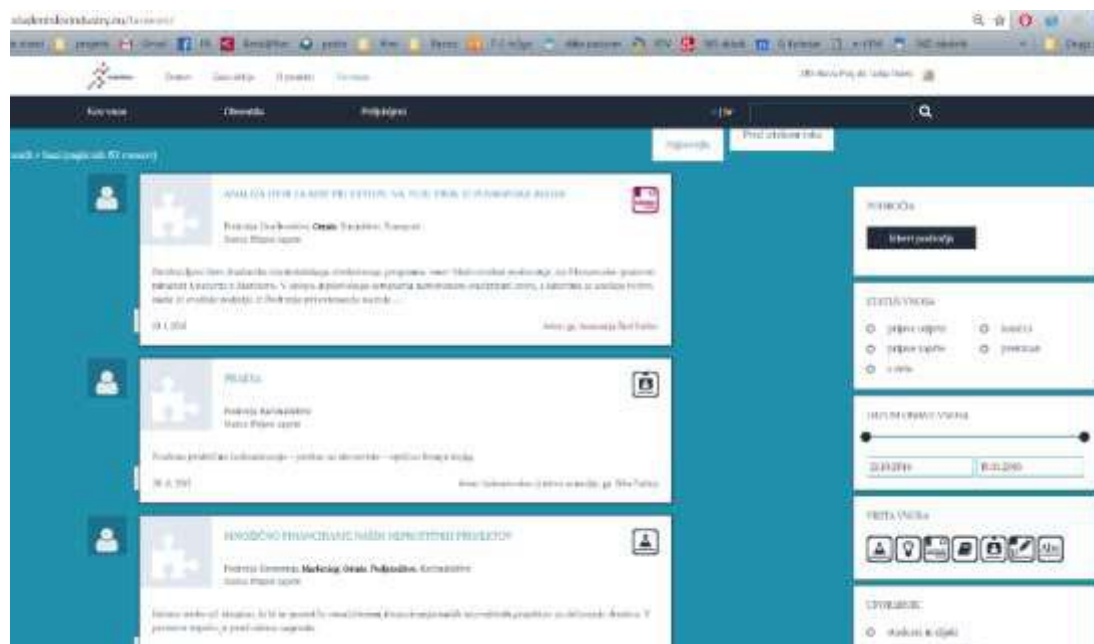
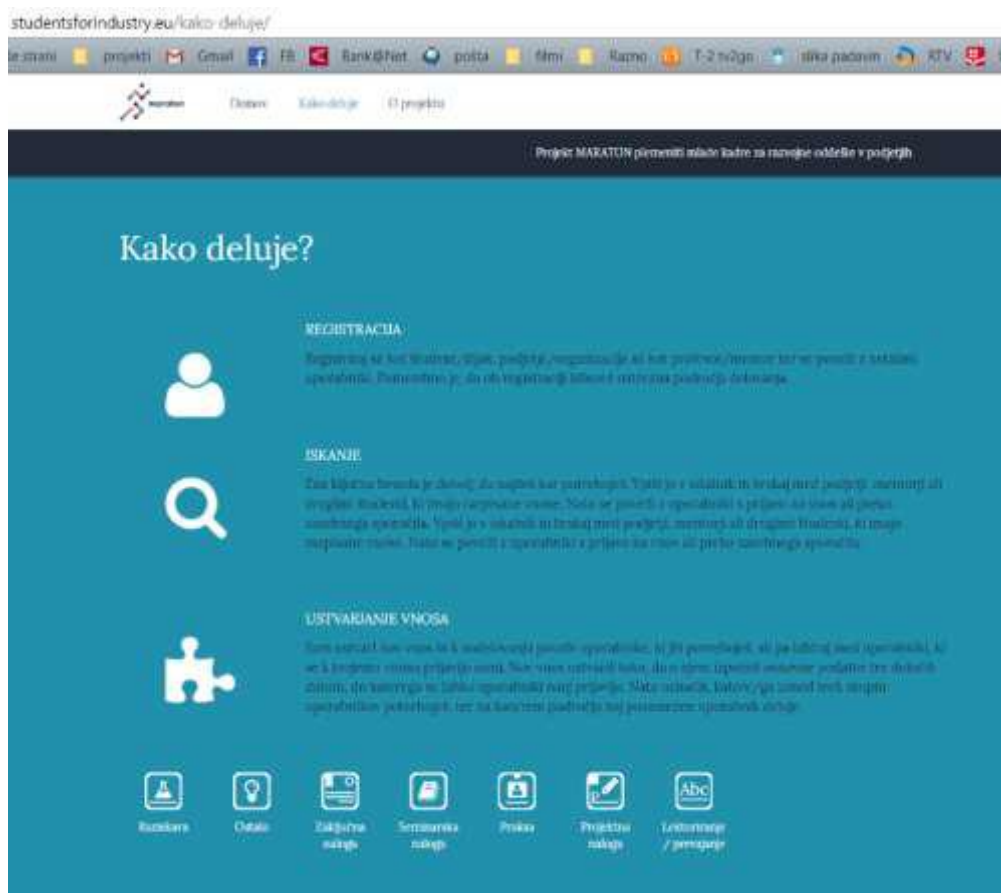
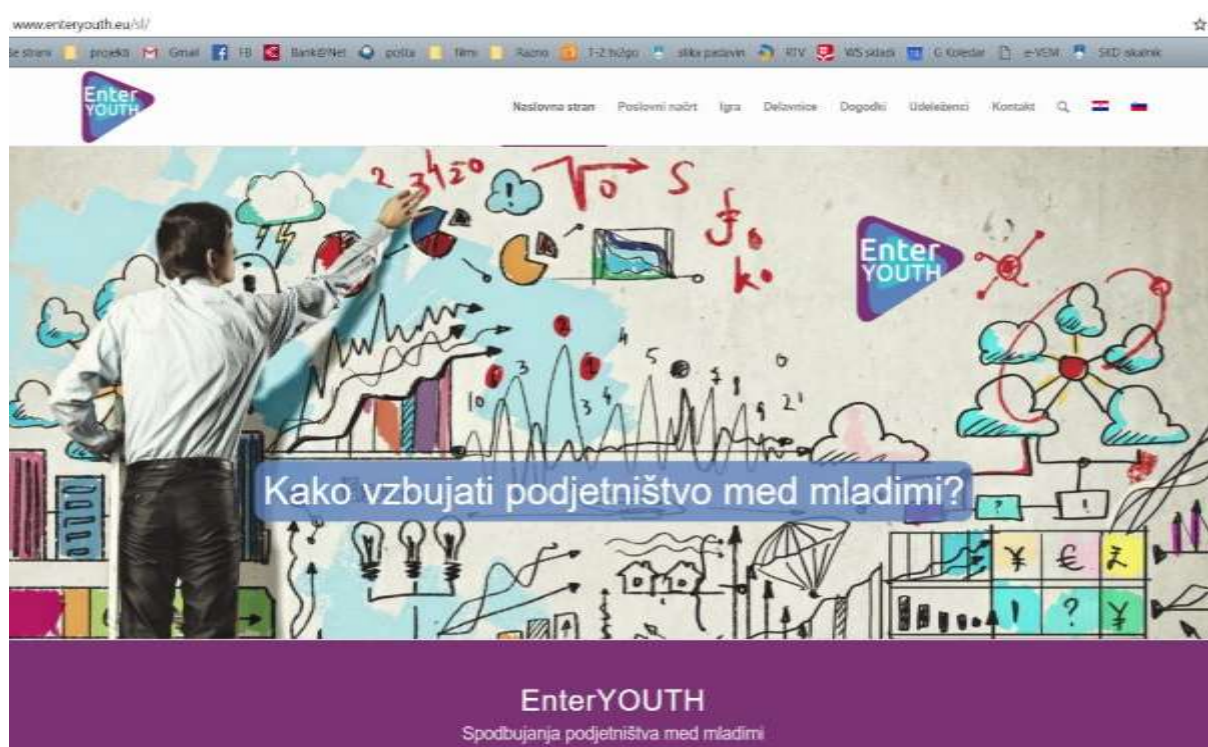


Figure 38: <http://studentsforindustry.eu>.

Specific SI-HR cross-borders objectives of the project EnterYouth were:

- Fostering an entrepreneurial mind set of youth in the cross-border area. The aim was to develop cross-border training of young people who are still in regular education system and young unemployed people who are planning to establish and develop their own company. These include: 1. Application for business plans and 2. Online game Kesh Up, which simulates the business processes.
- Strengthening economic knowledge and business skills of entrepreneurs. Entrepreneurs that are managing their own companies need more specialized skills to confirm and strengthen their knowledge, to develop new skills and knowledge for managing business, and to exchange experiences and information with other entrepreneurs.









#### 4.1.8.2 Maribor Development Agency

Maribor Development Agency is a public non-profit institution owned by 6 municipalities. It employs 20 experts with different professions and is responsible for the coordination of regional development activities in the Podravska region. Beside the preparation of regional development plan and annual action programs it has experience in development of clusters and networks, creation of regional info systems, internationalization of SMEs, FDI activities, supporting young entrepreneurs / start-ups, tourism development and development of creative industries and development of rural areas. The agency has also prepared a RIS3 strategic documents for Podravska region. It is a member of the Enterprise Europe Network. The know-how and experience gained is exchanged through a fruitful co-operation with the Chambers of Commerce, Chamber of Craft, University of Maribor, technology parks / centres and other economic subjects.

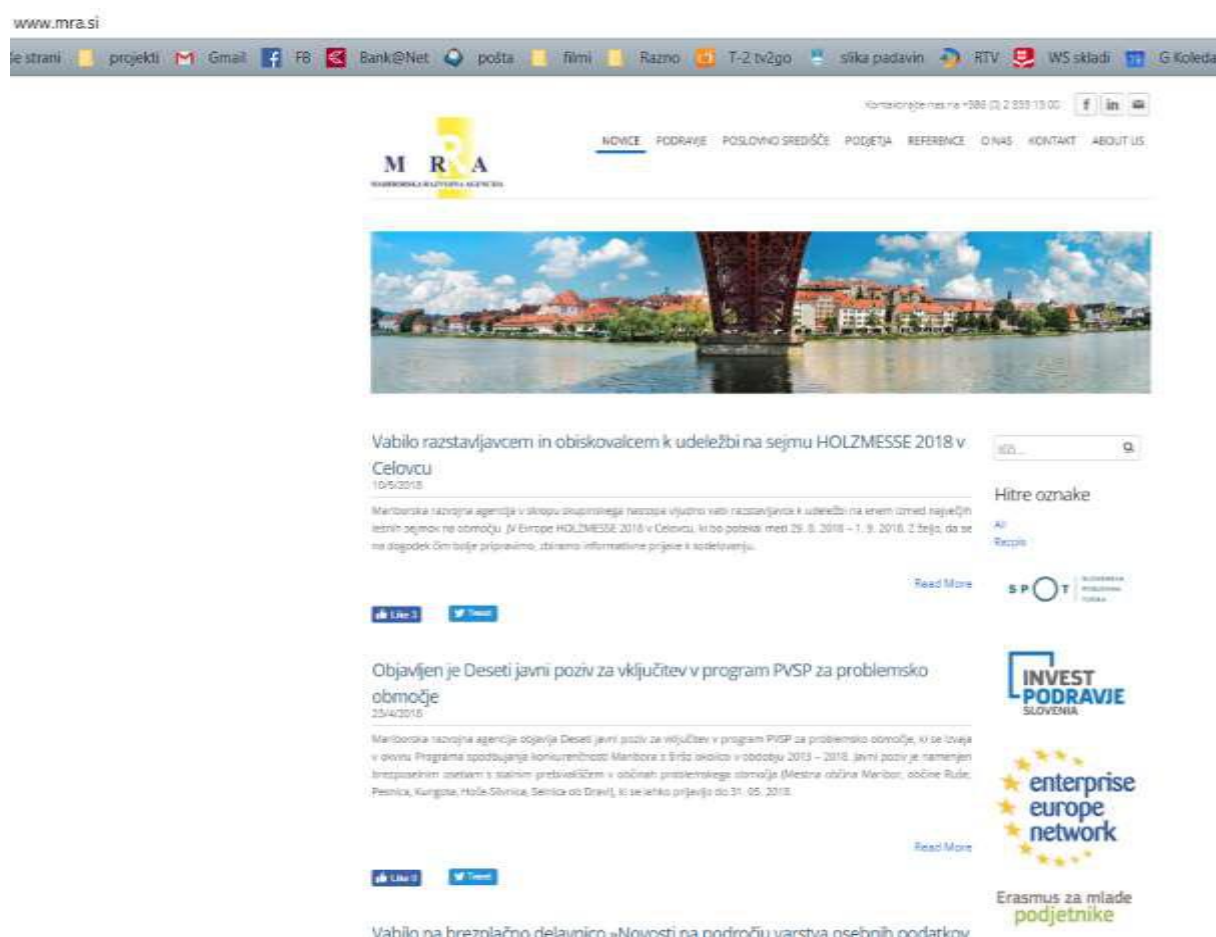
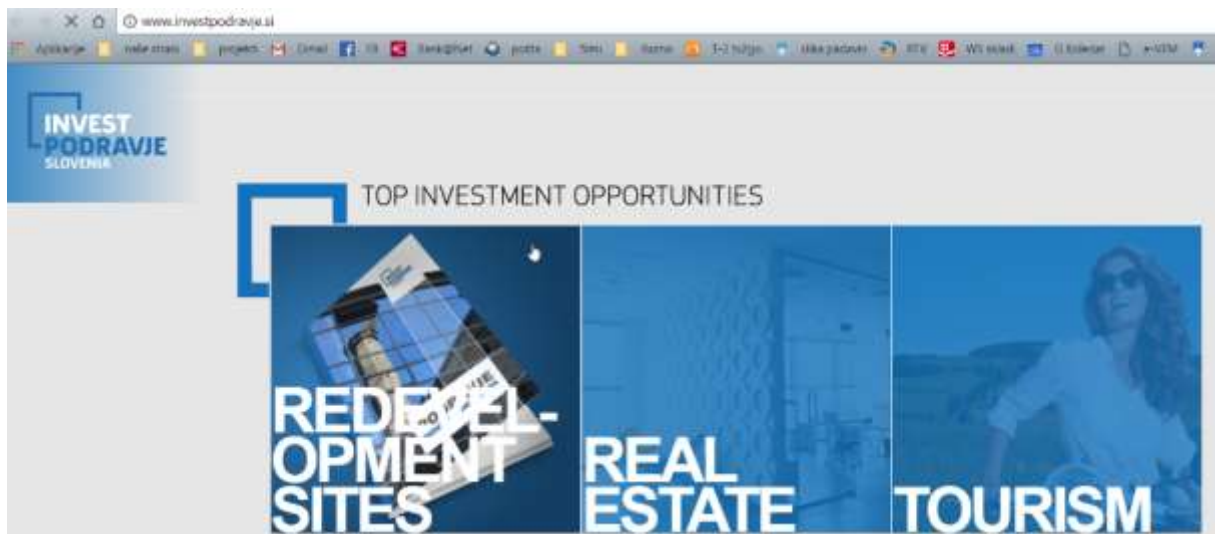
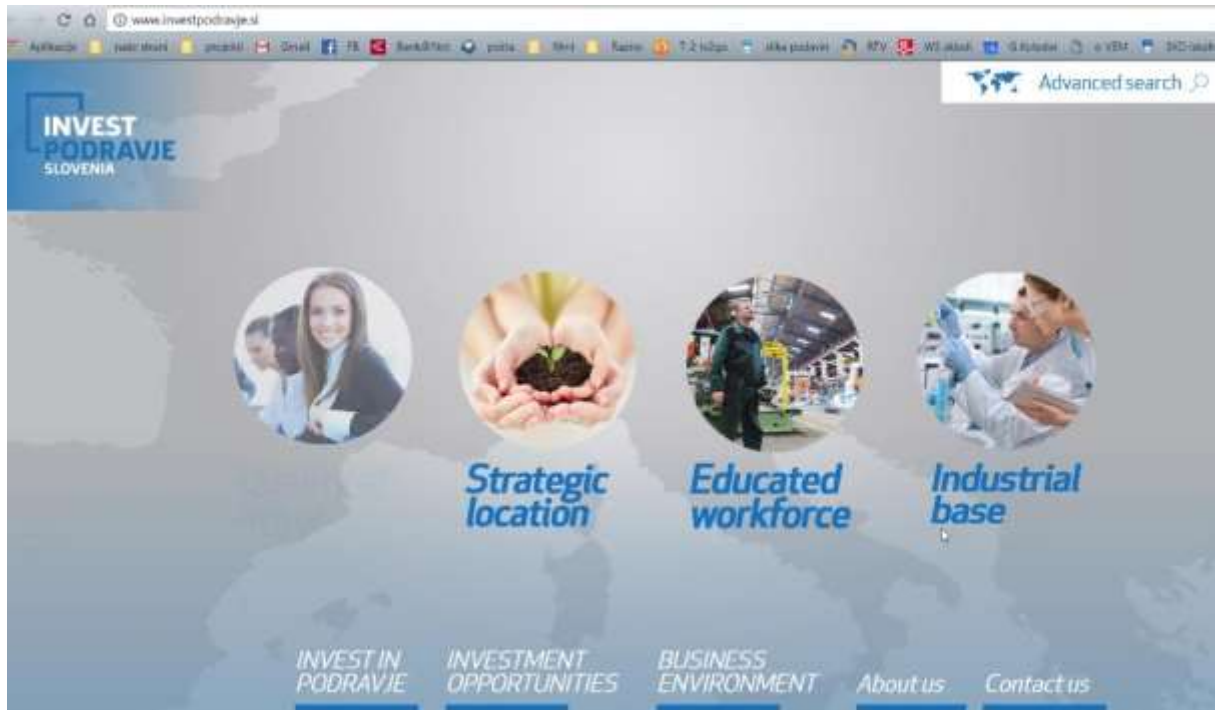
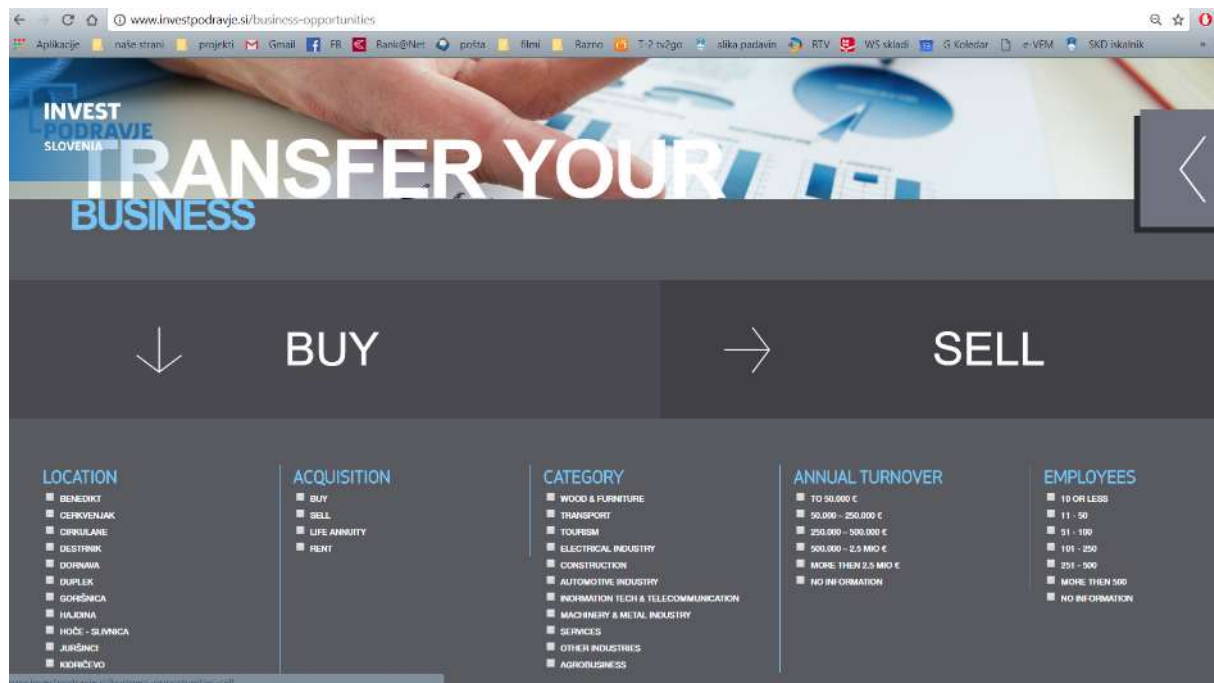


Figure 40: Maribor Development Agency.





<https://www.investinmaribor.eu/index.php#projekti>



INVEST IN MARIBOR

## TOP PROJECTS TO INVEST

**Housing development Pobrežje**

For sale is this investment land in Maribor between Istrska Cesta street and Cesta osvobodilne fronte street. The land has a surface area of 10,265 m<sup>2</sup>.

[VIEW PROJECT](#)

**ADORA project**

ADORA™ is dedicated to surgeons. The company believes that better healthcare and patient care begin with improving the well-being of doctors.

[VIEW PROJECT](#)

**Public Lighting Project**

The Municipality of Maribor is searching for public-private partnerships for the replacement of public lighting in accordance with EU regulations.

[VIEW PROJECT](#)

**Pohorska Livada Hotel And Resort**

**Studenci Maribor Business Site**

**Residential Complex Pesniški dol**

Figure 41: [www.investpodravje.si](http://www.investpodravje.si).

#### 4.1.8.3 Development Center of Murska Sobota

Development Center of Murska Sobota is a regional institution promoting the economic development of Pomurje and Municipality of Murska Sobota.



rcms.si

naše strani | projekti | Gmail | FB | Bank@Net | pošta | filmi | Razno | T-2 tvžgo | slika padavin | RTV | WS skladi | G Koledar | e-V

**RC** razvojni center  
murska sobota

REGIONALNI RAZVOJ - ZRPPR1019 - O NAS REFERENCE PROJEKTI KONTAKT INVEST POMURJE

GARDEN ROUTE

**JAVNO NAROČILO: Razvoj funkcionalnih sistemov za mala in srednje velika mesta**

Zainteresirane ponudnike prosimo, da predložijo ponudbe na ustreznih obrazcih na portalu Elektronsko javno naročanje Republike Slovenije. Obrazce najdete v spodnjih prilogah.

[Prebrati več](#)

**Katere storitve lahko dobite/pričakujete od SPOT svetovanja Pomurje?**

Z začetkom januarja 2018 so bile na ravni statističnih regij vzpostavljene Slovenske poslovne točke, na katerih se bodo izvajale brezplačne storitve svetovanja za potencialne podjetnike in mikro, mala ter srednja velika podjetja (MSP). Namen storitev je krepitev podjetniškega potenciala za MSP in pospeševanje ustanavljanja novih MSP.

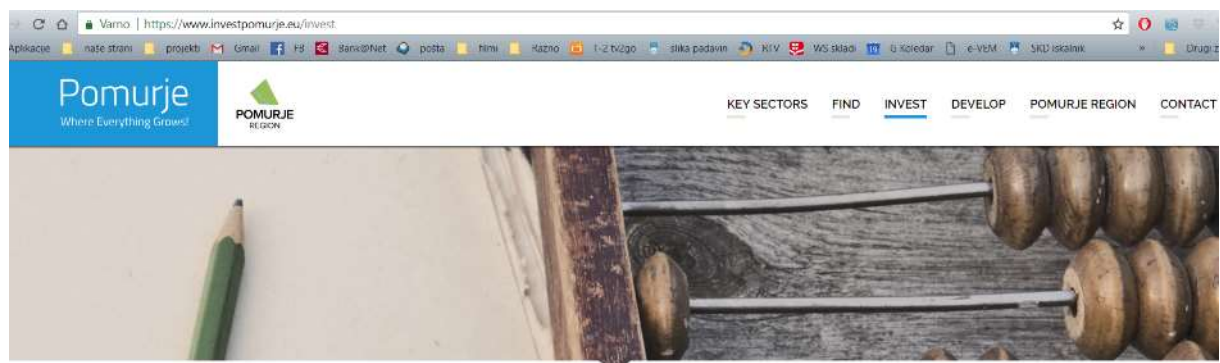
Tudi v Pomurju je delujoča poslovna točka z nazivom SPOT svetovanje Pomurje in s sedežem na Lendavski ulici 5a, 9000 Murska Sobota, 3. nadstropje (za Zavarovalnico Triglav).

[Prebrati več](#)

**Razpisi**

- ▼ **Zadnji razpisi**
  - P7OR 2018 - MIKROKREDITI NA OBMEJNIH PROBLEMSKIH OBMOČJIH V REPUBLIKI SLOVENIJI
  - P1 plus 2018
  - P7R 2017 - MIKROKREDITI NA PROBLEMSKIH OBMOČJIH V REPUBLIKI SLOVENIJI
  - Javni razpis za sofinanciranje razvoja in promocije integralnih produktov turističnega gospodarstva
  - Javni razpis za sofinanciranje razvoja in promocije integralnih produktov turističnega gospodarstva
- ▼ **Podjetništvo**
- ▼ **Turizem**
- ▼ **Drugi razpisi**

Figure 42: Development Center of Murska Sobota.



## INVEST

### Pomurje Region – Springboard for Foreign Direct Investment

Pomurje Region lies in the north-east of Slovenia, in the heart of Central Europe, neighbouring Austria to the north, Hungary to the east and Croatia to the south. Located along the fifth European transport corridor, Pomurje Region is intersected by one of the EU's most strategic routes. The vicinity of neighbouring capital cities and a favourable geostrategic position make the region an important centre for transport and logistics activities. It is, quite simply, one of the most marketable and attractive regions in this part of Europe.

Pomurje is the flattest region of Slovenia, stretching for 1337 km<sup>2</sup> along the River Mura. It has extensive arable land, fertile soil, wine-growing hills, natural surroundings and a continental climate, all of which create favourable conditions for agriculture and the

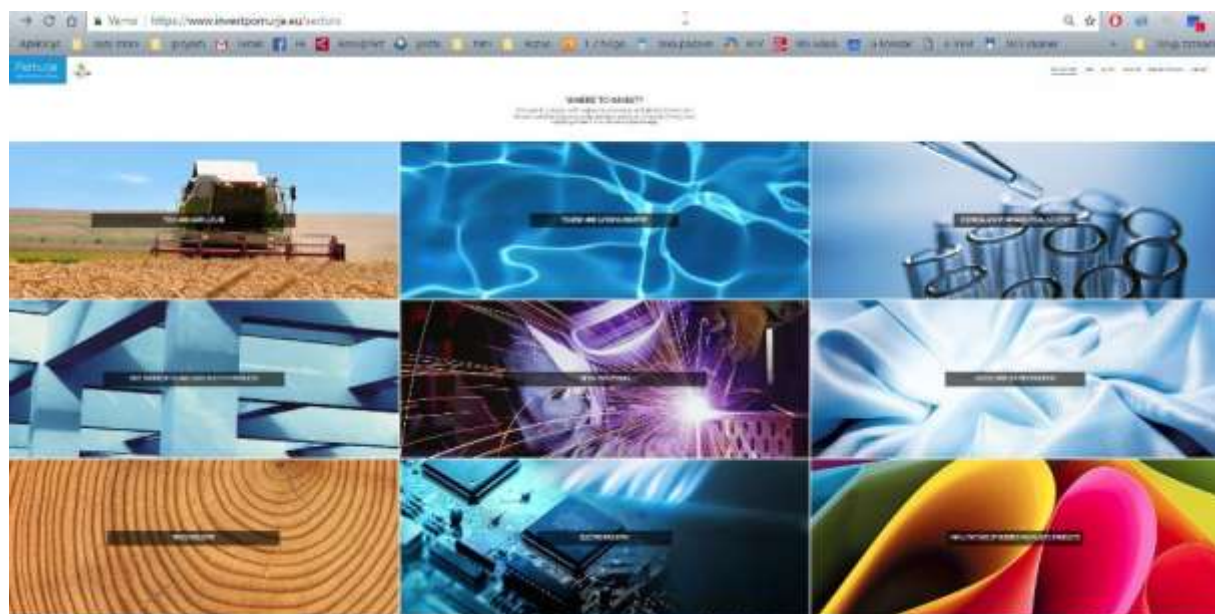
### Investment opportunities

#### European regulatory framework

Our commitment to strengthening the region's economy has created a chain of industrial zones that boast modern infrastructure effective at facilitating all kinds of investment. Pomurje Region can offer more than 3,680,000 m<sup>2</sup> of building plots available for construction in existing or new industrial and business zones.

With competitive land prices and full administrative support, we can find a suitable solution for all your business needs that meet the requirements specific to your industry.

A company operating in Pomurje Region follows the rules and standards of the EU. The construction process is carried out in line with the European Union directive on



## FIND

### A Wealth of Opportunities

Start, grow and expand your business. Become successful in Pomurje Region.  
We provide all the necessary information and insight to support your investment and help you grow in the region.

LAND AVAILABILITY  
The Perfect Land

BUSINESS OPPORTUNITIES  
Find the perfect business opportunity

BUSINESS PARTNERS  
Companies in Pomurje

1 Murska Sobota

SOIC I in SOIC II, Murska Sobota, Gospodarska cona ob Bakovski in južni zbirni cesti

Želena površina: 1 105 800 m<sup>2</sup>

Municipal infrastructure

Distance to:

- highway: 0 - 3 km
- railway: 3 km

Contact:

HESTNA GRČINA, MURSKA SOBOTA  
Kardeljeva ulica 2, 6000 Murska Sobota  
+386 (0)2 525 15 60  
info@obcina-murska-sobota.si

2 Rakican

TOC Rakican

Želena površina: 98 900 m<sup>2</sup>

Municipal infrastructure

Distance to:

- highway: 2 km
- railway: 2 km

Contact:

PANVITA D.O.O.  
Lendavska ulica 3, Rakican, 6000 Murska Sobota  
+386 (0)2 530 36 10  
info@panvita.si

Varnio | https://www.investpomurje.eu/sectors/wood-industry/murales

edge | naložbe | projekti | e-mail | FB | Banka | pošta | filmi | Razno | T-2 | T-2go | slika | padavini | RTV | WS | Mladost | G | Koledar | e-DEM | SKD lokal

Pomurje  
Where Everything Grows

KEY SECTORS FIND INVEST DEVELOP

COMPANIES

ATRium  
VAŠ PROSTOR

MURALES

MURALES d.d. LJUTOMER

Kolodvorska ulica 3  
SI-8240 Ljutomer

+386 (0)2 585 18 00  
murales@poin.net  
www.murales.si

We are an international manufacturer of chairs, tables, corner benches and cabinets from solid wood for household dining areas, restaurants, hotels and conference rooms.

FACTS

We have over 40 years of experience in the manufacture of high-quality dining room furniture.

EXCELLENCE

We have acquired the Trustworthy Company Certificate and the SQ Certificate and offer a 5-year guarantee on the structure of our products.

MARKETS

We are present in Germany, Austria, Croatia, USA and throughout Slovenia.

VISION AND MISSION

Our vision is to become one of the leading European suppliers of furniture for high-end buildings. Our mission is to manufacture furniture in line with strict environmental standards and ensure satisfaction of both our customers and employees.

Figure 43: www.investpomurje.eu.

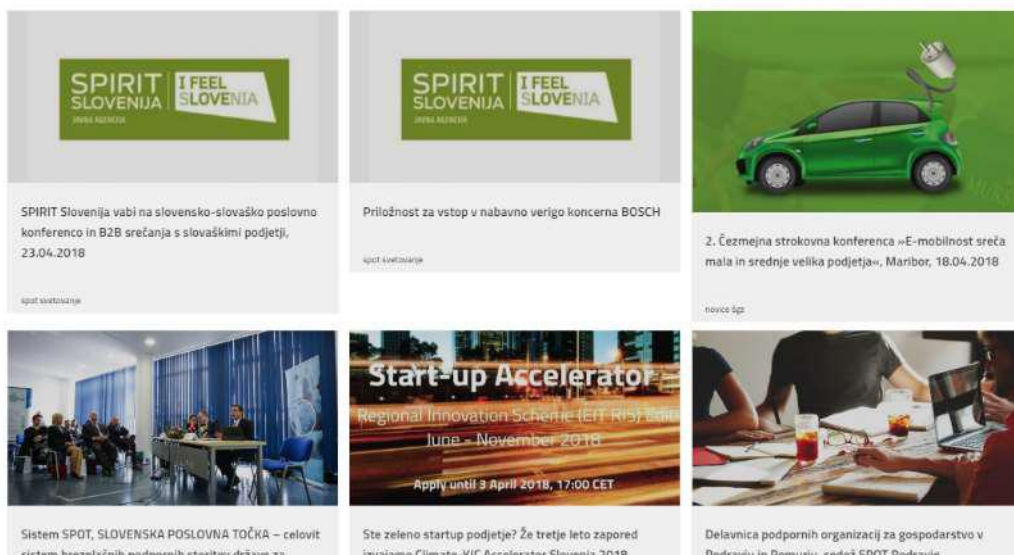


#### 4.1.9 SPOT Podravje and Pomurje

<https://www.stajerskagz.si/projekti/spot-podravje/#novosti>



### SPOT NOVICE



#### Konzorcij SPOT Podravje



Mariborska razvojna agencija



Študentska gospodarska zbornica



Območna obrtno podjetniška zbornica Maribor



Regionalni informacijski center Slovenske Bistricе



Zvezniški informacijski središče Bistra Poti





Figure 44: SPOT Podravje.



rcms.si/s/novica/spot-svetovanje-pomurje

naše strani | projekti | Gmail | FB | Bank@Net | pošta | filmi | Razno | T-2 tv2go | slika padavin | RTV | WS skladi | G Koledar | e-DEM

Aktivnosti SPOT svetovanje POMURJE se izvajajo:

- Na sedežu SPOT svetovanje POMURJE (v uradnih urah), ki se nahaja v prostorih Pomurske gospodarske zbornice, Lendavska ulica 5a, 9000 M. Sobota, III. nadstropje;
- Na lokacijah konzorcijskih partnerjev (Razvojni center Murska Sobota in Območna obrtno-podjetniška zbornica Murska Sobota);
- Na terenu.

Svetovalci SPOT svetovanje POMURJE:

- Aleš Skalič (Razvojni center Murska Sobota); 041 982 674; ales.skalic@rcms.si
- Sonja Vratarič (Razvojni center Murska Sobota); 040 716 976; sonja.vratanic@rcms.si
- Roman Wolf (Pomurska gospodarska zbornica); 02 521 36 50; roman.wolf@gzs.si
- Renata Stanko (OOZ Murska Sobota); 041 747 550; renata.stanko@ozs.si

Svetovalci so na voljo na sedežu SPOT svetovanje Pomurje v času uradnih ur:  
Ponedeljek, torek, sreda in petek: 8.00 – 14.00 ure.

Povezava na spletno stran Evropske kohezijske politike v Sloveniji: [www.eu-skladi.si](http://www.eu-skladi.si)

Datum seje: sreda, 24. januar 2018

Dokumenti:

- SPOT opis april.pdf

Razvojni center Murska Sobota

- Razvoj človeških virov
- Razvoj podeželja

Tekoči projekti

- Zeleno javno naročanje (ZEJN-GreenS)
- SPOT svetovanje Pomurje
- RIGHT PROFESSION II (Pravi poklic za razvoj regije)
- E-SME Electric –Mobility meets SME
- Garden Route (Pot parkov in vrtov)

Zaključeni projekti

Figure 45: SPOT Pomurje.

#### 4.1.10 Start-up programmes

The Initiative Start-up Slovenia is an active facilitator and promoter of public and private stakeholders of the Slovenian start-up ecosystem. In collaboration with them, we also carry out and promote national programmes for supporting innovative entrepreneurship. With all listed activities and partners, we are trying to place Slovenia on the map of established European start-up hubs. The leading partners of the Initiative are the strategically connected Venture Factory and Technology Park Ljubljana. Members of the Initiative are Primorska Technology Park, Pomurje Technology Park, Savinja Region Incubator, SAŠA Incubator and RC IKT.

https://www.startup.si/en-us


projekti Gmail FB Bank@Net pošta filmi Razno T-2 tv2go slika padavin RTV WS skladi G Koledar e-VEM

**INITIATIVE START-UP SLOVENIA** Together we are developing a vibrant startup ecosystem

SI | EN

Highlights | Programmes | Award | PODIM | Community | Funding | About us

**Benefit from the power of the community**  
#consulting #supporting #collaborating  
#sharingexperiences #openingdoors



About the initiative

**Don't miss the news on our startup scene!**

Subscribe to our newsletter and we'll keep you posted on all current events, news, achievements and tenders.

Name and surname

E-mail address

**Sign in**

**News**

/12. maj  
Are you interested in business opportunities in space? Then Science Park Graz and European Space Agency are the right partners for you!

**Events**

/15. maj  
PODIM Conference 2018

/16. maj  
WeAreDevelopers 2018

https://www.startup.si/en-us

projekt | Gmail | FB | Bank@Net | pošta | filmi | Razno | T-2 tv2go | slika padavin | RTV | WS skladi | G Koledar | e-VLM

**INITIATIVE START:UP SLOVENIA** Together we are developing a vibrant startup ecosystem

Highlights | Programmes | Award | PODIM | Community | Funding | About us

## START:UP ROADSHOW

**Talent activation**

- Motivational workshops
- Student competitions
- Start-up weekends
- Idea Accelerators

**Start-up launch**

- Geek House Accelerator
- Start-up Road shows
- Other events and workshops

**Global growth**

- Go:Global Accelerator
- 1:1 mentorship events
- Participation in international accelerators
- Global growth platform

https://www.startup.si/en-us

projekt | Gmail | FB | Bank@Net | pošta | filmi | Razno | T-2 tv2go | slika padavin | RTV | WS skladi | G Koledar | e-


**INITIATIVE START:UP SLOVENIA** Together we are developing a vibrant startup ecosystem

Highlights | Programmes | **Award** | PODIM | Community | Funding | About us

### "Slovenian Startup of the Year" Award

We are looking for, highlighting and awarding ambassadors of Slovenian startup entrepreneurship. Those startup companies and teams whose achievements, actions, reputation and development potential present the new generation of Slovenian innovative entrepreneurs.

**MORE**



### PODIM CONFERENCE 2018

Two days of unforgettable entrepreneurship fun and content! More than 40 international star speakers. More than 600 start-ups, entrepreneurs and esteemed investors. An event you REALLY must not miss!

**MORE**

Figure 46: www.startup.si.



https://www.tovarnapodjemov.org

je strani | projekti | Gmail | FB | Bank@Net | pošta | filmi | Razno | T-2 tv2go | slika padavin | RTV | WS skladi | 19 | G Koledar

The screenshot shows the homepage of 'tovarna podjemov'. The header includes logos for the University of Maribor's business incubator, the European Union, Spirit Slovenia, and the Slovenian Ministry of Economic Development and Technology. The main banner features a photo of a bright, modern office space. A left-hand navigation menu lists various services and news. The central content area highlights current events and a roadshow. The footer contains contact information and a newsletter sign-up button.

Figure 47: [www.tovarnapodjemov.org](http://www.tovarnapodjemov.org).

Start:up Maribor is a programme for entrepreneurial breakthrough of our university city and region. We wish to place Maribor on the map of entrepreneur-friendly cities. The main partner of the programme is Venture Factory, an important element of the innovation ecosystem of the University of Maribor and the part of the "Entrepreneurship and Innovation" pillar of RAZ:UM.

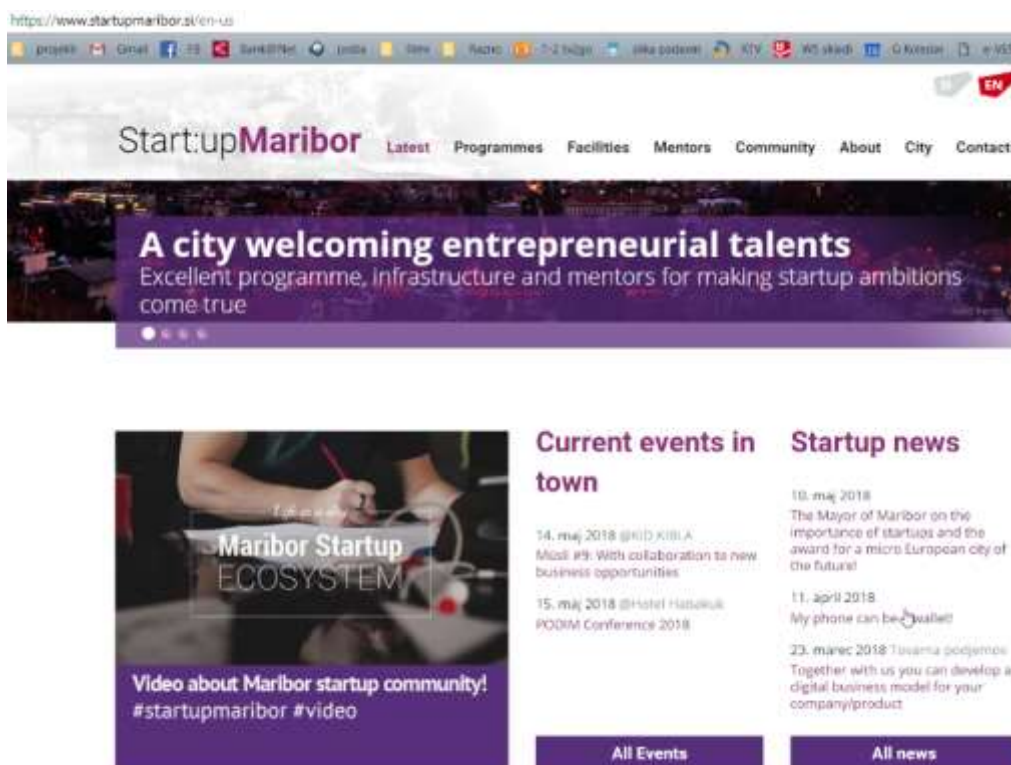


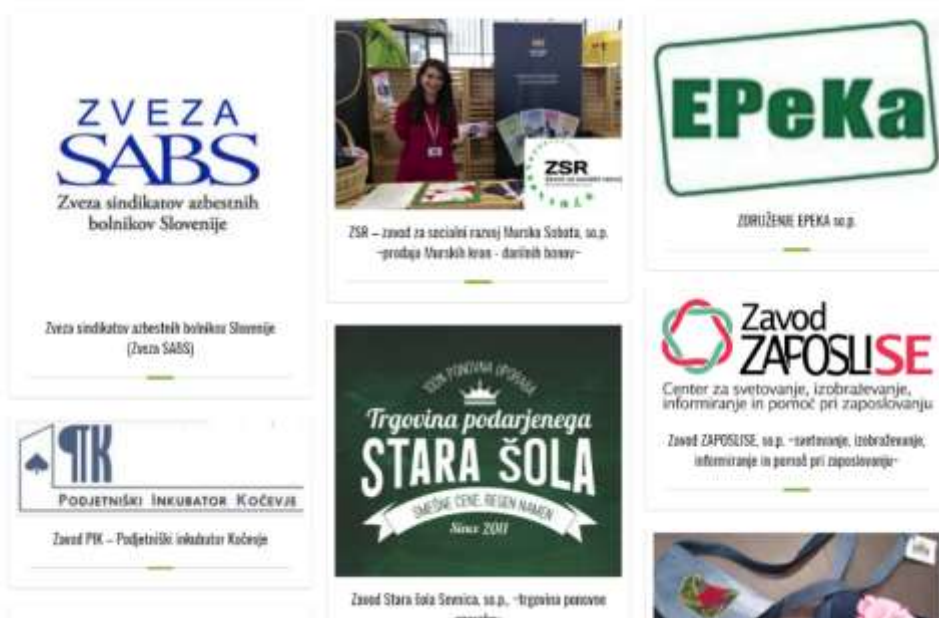
Figure 48: www.startupmaribor.si.

#### 4.1.11 Social entrepreneurship

The SOCIAL ECONOMY OF SLOVENIA (ZSES) is an independent, non-governmental, non-political institution based on the principles of social entrepreneurship. It represents its members who actively work in the field of social economy, regardless of their organizational form. The members of ZSES are NGOs, social enterprises, emerging social enterprises, institutions of supportive environment, humanitarian organizations and individuals who want to contribute to the development of social entrepreneurship.







## Osnovne INFO o socialnem podjetništvu

FINANCIRANJE SOCIALNEGA PODJETNIŠTVA  
OPREDELITEV SOCIALNEGA PODJETNIŠTVA V EU - Social Business Initiative  
PRAVNE PODLOGE V REPUBLIKI SLOVENIJI  
PRIHRAJENA PRAVNIH OSEB  
RAZVOJ SOCIALNEGA PODJETNIŠTVA V SLOVENIJI  
REVIZIJSKO POROČILO - SPODGLAVJE SOCIALNEGA PODJETNIŠTVA  
VKLADI, IZ KATERIH SE LAHKO FINANCIRAJO SOCIALNA PODJETJA V REPUBLIKI SLOVENIJI  
SLOVAR SOCIALNEGA PODJETNIŠTVA  
ZNAČILNOSTI SOCIALNEGA PODJETNIŠTVA



### Aktualno



Figure 49: socialnaekonomija.si.

Tkalka/Weaver as alternative office building in the very heart of Maribor has reopened its gates in 2014 to a picturesque collage of organisations, initiatives and individuals who inhabit its premises in diverse processes of cooperation and in multifarious aspects of co-working. Fundamentally diverse activities of over 120 individuals and of more than 55 organisations inhabiting Tkalka/Weaver thus intertwine, connect and intersect in the organic atmosphere of a working and living habitat. Tkalka/Weaver thus stands for both the edifice it designates and the process it embodies: it is co-working in ceaseless formation; it is a delicate fabric of professional, conceptual and existential variety; it is supportive environment for socially engaged work and life.

tkalka.si

še strani | projekti | Gmail | FB | Bank@Net | pošta | filmi | Razno | T-2 tv2go | slika padavin | RTV | WS skladi | G Koledar | e-VEH | SKD isk


TKALKA SKUPNOST PROSTORI DOGODKI KOLEDAR

PROSTOR + SKUPNOST + RAZVOJ

# TKALKA je skupnostni razvojni center v središču Maribora

Prostor, ki ponuja navdih za sodelovanje in ustvarjanje  
pogojev za izboljšanje kakovosti življenja v mestu in regiji.

[Spoznavaj Tkalko podrobneje >](#)



Facebook  
Twitter

## Dogodki v Tkalki

RECENT POSTS / VIEW ALL POSTS



### POMLADNA IZDAJA REVije ČKZ-SOLIDARNOSTNE EKONOMIJE!

andreja | Dogodek, Novica | Brez komentarja

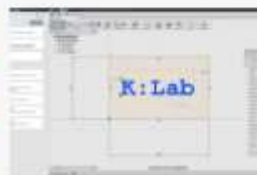
Vabljeni k branju in predstavitevam spomladanske številke (v Mariboru 17. 5. 2018 v SALON UPORABNIH UMETNOSTI!) ČKZ – Časopis za kritiko znanosti, domišljijo in novo



### DELAVNICA

andreja | Dogodek | Brez komentarja

The 2018 World Cup is fast approaching, with national sides making their final preparations ahead of this summer's tournament. We now know the groups after December's draw. England have been...



### Z Autodesk Fusion 360 OD IDEJE DO IZDELKA

andreja | Dogodek | Brez komentarja

Kreator Lab svojim uporabnikom želi pomagati pri uresničevanju njihovih idej, zato so se odločili pripraviti delavnico uporabe Autodesk Fusion 360. V 5 tednih boste skozi praktičen primer spoznali vse vidike uporabe...



### FUNDING THE COOPERATIVE CITY:delovni pogovor o financiranju skupnostnih prostorskih praks

andreja | Dogodek | Brez komentarja

IPoP – Inštitut za politike prostora v okviru Mreže za prostor vabi na delovni pogovor o financiranju skupnostnih prostorskih praks, ki bo v četrtek, 19. oktobra 2017, ob 19. uri v...

Figure 50: Tkalka / Weaver.


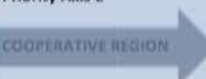


#### 4.1.12 The Cooperation Programme Slovenia-Hungary

The Cooperation Programme Interreg V-A Slovenia-Hungary is the continuation of a cooperation process which started in the middle of the 90s under trilateral and bilateral compositions (Austria-Slovenia-Hungary, Slovenia-Hungary-Croatia, and Slovenia-Hungary Cross-Border Cooperation Programmes). This long tradition in CBC programmes resulted in an accumulation of valuable experiences regarding the EU territorial cooperation between the management bodies but also among relevant stakeholders from the two countries, which is taken into consideration by the current programme.

In developing the strategy, the Task Force – the joint body responsible for the elaboration of the Cooperation Programme – considered the policy framework provided by the European, national and regional development strategies, the characteristics of the programme area, the experiences of the previous programme periods and the opinion of the stakeholders collected through dedicated events and activities.

Taking into consideration, that from CBC perspective both the development needs and potentials to be addressed are quite similar on the two sides of the border, while acknowledging that there are development needs in many sectors, the Task Force strategic decision was to concentrate the limited financial resources on critically important areas, which may catalyse further positive changes.

<b>Priority Axis 1</b>  <b>ATTRACTIVE REGION</b>	<b>Thematic Objective 6, Investment Priority 6c:</b> "Conserving, protecting, promoting and developing natural and cultural heritage" to protect the natural and cultural heritage of the area and to valorise it through development of sustainable tourism, with a strong focus on the less developed areas in terms of tourism (rural, remote areas)
<b>Priority Axis 2</b>  <b>COOPERATIVE REGION</b>	<b>Thematic Objective 11, Investment Priority 11b:</b> "Enhancing institutional capacity of public authorities and stakeholders and efficient public administration by promoting legal and administrative cooperation and cooperation between citizens and institutions" to increase the availability and effectiveness of public services necessary for a better governance on cross-border level, and to support the cooperation between organizations and institutions responsible for mutually important areas in order to enhance the cross-border convergence

www.si-hu.eu



#### PROGRAM SODELOVANJA INTERREG V-A SLOVENIJA-MADŽARSKA

Program sodelovanja Interreg V-A Slovenija-Madžarska je glavni dokument, ki določa okvirje in kriterije za čezmejno sodelovanje med Slovenijo in Madžarsko v finančni perspektivi 2014-2020.

#### ODPRTI RAZPIS

Program Interreg V-A Slovenija-Madžarska bo deloval po sistemu odprtega razpisa do porabe razpoložljivih sredstev.

#### EMS



EMS je sistem za spremljanje projektov, ki s pomočjo svojega komunikacijskega portala podpira oddajo, potrjevanje, upravljanje in administracijo projektov v okviru programa sodelovanja.

#### E-NOVICE

Novice in dogodki, ki so povezani z Programom sodelovanja Interreg V-A Slovenija-Madžarska. Z vašim elektronskim naslovom se lahko naročite na e-novice in tako boste brezplačno prejeli novice in obvestila povezane z programom, vaši posredovani podatki bodo upravljeni izključno za namene obveščanja v okviru programa.

PREJAMA IJA E-NOVICE

Na tej spletni strani lahko najdete vse pomembne informacije o Programu sodelovanja Interreg V-A Slovenija-Madžarska. Program financira Evropski sklad za regionalni razvoj (ESRR) v okviru alokacije sredstev Evropskega teritorialnega sodelovanja. Program spada med čezmejne programe, ki so označeni v sklopu A. V finančnem obdobju 2014-2020 je za sofinanciranje projektov na voljo skupaj 13.295.015,00 EUR sredstev ESRR.

#### COOPERATION PROGRAMME INTERREG V-A SLOVENIA-HUNGARY

Cooperation Programme INTERREG V-A Slovenia - Hungary is the main document setting out the framework for the cross-border cooperation of the Slovenia and Hungary in the financial perspective 2014-2020.

#### OPEN CALL

The programme will operate on the basis of the Open Call system.

#### EMS



The EMS is a monitoring system with communication portal to support submission, approval, management and administration of the projects and the Programme.

#### NEWS

News and events related to the Cooperation Programme INTERREG V-A Slovenia-Hungary.

You can sign-in with your e-mail address for e-news and you will receive news and alerts for events of Cooperation Programme Interreg V-A Slovenia-Hungary completely free of charge. Your data will be used exclusively for e-newsletter purposes.

E-NEWSLETTER SIGN IN

On this page you can find all information for the Cooperation programme Interreg V-A Slovenia-Hungary. The programme is financed from European Regional Development Fund within European Territorial Cooperation funds allocation. It belongs to Cross-border programmes, which are classified as strand A. In the financial period 2014-2020 the funds available for co-financing are in the total amount of 13,295,015,00 EUR ERDF.

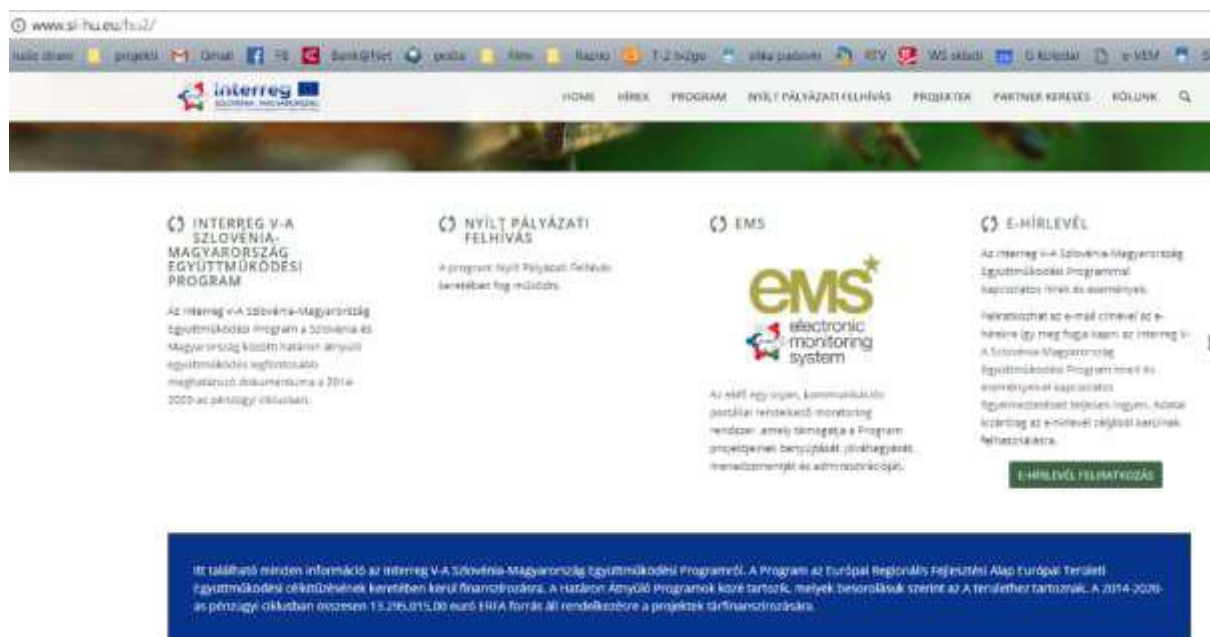


Figure 51: Program Interreg SI-HU.

On the website <http://www.keep.eu/keep/> you can find information about the partners who have participated in the projects cofinanced form the cross-border cooperation program between Slovenia and Hungary for the programming period 2007-2013. Partners list and description of the projects will be regularly updated based on data from the period 2014-2020. The data can be helpful in finding potential project partners for new cross-border cooperation projects.



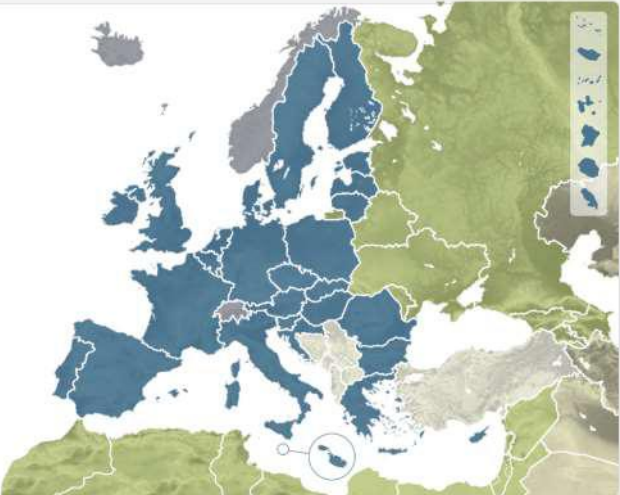
keep.eu European Union

Search for data on Interreg, Interreg IPA CBC and ENI CBC:

PROJECTS PROGRAMMES PARTNERS COUNTRIES & REGIONS STATISTICS INTERREG & THE BIG PICTURE

CLICK ON A COUNTRY

to get to all the information in keep.eu regarding the country and each of its regions. Or go to section Countries and Regions and get combined data on different regions from different countries!



keep.eu has landing pages in different languages, for those internet users who come to keep.eu using a language other than English.

Bulgarian   Български (bg)	Latvian   Latviešu valoda (lv)	Finnish   Suomi (fi)
Spanish   Español (es)	Lithuanian   Lietuvių kalba (lt)	Swedish   Svenska (sv)
Czech   Čeština (cs)	Hungarian   Magyar (hu)	Arabic   العربية (ar)
Danish   Dansk (da)	Maltese   Malti (mt)	Byelorussian (Belarusian)   беларуская мова (be)
German   Deutsch (de)	Dutch   Nederlands (nl)	Armenian   Հայերեն (hy)
Estonian   Eesti keel (et)	Norwegian   Norsk (no)	Moldavian   Moldovenesc (mo)
Greek   Ελληνικά (el)	Polish   Polski (pl)	Russian   Русский (ru)
French   Français (fr)	Portuguese   Português (pt)	Turkish   Türkçe (tr)
Irish   Gaeilge (ga)	Romanian   Română (ro)	Ukrainian   Українська (uk)
Croatian   Hrvatski (hr)	Slovak   Slovenčina (slovenský jazyk) (sk)	
Italian   Italiano (it)	Slovenian   Slovenščina (slovenski jezik) (sl)	

### LEARN ABOUT PROJECTS

#### INTERREG, INTERREG-IPA AND ENI/ENI CROSS-BORDER

keep.eu is your versatile source of data on these projects, since it is all provided by the programmes themselves or, in the case with cross-regional strategies, by their thematic authorities. Use the offering below to find the projects you are looking for. Use a word or sentence to your search data (keep.eu, apply thematic search), then search to specific periods. For a more thorough search, go to Projects section. Every search result includes thorough data for each project. Aggregated data on many different projects can be exported to Excel for your convenience.

Use the quick search to find projects & ideas or combine it with other criteria

Filter by thematic:  Filter by types of programmes:

GO TO PROJECTS SECTION

### UNDERSTAND PROGRAMMES

How many projects there are per type of programme? And per programme? And what? And what are the programmes? Own funds and ERDF? What has been done since the start of the project? Set a thorough understanding of data by programme.

PROJECTS 2007-2013

93.7%

Percentage of completed projects covered in keep.eu in 2007-2013 period.

PROJECTS 2014-2020

Percentage of completed projects covered in keep.eu in 2014-2020 period, and funding.

GO TO PROGRAMMES SECTION

Look for partners for your project, see who is looking for partners, see where you fit, build your network! Exchange project ideas!

JOIN NOW

Figure 52: Partner and project search.

Datum zadnje posodobitve: 6. april 2018.

#### AKRONIM PROJEKTA: E-CONOMY (169.954,49 EUR ESRR)

**Vodilni Partner:** Zala Megyei Kereskedelmi és Iparkamara

**Projektni partnerji:** Pomurska gospodarska zbornica, Znanstveno-raziskovalno središče Bistra Ptuj, Pannon Novum Nyugat-dunántúli Regionális Innovációs Nonprofit Kft.

**Povzetek projekta:** Raven sodelovanja med zbornicami, ter institucijami in organizacijami, ki delujejo na področju regionalnega gospodarskega in teritorialnega razvoja v slovensko-madžarskem obmejnem območju ni zadovoljiva. Posledica tega je minimalno sodelovanje na področju komercialnih dejavnosti ter na področju industrijskih in kmetijskih dejavnosti delujočih gospodarskih udeležencev. V gospodarstvu obeh držav bi bilo potrebno izkoristiti priložnosti za širitev obstoječih odnosov, zlasti med MSP. Glede naših izkušenj si priložnosti za sodelovanje obe državi iščeta v drugih smereh. Vendar je veliko podobnosti v gospodarstvu obeh držav, udeleženci se običajno soočajo z enakimi ovirami, težavami. Odprava le-teh je naloga institucij in ga je možno doseči le z višjo stopnjo institucionalnega sodelovanja na obmejnem območju.

Naš cilj je povezati izkušnje, znanja in obstoječe dobre prakse teh organizacij ter jih integrirati v usklajen sistem, ki je podprt s strokovno mentorskim programom. Tako povečamo gospodarsko sodelovanje in izkoriščanje prednosti sosedskih odnosov. Realizacija bo prinesla prebojne rezultate, ki bodo našo regijo kmalu spremenile v evropsko središče gospodarskega preporoda.

V okviru projekta bomo obnovili, razširili obstoječi sistem institucionalnega odnosa, ki trenutno deluje v obmejni regiji na področju regionalnega gospodarskega razvoja, ocenili njegove zmogljivosti ter skušali bomo opredeliti potrebe gospodarskih udeležencev v regiji. Ker so oni gradniki gospodarskega razvoja, za izpolnitev teh funkcij potrebujejo informacije ter podporo iz ozadja, ki ga v obmejni regiji z vzpostavitvijo skupne inovativne, madžarsko-slovenske regionalno informacijske in teritorialno razvojne platforme nudimo, ter za katero zagotovimo tudi potrebno usposabljanje. Trajnost sodelovanja bomo zagotovili z vzpostavitvijo mreže info točk in centrov znanja.

Figure 53: The approved projects SI-HU.

## 4.2 Conclusions of the Slovenian workshop

The first conclusion is that the web pages are in Slovene and most of them also in English. Only some exceptions are available in Hungarian language.

The second conclusion is that the business support system is well developed in Slovenia and many state institutions such as SPIRIT Slovenija, AJPES, FURS offer good information for entrepreneurs looking for opportunities to invest or business partners. The business entity search engine on AJPES webpage enables search among Slovenian businesses by several criteria including their business success.

The service under the name of SPOT must be specially noted because it offers the registration of companies free of charge, and business counselling provided is free of charge. The service can be used by foreigners also.

Chambers of Commerce and Craft offer some additional information and can be used as connecting point for entrepreneurs although most of their services are charged.

University of Maribor is also active in knowledge and technology transfer toward businesses.

The most innovative elements of business support ecosystem are development agencies, which are involved in several European projects resulting in applications interesting for entrepreneurs; Start-up ecosystem empowering the start-up companies and lately developed ecosystem of social economy.



## 5 Workshop of business support organisations in Hungary

The workshop was carried out on the May 2<sup>nd</sup>, 2018.

The participants were:

Please give information!

### 5.1 Conclusions of the Hungarian workshop

Please give information!

## 6 Joint coordination workshop

With the help of a collection of institutional data and personal interviews, we evaluated the existing capacities (existing databases, web interfaces, technical, personality characteristics, etc.) and analysed them in expert workshops. The result of these implemented activities will be the methodological manual for graphic, content and structural elements and the functioning of the web and mobile application platform that will be developed in this project.

In cooperation with partners, institutions and entrepreneurs, workshops have already been carried out in Slovenia on the 29<sup>th</sup> March, 2018 and in Hungary on the 2<sup>nd</sup> May, 2018. Based on the experience gained at these two specific expert workshops, a two-day joint coordination workshop in Hungary on the 24<sup>th</sup> and 25<sup>th</sup> May, 2018 was held.

The participants of the workshops were:

- Verger Renáta, ZMKIK
- Nataša Lorber, PGZ
- Rahela Kodila, PGZ
- Kalcsú Zoltán, Pannon Novum Nonprofit Kft.
- Vatics László, Pannon Novum Nonprofit Kft.
- Bodó Adrienn, Pannon Novum Nonprofit Kft.
- Lidija Tušek, Bistra Ptuj
- Jadranka Krajnc, Bistra Ptuj
- Danica Košir, Bistra Ptuj
- Rosvita Bedrač, Bistra Ptuj
- Sandra Kozar, SUN d.o.o
- Magda Berden, tolmačs / prevajalka
- Joós Attila, Webmark Kft.
- Boris Jesih, főkonzul / generalni konzul
- Dr. Szili-Fodor Dóra, NAK Zala Megyei Igazgatóság
- Budainé Illyés Dóra, Kontakt Nonprofit Kft.
- Horváth Tamás, Pannon Térségfejlesztő
- Kovács István, Pannon Vidékért Kft.
- Léhártné Csiszár Erika, Léhárt Gábor ev. / samostojni podjetnik
- Léhárt Lajos, Léhárt Lajos ev. / samostojni podjetnik
- Szakács Jenő, Szakács Chemical-Metal Kft.
- Szakács Krisztián, Szakács Chemical-Metal Kft.
- Nagy Zsuzsanna, KISOSZ
- Dr. Császár Zoltán, Caesar Consulting Tanácsadó Kft.

## 6.1 The first draft of graphic design

Attila Joós, director of Webmark Kft presented the draft of graphic design of the web platform (Figure 54), which was approved by partners.

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The screenshot displays the e-COMY web application interface. At the top, there is a navigation bar with the e-COMY logo and various menu items. Below the navigation bar, a search bar is visible. The main content area shows a list of projects, each with a profile picture, name, and status. A sidebar on the right contains filters for 'Status' (Active, Inactive), 'Region' (Slovenia, Hungary), 'Project Type' (Infrastructure, etc.), and 'Consulting' (Yes, No). The bottom of the page features a red footer with contact information and a small logo.

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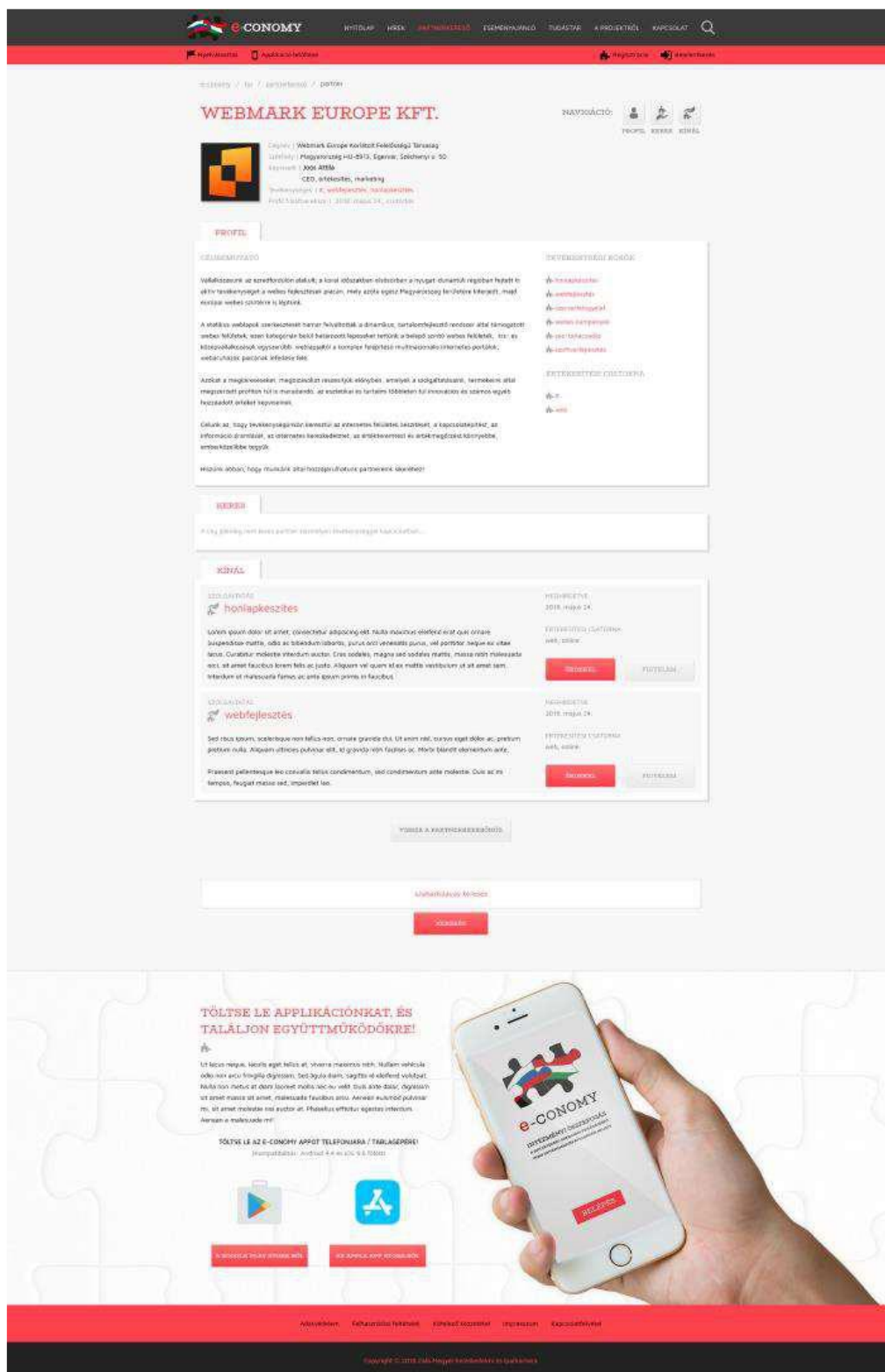


Figure 54: The first draft of the E-CONOMY web platform.

## 6.2 The structure and functions of the platform

The representative of the company presented the structure and functions of the planned platform, the most important points of which are:

- After the design, the website will be available in Hungarian and Slovene, but in the future, it is also possible to expand to other languages
- Three main priorities were identified:
  - user experience;
  - a simple database;
  - maintaining a continuity of information system.
- The model platform was created according to the model of the website of the Netherlands - Hungarian Chamber of Commerce, which is managed by the Hungarian Embassy, and the platform was developed by Webmark Kft.
- The pictograms are typical of the platform, and they have clear and user-friendly elements of great importance.
- The entry page is divided into two parts: the partner search interface and the information interface (knowledge base). In addition, regularly updated news and important events are available on this main page. If the information in the system is not updated, the automatic news will automatically be saved to the system and will be sorted by the system from previous news. In this way, it is ensured that even uncommon visitors to the platform receive variable and not static information (it is not expected that new information will be added to the website each week, since it is not an online magazine).
- Also, on the main page the search boxes will be sorted, which will simplify the search for partners.
- A mobile application download interface will also be installed on the main page.
- The search engine for finding business partners is partially closed, some data will be visible to users without registration, but more detailed information and company information can only be accessed after registration.
- In the Partner Search module, the display of data and information will be approved by the web site administrator after downloading. This will prevent the publication of unwanted data.
- In the search engine companies, only partial company data will be available for unregistered visitors (data available in other public database companies).
- The filtering feature can reduce the number of 50 hits per page.
- The website administrator in the company search engine measures feedback on partners to obtain a benchmark on business partnerships and on the activities of registered companies.
- In development, they will also focus on ensuring the protection of personal data:
  - password-protected closed areas will be created, where personal data including personal information about the company are displayed;
  - every 2-3 weeks a registered company will get a notice to inspect their profile
 In this notice, the system also informs the user of:
  - Who was interested;
  - What new information was published on the website;



- Anonymous (for motivational purposes) what kind of business cooperation has been developed between registered users of the platform.
- The platform can be accessed at 3 different levels of access:
  1. Visitors without registration:
    - can access a public knowledge base, where Hungarian and Slovene important data and documents are available;
    - presentation of the E-CONOMY project;
    - the possibility of contacting the operator of the website.
  2. Registered users:
    - there will be 50 Hungarian and 50 Slovenian companies, initially, later the number is expanded;
    - business support organizations will also be included.
  3. Administrators (maximum access):
    - management organizations that see all processes, can channel interrupted processes, update information, data, send new information to users, etc. - full administrative powers. Administrators' work will be supported by systemic alerts and messages.
- The development takes place according to the principles of the "old school" (proven solutions), the innovative solution will be only 20-30%, since expectations have not changed in the last 10 years, the area must be fast, mobile and secure.
- The biggest challenge is simple search and filtering. Visitors want to get the desired results with 3 clicks as time is valuable for everyone.
- The platform is currently in the initial phase of the data entry; in the case of new content it is possible to change the structure. The web site will be successful if the first 50-50 companies to be involved in testing are well selected.
- We want users to be active.
- Prior to development of the mobile application, the development of the website is a priority, and the admin will be available in two languages (Hungarian and Slovenian).
- We want to transfer really good ideas and solutions of web pages analysed at previous Hungarian and Slovenian workshops to the E-CONOMY project platform.
- The knowledge base is likely to be different between Hungary and Slovenia (for example, due to the specific nature of each country), but it is advisable to determine common content as soon as possible.
- At signing in of a registered partner, a short summary of what has happened since the last session is made to be able to track new information and newly registered potential partners, etc.
- It is advisable to send a notice to registered users every 2-3 weeks.
- By downloading a mobile application, the user agrees to receive messages. This can also be cancelled later, and user no longer receives unwanted messages.
- An important issue will be that the number of companies entering the system continuously exceeds the number of outgoing companies.
- The content, appearance and structure of the online platform and applications can change in time since both interfaces are in the development phase.

### 6.3 Comments, observations of workshop participants

During the two-day workshop, the participants prepared the following suggestions and comments:

- It is important what kind of people will manage the platform (administrators) and take part in the learning processes.
- Special attention should be paid to the process of selecting 50-50 testing companies because they should use the opportunity to build new business relationships.
- For development, it is important that the mobile application offers a lot of freshness, regular updates, which can help users continuously expand the user's circle (stats are less visited).
- It is important that registered companies are constantly "bombarded" with new information to feel that the site is active.
- It is advisable to facilitate registration by downloading data from public company databases (such as AJPES).
- Registered users want to verify the actual activity of the companies with which they will establish a partnership.
- For funding in the future, it is proposed that the financing model is to be defined already. Enterprises that will register later pay a fee. It is also sensible to think about the introduction of a benefit system. Fees can be used for expert services. The E-CONOMY project helps to launch the platform, but we must also be aware that the site must be maintained even after the project has been completed.
- It is important to provide relevant information on the website in the long run.
- Attention must be paid to informing registered users periodically with the information that is really important, and we must avoid the mass of information.
- We need to provide such information that is relevant to all stakeholders or is crucial to the individual partner. Others - general information, however, is sufficient to be accessible on the website.
- The knowledge base should be linked to the partner search module.
- The search should be enabled using a keyword database that helps standardize search to avoid misunderstandings.
- In addition to keywords, it is necessary to allow each company to enter more detailed information about itself in the text field, in any language.
- Registered users need to provide free upgrade and expansion of information on demand and supply to remove irrelevant information from the system - so registered users will be provided with useful data.
- The search for partners should be monitored from the background, in this way they can be helped.
- It is necessary to request feedback from the partners on the performance of business connections.
- It is necessary to enable the evaluation of registered companies (grades from 1 to 5), which should be private, only visible to administrators, to see which of the partners involved in the system are correct and which are not.
- A good practice for the administrative interface should be used, which will not burden the administrators.
- It is necessary to measure general statistics (number of entries, frequency, time spent, interactions, etc.).

- It is necessary to distinguish between the system generated selection of news and the newsletters.
- It is important that successful partnerships are published on the website, as this will be an incentive for other registered companies.
- A slogan "Support for e-very business" was proposed for the website.
- Consideration was also given to employ a text writer to publish high-quality materials on the website, but the project does not include budget for this purpose. The presentations / descriptions of 50-50 testing companies should be of high quality and professional since it is at the same time a kind of marketing communication.
- Compulsory and non-compulsory content should be provided on the business forms.
- The consideration was that the site could also enable instant chat for potential business partners. This can be a premium service in the future which will be payable.
- Chatbot can be used, which is able to learn. Frequently asked questions can be automatically responded to outside of working hours (Facebook chat or other learning platform).

## 7 Conclusion

The aim of the project E-CONOMY is to facilitate the cross border networking of business support organisations, exchange of data, knowledge and praxis, but also a development of cross border platform. This guide for the programmer of web platform was prepared using the summarized workshop documents, joint workshop paper and completed questionnaires.