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ADVANTAGE AUSTRIA Ljubljana

## **INVESTMENT CLIMATE SLOVENIA 2023**

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Commercial Counsellor in Slovenia

Ljubljana, January 2023



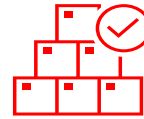


# CONTENT

1. Economic relations between Slovenia and Austria:  
key figures and facts
2. Results of the annual survey on investment and  
economic climate in Slovenia
3. Key takeaways

# Slovenia Austria

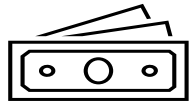
€ **2,265** per capita  
consumption of Austrian  
goods and services  
in Slovenia



## Trading Volume

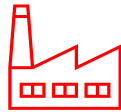
01/2022-10/2022 approx. **€ 7.0 bn**

11/2021-10/2022 approx. **€ 8.2 bn**

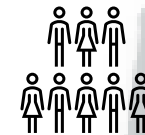


approx. **€ 4.6 bn**  
FDI volume

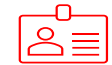
→ largest foreign investor  
in Slovenia (24,9%)



**1,000+**  
Austrian subsidiaries



**20,000+**  
employees



**25,000+**  
Slovenian  
commuters in  
Austria

Austria & Slovenia, World-class Partners

# More than Austrian companies in Slovenia

PORSCHE  
SLOVENIJA

 **MAGNA**

**A1**

 **GRAWE**  
Zavarovalnica d.d.

**SPARKASSE** 

 **interEnergogo**  
a **kelag** company

 **ses**

  
**SPAR**

  
**HOFER**

**MM**  
KARTON

  
cargo-partner

**STRABAG**

**voestalpine**  
ONE STEP AHEAD.

**knauf**INSULATION

**PALFINGER**

**SUPERNOVA** 

 **rosenbauer**

*Saubermacher*

**leitner**leitner

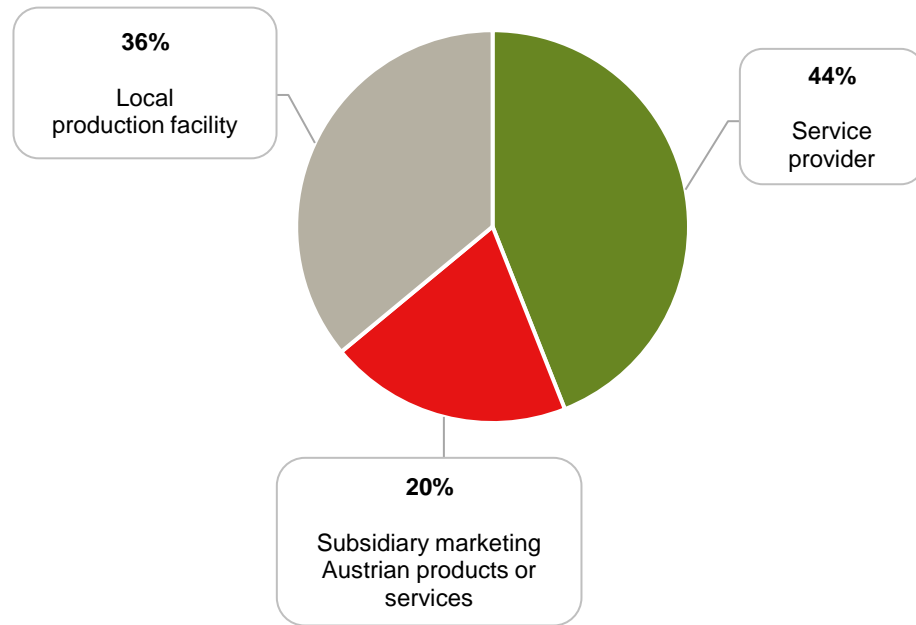
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AUSTRIA** 

# Investment Climate Slovenia 2023

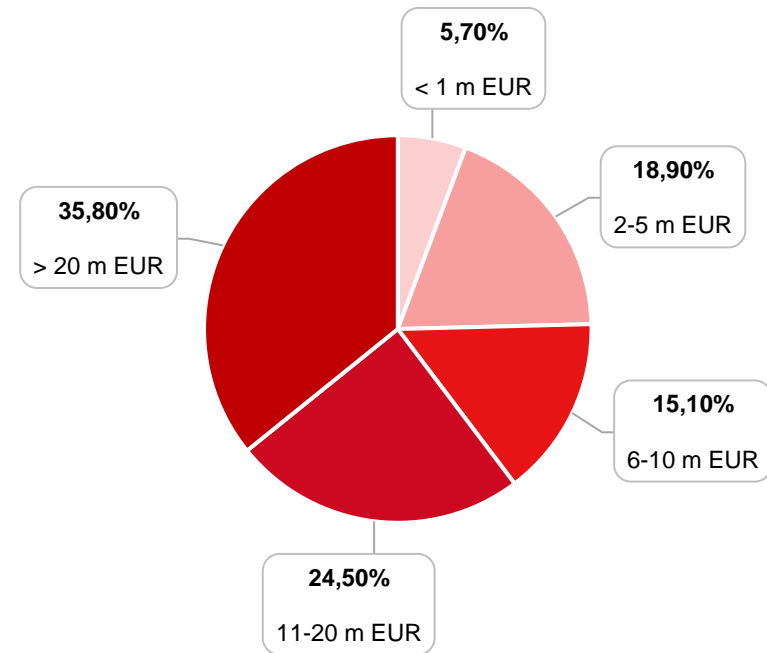
- Method: Quantitative online survey carried out by ADVANTAGE AUSTRIA Ljubljana
- Target group: Austrian subsidiaries in Slovenia
- Implementation period: Q4 2022
- Respondents: n=55

# 1. Austrian subsidiaries in Slovenia: participant profile

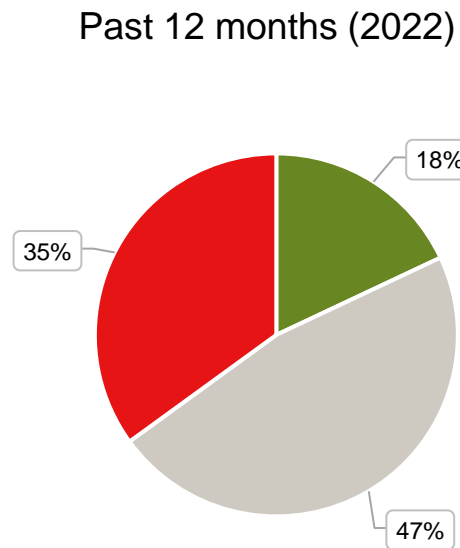
Main activity in Slovenia



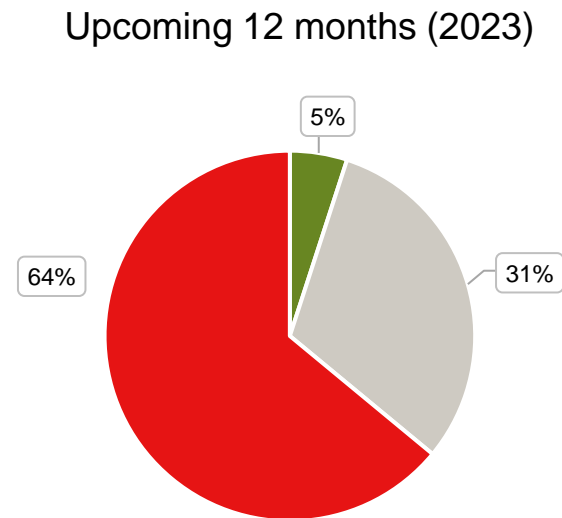
Total turnover in million EUR



## 2. From your company's perspective, how would you characterize the current economic climate and state of the economy in Slovenia?

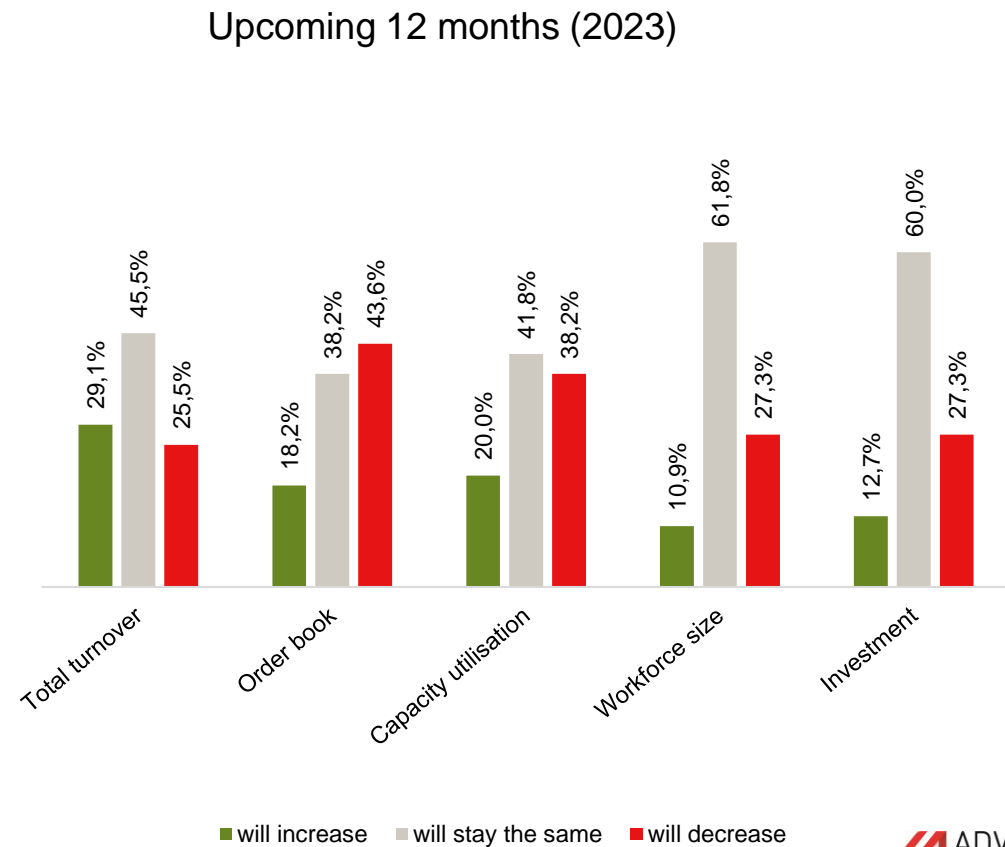
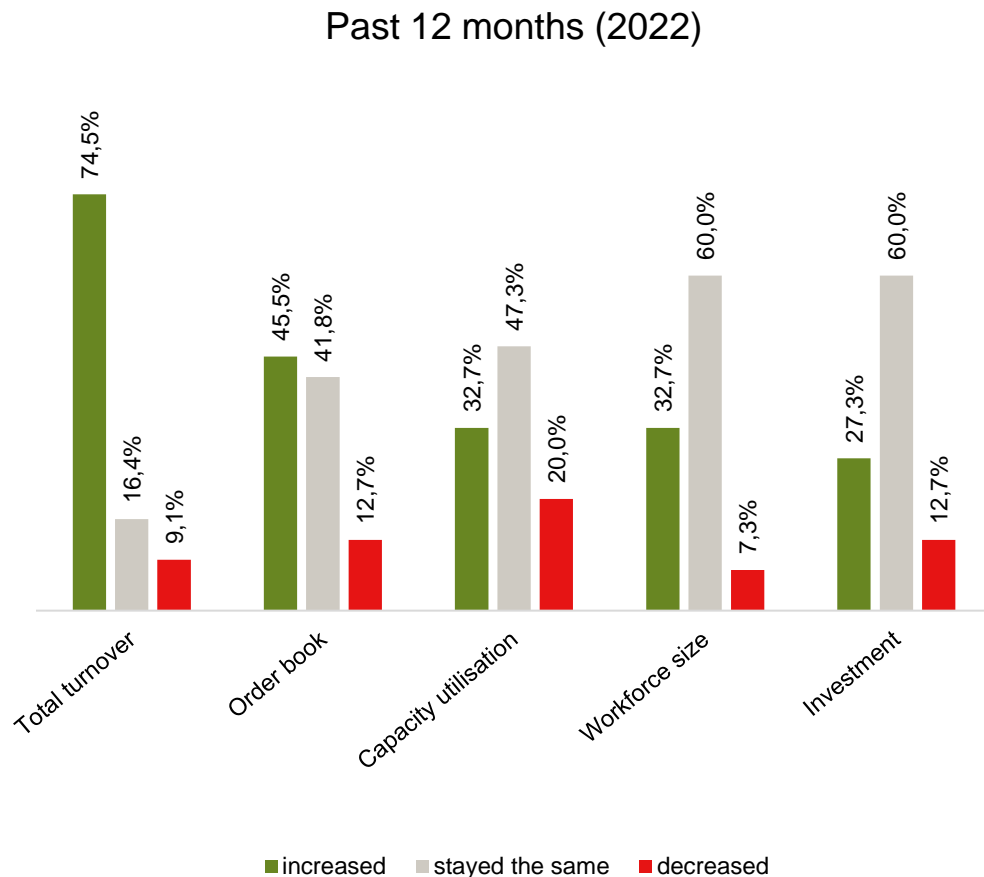


- has improved
- has remained the same
- has worsened



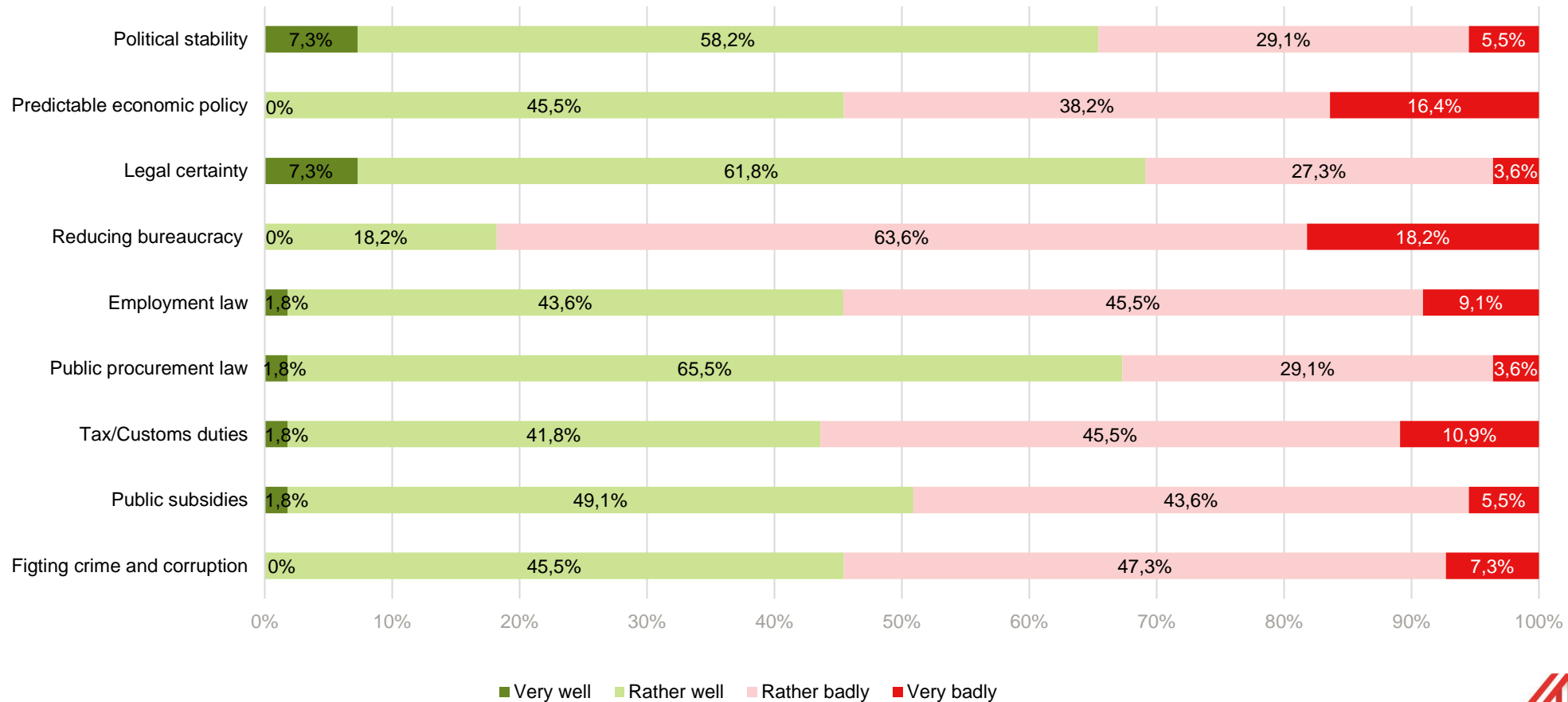
- will improve
- will stay the same
- will worsen

### 3. Looking at your company's performance in Slovenia, how would you assess the indicators listed below?

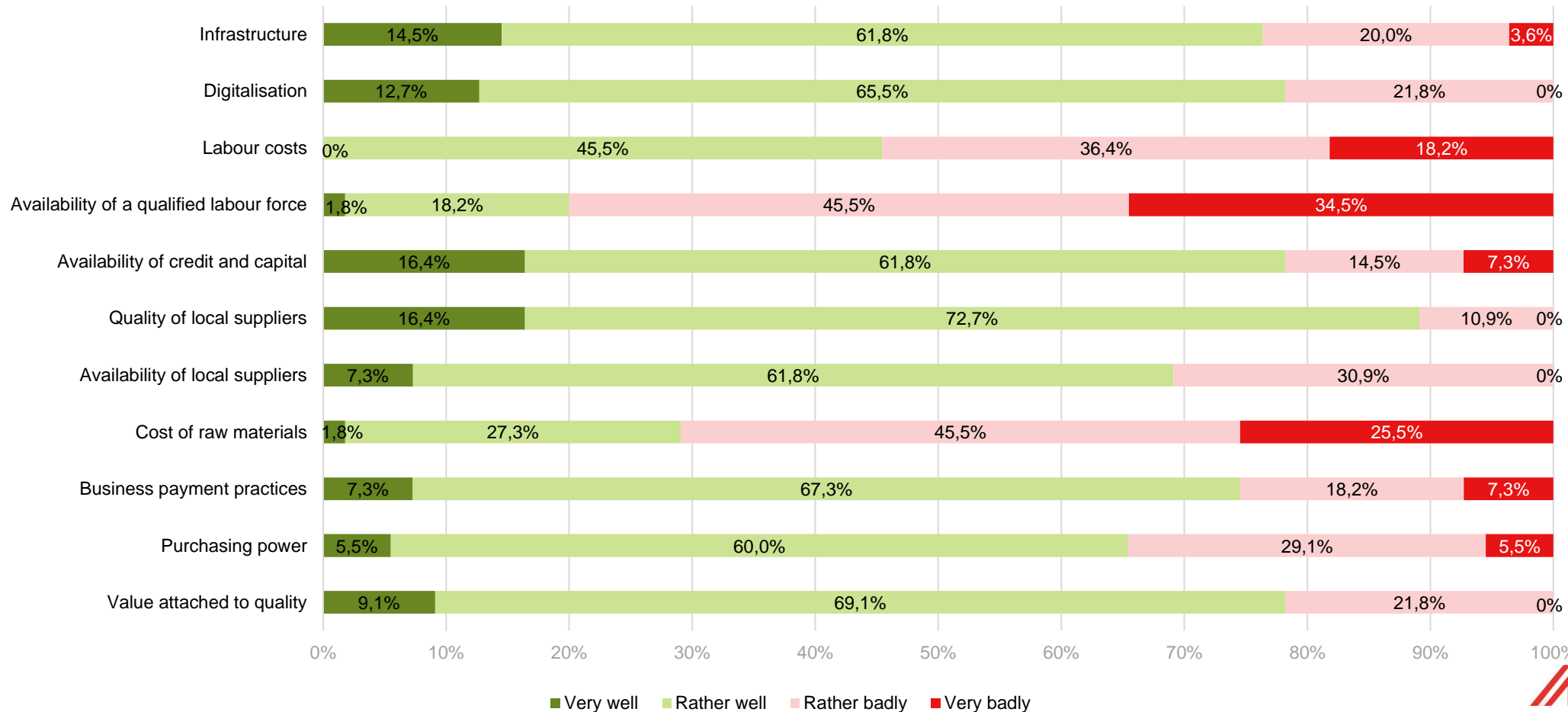




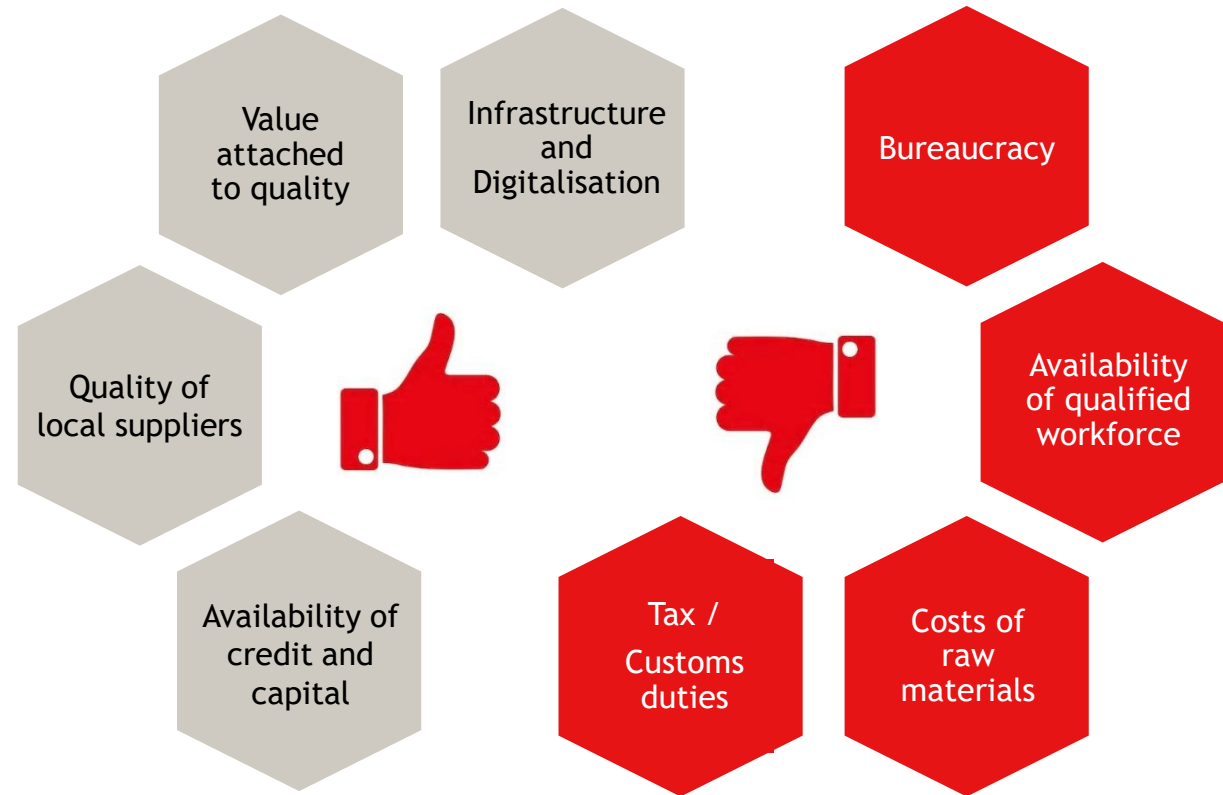
## 4. Looking at your experience in Slovenia, how would you assess the factors listed below? (1/2)



## 4. Looking at your experience in Slovenia, how would you assess the factors listed below? (2/2)



# WORLD CLASS PART NERS

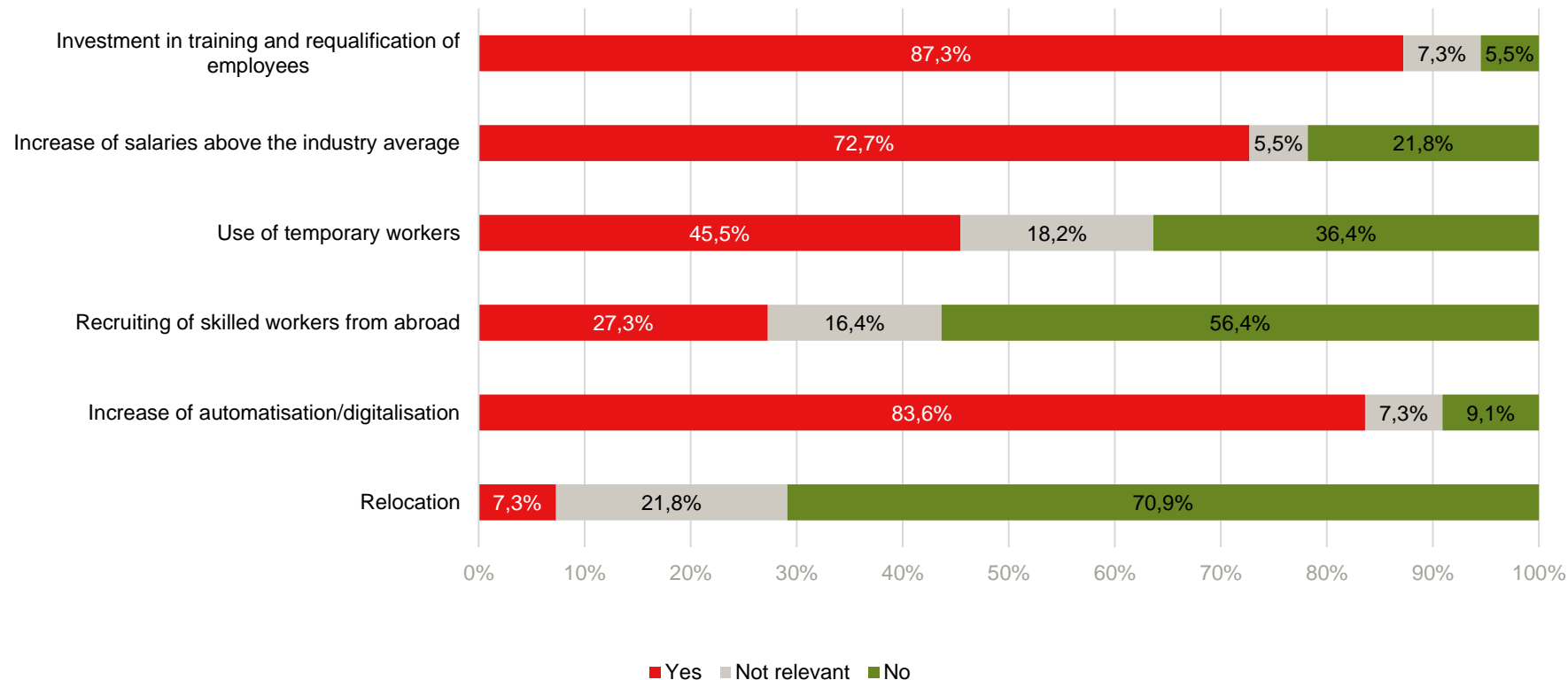


**T0-D0: Some critical points have remained the same for years, concrete reforms are needed, also to combat current challenges.**

## 5. What measures is your company taking to combat the lack of skilled workers?



61,8 % of surveyed companies suffer problems with the lack of skilled workers

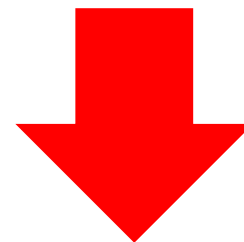




6. Will Slovenia remain an  
**interesting investment location**  
for your company in 2023?

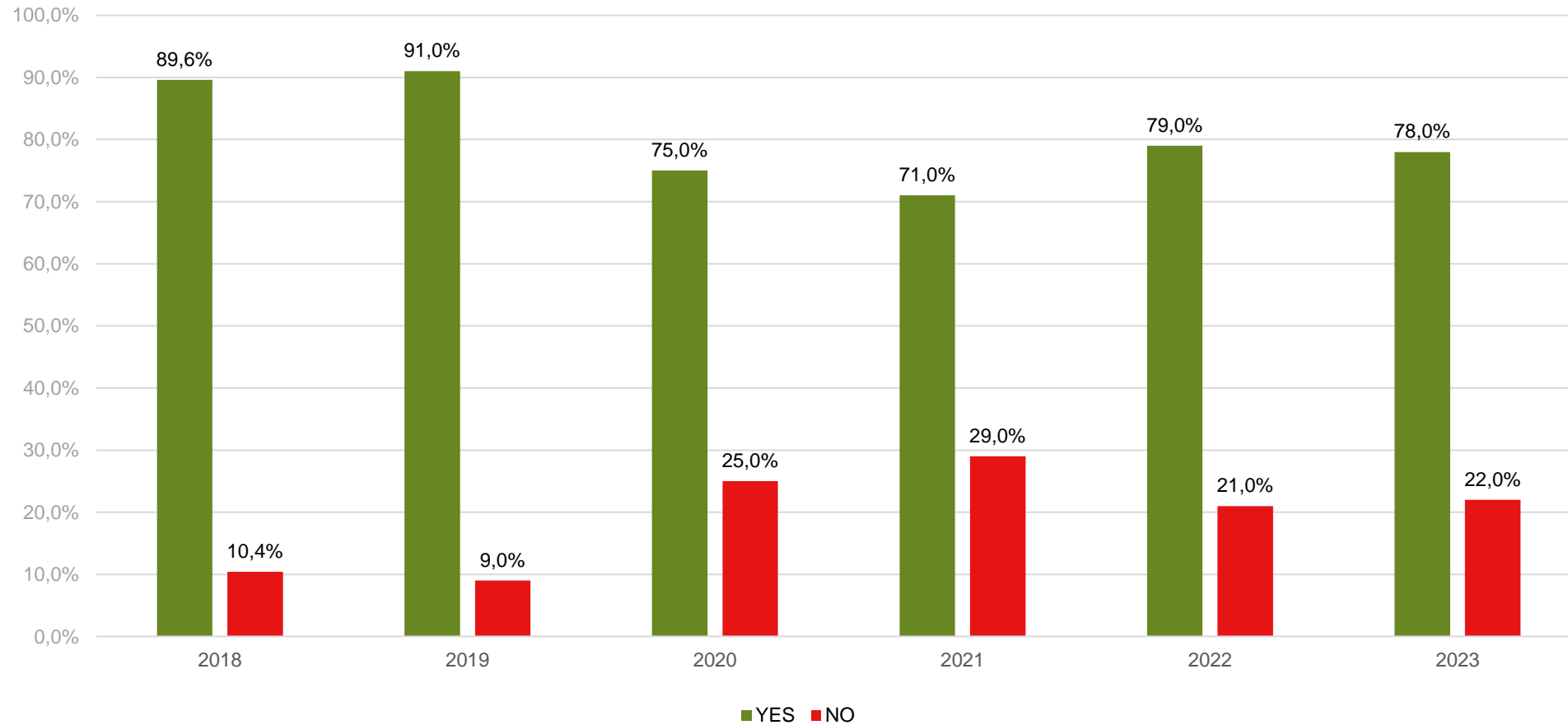


**Yes - 78 %**



**No - 22 %**

# Attractiveness of Slovenia as investment location





# Key takeaways

- Austrian investors in Slovenia are satisfied with their performances and achievements in 2022, but skeptical about the economic outlook. A decline in total turnover, orders and capacity utilization is expected.
- The commitment to Slovenia as a business location remains high. Companies are very satisfied with the quality and availability of local suppliers. Infrastructure, digitization, quality awareness and payment discipline are also rated very positive.
- Bureaucracy, tax burden on companies, lack of skilled workers and high costs of raw materials remain the critical points of the investment environment.
- Room for improvement is seen in a more predictable economic policy, in labor law and the fight against corruption.
- The shortage of skilled labor is a growing problem, identified by 62% of respondents. To combat the shortage of skilled workers, companies are investing in training and retraining their employees, raising salaries above the industry average and increasing automation/digitization.
- 78% of Austrian entrepreneurs in Slovenia believe that the country remains very attractive as a business location. Further investments by Austrian companies are planned in 2023.

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Thank you

for your attention!

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