

TEXAS

FEELS SLOVENIA

Business Development
Delegation and Business Forum
Texas Feels Slovenia 2024
21 - 27 January 2024

»*Texas* =
Where Business Goes BIG«

DALLAS

AUSTIN

**SAN
ANTONIO**



SPIRIT, Slovenian Public Agency
for Investments, Entrepreneurship
and Internationalization

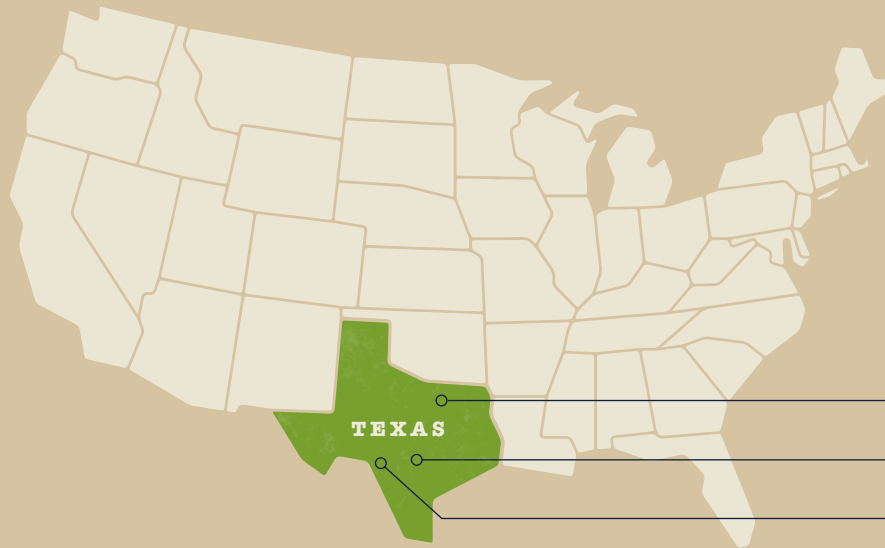


REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMY,
TOURISM AND SPORT

21. - 27. January 2024

BUSINESS DEVELOPMENT DELEGATION TO THE U.S.A.

DALLAS & AUSTIN & SAN ANTONIO



Dallas

Austin

San Antonio

TEXAS FEELS SLOVENIA; OPPORTUNITIES ON TEXAS MARKET; SPORT & BUSINESS

I am thrilled that »Texas Feels Slovenia« will take place again in 2024. In 2023, Slovenia successfully presented its economy and tourism at the »Texas Feels Slovenia« business and investment conference. This time, a business delegation in the fields of high tech, data management, and innovative technologies will visit Dallas and Austin. Those are some of the areas where Slovenian companies can truly offer a valuable contribution to international cooperation.

Slovenia and Texas have different economic structures but share many similarities. Texas, as the second-largest economy in the US, represents an excellent opportunity for cooperation. In contrast, Slovenia, with its geostrategic location in the heart of Europe, a highly educated workforce, and a favorable business environment, can be a great investment option and a good business partner.

Slovenia aims to become the hub for innovation and advanced technologies. We are working on three

strategic pillars: upgrading and decarbonizing existing industries, developing new products for the new industries, and attracting global innovation players. Our companies are already leaders in many disruptive niches, such as biotech, AI, food tech, design, mobility, robotics, smart factories, new materials, etc.

In 2023, the field of sport was included in the framework of the Ministry of the Economy, Tourism and Sport in Slovenia. Sports tourism is a rapidly growing industry, and sports events can also be an excellent opportunity to establish new economic ties. An important sports connection already exists between Slovenia and Dallas through a well-known Dallas basketball player, Luka Dončić, from Slovenia.

I believe successful cooperation is possible in many fields, such as the automotive industry, e-mobility, aero and defense industry, medical care equipment, chemical, pharmaceutical in-



Avtor: Žan Kolman

MATJAŽ HAN

Minister of Economy, Tourism and Sport

dustry and biotechnology, ICT, food industry, metals, green technologies, and especially advanced digital technologies, space, and tourism. I wish Slovenian and American companies a successful event and many discovered possibilities for future cooperation.



**REPUBLIC OF SLOVENIA
MINISTRY OF THE ECONOMY,
TOURISM AND SPORT**

ESTEEMED BUSINESS LEADERS,



REPUBLIC OF SLOVENIA
EMBASSY IN WASHINGTON

I am honored to address you in Dallas as Slovenia's Ambassador to the United States for the first time. This year marks Slovenia's 4th event in Dallas, Texas, under the slogan »Texas Feels Slovenia,« showcasing the enduring partnership between our nations. Since assuming this role in August 2023, my primary objective has been to enhance political ties and foster deeper economic, tourism, trade, technology, and investment cooperation between Slovenia and the USA.

Slovenia, known for its green, creative, and smart initiatives, stands as a perfect partner for Texas. Thriving economic cooperation is driven by strategic promotion and Slovenia's excellent attributes, including a prime location, environmental preservation, prosperity, security, and our notable achievements in sports.

Speaking of sports, just two days ago, we showcased our prowess against the US men's national soccer team in San Antonio. This athletic spirit, embodied by Slovenian athletes worldwide, is a testament to our nation's resilience and determination.

Why Texas? Beyond shared enthusiasm for Luka Dončić, Texas aligns with Slovenia in hospitality, openness, vibrancy, free spirit, and a proclivity for bold decisions. As the 8th largest global economy, Texas offers unmatched business advantages.

On the other hand, Slovenia presents promising opportunities for American investors in energy and energy security, pharmaceuticals, healthcare, transport and logistics, automotive, digital and cyber sectors, and tourism.

Innovation, creativity, and development are integral to our progress. To truly appreciate Slovenia's advantages, I encourage you to visit our country, engage with its people, and immerse yourselves in the unique atmosphere we call home. Our focus on a green economy and sustainable development aligns with our aspiration to become an advanced, low-carbon society actively addressing global challenges.



H.E. IZTOK MIROŠIČ

*Ambassador,
Embassy of the Republic of
Slovenia in Washington D.C.*

Finally, I would like to express gratitude to our partners for contributing to the success of this event. My heartfelt appreciation goes to the American colleagues in the Dallas Regional Chamber, the European American Chamber of Commerce in Texas, Dallas Mavericks, the Office of the Texas Governor, the City of Dallas, Morgan Lewis, World Affairs Council, Slovenian Agency SPIRIT, Slovenian Tourist Board, AmCham Slovenia, and Honorary Consul Sandra Pratt Wilkens.

WELCOME TO MEETING AMCHAM SLOVENIA,

where our guiding principles of trust, collaboration, optimism, integrity, and ambition shape the foundation of our endeavors in 2024.

W This year marks a significant milestone as we are celebrating our 25th anniversary. I am also proud to take on the role of Chair of AmChams in Europe, the umbrella organization that unites 49 AmChams across 47 countries.

In our pursuit of building powerful relationships, we draw inspiration from the remarkable Luka Dončić, who has opened hearts and paved the way for friendship. The connection between Texas and Slovenia holds immense potential for mutual benefits. As a thriving business hub, Texas offers Slovenian enterprises access to a vast market and new avenues for growth. Simultaneously, as a gateway to the European Union and a center for innovation, Slovenia provides Texan businesses with access to new markets and cutting-edge technology.

Beyond economic advantages, this connection fosters cultural exchange, educational opportunities, and international cooperation, enhancing the fabric of both communities. As the presiding AmCham of AmChams in Europe, AmCham Slovenia understands the strength derived from being open to the world and nurturing the Transatlantic ties. Our core mission of building an international business bridge takes on heightened significance, and we appreciate the warm welcome extended to us in Texas.

Join us on this exciting journey where strong relationships are the key to unlocking unprecedented opportunities and forging lasting connections between Texas and Slovenia.



AJŠA VODNIK

*MSc, CEO, AmCham Slovenia
Chair, AmChams in Europe*



SLOVENIA, A LAND OF INFINITE POTENTIAL FOR YOUR BUSINESS



Dear reader,

Thank you for your interest in Slovenia's business potential! We are excited to showcase our companies' green qualities, creative talent, and smart solutions, fostering new partnerships and strengthening existing collaborations in the U.S. market.

Foreign investors increasingly recognize Slovenia as an attractive environment for added value, expanded operations, and increased exports. Situated strategically in the heart of Europe, Slovenia offers convenient access to Southeast European markets, a skilled workforce, and robust research and development capabilities, creating a favorable environment for manufacturing, services, and R&D.

Anticipating this year's business delegation to Texas, building on past success, we are confident it will yield even greater results. The Slovenian government has identified the U.S. market as a priority for expanding the trade and export of Slovenian products and services. Recent data indicates that the United States stands as the largest investor in Slovenia. Nevertheless, entering

the competitive American market necessitates not only patience and perseverance but, most importantly, thorough preparation, a comprehensive market analysis, understanding customer needs, and delivering a high-quality product. With that said, allow me to thank everyone who has provided insights and guidance on how to best work together.

Luka Dončić has significantly enhanced the synergy between the Slovenian economy and sports. It brings me immense pleasure to witness the numerous success stories that have unfolded in recent years. Representatives of both the Slovenian and American business communities are certain there is a myriad of opportunities for business cooperation between Slovenia and Texas yet to be seized, and I eagerly anticipate the prospect of many more as a direct outcome of this delegation.

ROK CAPL

*SPIRIT,
Slovenian Public Agency
for Investments, Entrepreneurship
and Internationalization*

On behalf of SPIRIT Slovenia, I wish you great success at the Dallas and Austin events. I also kindly invite you to reach out should you require any assistance with doing business in Slovenia.



SPIRIT, Slovenian Public Agency
for Investments, Entrepreneurship
and Internationalization

I FEEL SLOVENIA: UNVEILING THE POWER OF SLOVENIAN NATIONAL BRAND

A country's brand serves as a powerful marketing tool, shaping perceptions and influencing global interactions. For Slovenia, the »I feel Slovenia« brand is not merely a play on words; it embodies a strategic approach to position the nation on the global stage.

»I feel Slovenia« is a testament to the country's multifaceted identity as it encapsulates the essence of the nation's innovation, creativity, and credibility. It goes beyond an image; it signifies an innovative, creative, and credible nation ready to compete internationally.

The unique charm of Slovenia lies in the seamless integration of various elements that weave together captivating stories and experiences. These narratives reflect shared goals for the country's development.

The iconic "Slovenian green" is more than just a color. It symbolizes Slovenia's commitment to preserving its abundant forests, making it Europe's third

most forested country. The green hue represents a harmonious blend of nature's tranquility and the industrious spirit of its people. It encapsulates the determination to protect the pristine nature and align developmental initiatives with environmental harmony.

Slovenia's passion is also embedded in the brand – a passion that drives its people to pursue endeavors that excite them. The country's commitment to a sustainable future is evident in its vision of a green environment and a mission centered on progressing hand in hand with nature.

»I feel Slovenia« conveys a powerful message: Slovenia is a youthful, proactive, and innovative nation blessed with untouched nature, fresh air, and pure water.

Slovenia is more than an image – it is a vibrant and dynamic nation poised for a sustainable and prosperous future.



PETRA BEZJAK CIRMAN

*Director,
Government Communication*

**I FEEL
SLOVENIA**



BUSINESS DELEGATION EXECUTIVE



VIDA DOLENC POGAČNIK

*COO & International Cooperation Director,
AmCham Slovenia*

One of the important mission of the AmCham Slovenia is to connect and strengthen economic relations between Slovenia and the USA. AmCham Slovenia aims to be seen as the main partner in entering the U.S. market for Slovenian companies and offering access to a wide network of partners and business connections across the U.S.. AmCham Business and development delegations to the U.S., are designed for Slovenian companies, who have excellent, innovative, and specific products/service/technology, and who have the desire, knowledge, willpower, and resources for a breakthrough in one of the most competitive markets in the world.

Texas is a great entering point due to diversified economy, one of the best business climate, low taxes, educated workforce and a vibrant culture.



BUSINESS DELEGATION EXECUTIVES



DAŠA AVSEC

Regional secretary, SPIRIT, Slovenian Public Agency for Investments, Entrepreneurship and Internationalization



SPIRIT, Slovenian Public Agency
for Investments, Entrepreneurship
and Internationalization



VID HABJAN

*Head of Foreign Direct Investment
Promotion Department SPIRIT, Slovenian Public Agency
for Investments, Entrepreneurship and Internationalization*



SPIRIT, Slovenian Public Agency
for Investments, Entrepreneurship
and Internationalization

BUSINESS DELEGATION PARTNERS



NEJC PERHAVEC

*Undersecretary,
Ministry of the Economy,
Tourism and Sport*



**REPUBLIC OF SLOVENIA
MINISTRY OF THE ECONOMY,
TOURISM AND SPORT**



BOJAN ŠKODA

*Minister Plenipotentiary,
Embassy of the Republic of
Slovenia in Washington D.C.*



**REPUBLIC OF SLOVENIA
EMBASSY IN WASHINGTON**

TEXAS PARTNER



ERIN MCKELVEY

*President & CEO,
European American Chamber
of Commerce Texas*



COMPANIES



COMPANY
Adriatic Finance

INDUSTRY
Financial Advisory

WEBPAGE
www.adriatic-finance.si

CONTACT
Dušan Žužek,
Director



ADRIATIC FINANCE

*A*driatic Finance Ltd. is engaged in financial consulting. It specializes in business valuation (licensed as an authorized business appraiser by the Slovenian Institute of Auditors), mergers and acquisitions (M&A), financial restructuring, obtaining financial resources, providing financial functions to companies, and offering controlling functions.

 **ADRIATIC FINANCE**

COMPANY

Caretronic

INDUSTRY

Nurse Call Systems

WEBPAGE

www.caretronic.com

CONTACT

Evelin Krajnc, PhD,
Chief Commercial Officer



CARETRONIC

Caretronic is a leading provider of innovative nurse call systems dedicated to improving healthcare communication and patient care. With a strong commitment to quality and reliability, it offers cutting-edge technology solutions that empower healthcare facilities to enhance efficiency, responsiveness, and patient satisfaction. The company takes great pride in its long-standing tradition of excellence, which dates back to 1962.



COMPANY
D2S

INDUSTRY
Energy Sector

WEBPAGE
<https://www.d2s-energy.com>

CONTACT
Damjan Stanek, MSc,
Founder



D2S

Existing critical infrastructure, including electricity, telecommunications, and transportation infrastructure, has served users well for centuries. Today, however, it faces new challenges arising from security and reliability requirements, environmental concerns, demographic changes, the evolution of consumer services, and the rapid development of new technologies.

D2S, with its network of partners and diverse experience in infrastructure, helps companies meet these challenges, introduce new technologies, and identify viable business opportunities.

The D2S logo features the letters 'D2S' in a bold, sans-serif font. The 'D' and 'S' are blue, while the '2' is green. A small blue arc is positioned above the 'S'.

COMPANY

ESGnovo

INDUSTRY

Energy Sector

WEBPAGEwww.esgnovo.com**CONTACT**Dejan Spasovski,
Founder

ESGNOVO

*E*SGnovo develops transatlantic business relationships in green energy and mobility. It builds new solar and wind energy production facilities and identifies and develops attractive solar power plant investment opportunities. Its team of experts conducts rigorous due diligence, assessing factors such as project viability, financial projections, regulatory compliance, and potential risks.

ESGnovo also cooperates with other partners in big energy projects, including nuclear power, and provides energy management solutions and recycling projects.

As a leading member of the nuclear cluster of Slovenian companies, the company offers different solutions for the nuclear energy industry.

The ESGnovo logo, featuring the word "esgnovo" in a lowercase, sans-serif font. The "esg" is in green, "nov" is in dark green, and "o" is in red.

COMPANY

Instrumentation Technologies

INDUSTRY

Development of Electronics

WEBPAGE

www.i-tech.si

CONTACT

Douglas Phillips,
Business Development for US Market



INSTRUMENTATION TECHNOLOGIES

*I*nstrumentation Technologies is a high-tech company providing high-added-value project-tailored solutions. It develops customized data acquisition devices specialized in high-speed and poor signal-to-noise ratio signals. The company's solutions are used in technologically demanding fields like transportation, telecommunications, aerospace, energy, and particle accelerators.

Instrumentation Technologies provides complex hardware, FPGA, embedded software design, rapid prototyping, product development, and EMC certification assistance.



**INSTRUMENTATION
TECHNOLOGIES**

COMPANY

Intectiv

INDUSTRY

Production of Electronic Components -
PCB Manufacturing (Printed Circuit Boards)

WEBPAGE

www.intectiv.si

CONTACT

Matjaž Levar,
General Manager



INTECTIV

Decades of experience, know-how, and the development of a technologically advanced production line are the basis of Intectiv's production of highly complex (HDI – High-Density Interconnect) printed circuit boards. As one of the key players in PCB production in Europe, the company is in the last phase of obtaining AS9100D certification, which will mean an even more reliable source of technology development for our customers.

Intectiv's target customers are communication and observation applications (satellite – Earth) and high-frequency PCBs.

References: Airbus, SAS Junghans, Cern.

High quality, short lead times, wide technical range, solution flexible.



COMPANY

Mazars IT

INDUSTRY

IT Assurance and Advisory

WEBPAGE

eng.mazars.si

CONTACT

Uroš Žust,
Partner



MAZARS IT

*A*t Mazars, our IT assurance advisors take an integrated, risk-based approach to provide deep insight into technology risks. We offer extensive sector experience across a broad spectrum of technology consulting and assurance solutions, covering IT audit, information security, cyber security, IT legislation and regulation compliance, data protection, IT risk management and IT due diligence services.

mazars

COMPANY
ROBOTINA

INDUSTRY
Control technology, Energy Management,
Building Automation

WEBPAGE
www.robotina.com

CONTACT
Devid Palčič,
CEO



ROBOTINA

*R*obotina's slogan, "Our World Connected," explains its vision based on 3 Cs (Control, Connect, Cooperate). Traditionally, the company has developed control technology for industrial & building automation on its Cybro-3 platform; EDGE solutions bridge the gap between the real and virtual worlds and enable IT specialists to interact with the former through entangled digital twins.

"Smart energy" solutions include BTMS (Battery Monitoring Systems) for data centers and critical infrastructure, EMS (Energy Management Systems) with battery storage, demand modeling, and virtual power plant functionality.

Cognitive Optimization System helps virtually every building reduce energy consumption with minimum CAPEX investment.

GRMS (Guest Room Management System) improves user experience, safety, and efficiency in hospitality, offices, and everywhere we require smarter and better spaces.

 **robotina**
Our world.
Connected.

COMPANY

Vernar consulting

INDUSTRY

Business Consulting

WEBPAGE

www.vernar.com

CONTACT

Liza Černe,
CEO



VERNAR CONSULTING

*V*ernar consulting d.o.o. is the leader in the field of consulting and developing the potential of companies and their employees to achieve business excellence. For decades, Vernar consulting d.o.o. has been using proven approaches to encourage business partners to develop their human potential, which is key to achieving the company's goals and strategy. Its services include business and legal consulting, employee profiling with the best international tools, employee training, and recruitment.



COMPANY
VZMD

INDUSTRY
PanSlovenian Stakeholders'
& Investors' Association

WEBPAGE
www.vzmd.si

CONTACT
Kristjan Verbič,
President



VZMD - PANSLOVENIAN STAKEHOLDERS' & INVESTORS' ASSOCIATION

*T*he PanSlovenian Investors' & Stakeholders' Association (VZMD) is a non-governmental organization that strives to protect the rights and interests of individual (retail) investors and minority stakeholders and ensure they are adequately informed and represented.

Over the last 18 years, the organization has represented over 300,000 retail investors and financial services users in over 200 legal and litigation pro-

cedures, court cases, as well as selling blocks of various securities, put together as part of the Shareholder's Agreements and »Share SUPPORT« – the civil society under the management of VZMD.


Vseslovensko združenje malih deležnikov
PanSlovenian Stakeholders' Association



www.believeinslovenia.si