

24. APRIL 2026

A VISIT OF THE ADVANTAGE AUSTRIA  
DELEGATION IN THE MUNICIPALITY OF CELJE



# Celje – City of Opportunities



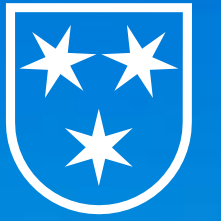


# Celje

## City of Opportunities

**STRONG FOUNDATIONS OF TRADITION  
AND RICH HISTORY AS OPPORTUNITIES  
FOR TODAY AND TOMORROW.**

The Municipality of Celje, with its municipal administration, 9 public companies, 23 public institutions, and a well-developed partnership network.





# Celje

## City of Opportunities

### Location

Excellent location and connectivity with the region, Slovenia, and international markets

### Centre

The center of one of the most diverse regions in the country

### Support

Strong support for development and innovation

### Quality

High quality of life



# Five Strategic Goals of the Municipality of Celje

**1**

Sustainable  
Urban  
Development

**2**

A Green City  
Designed for  
People

**3**

A City that  
Listens to Its  
Citizens

**4**

The Power of  
a Connected  
Community

**5**

Celje – The  
Heart of the  
Region

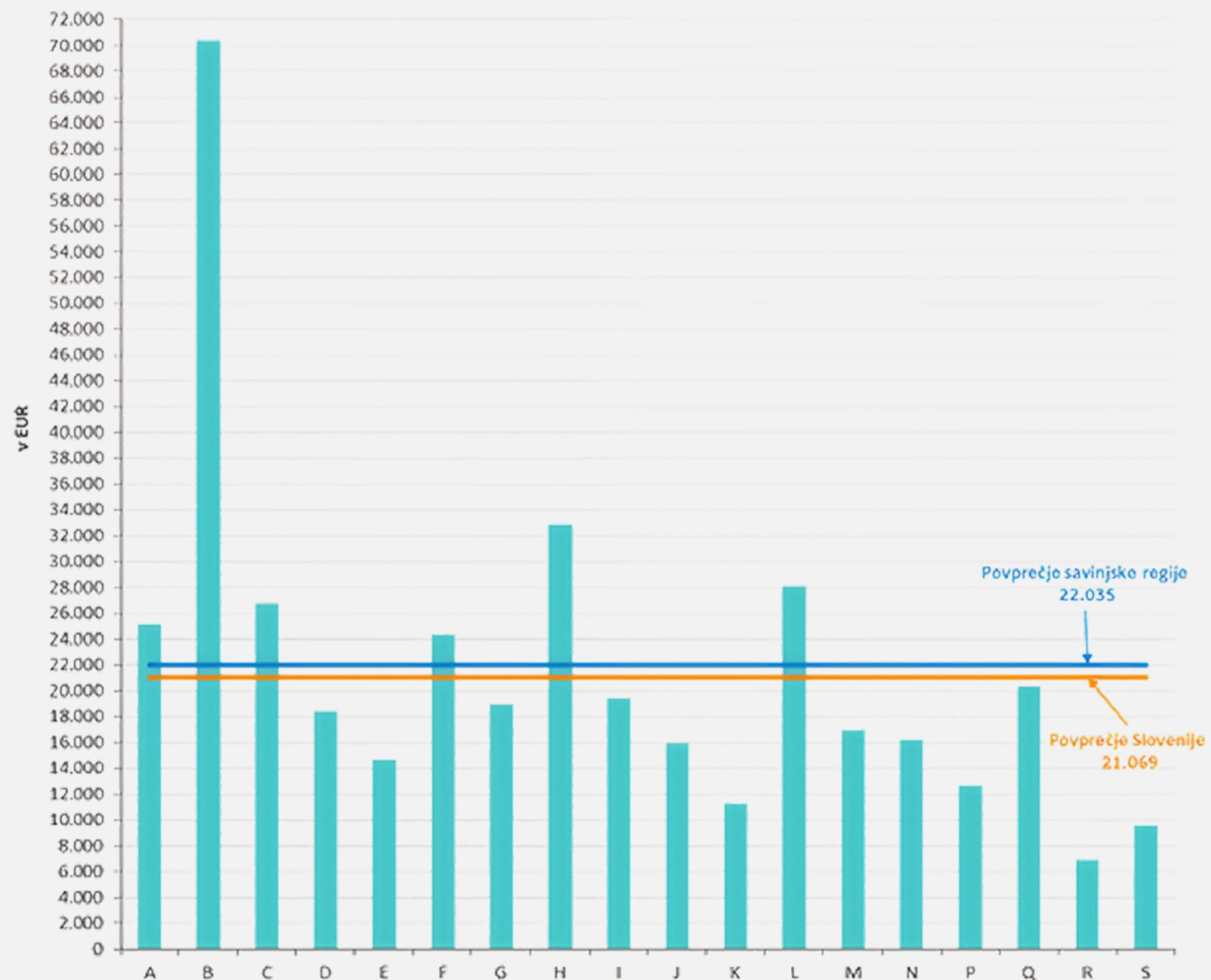


**Celje has a favorable geographical location, which has a positive impact on economic activity.**

# 01 CITY OF OPPORTUNITIES



Net value added per employee (including business owners),  
by activity of sole proprietors, Savinja region, 2024

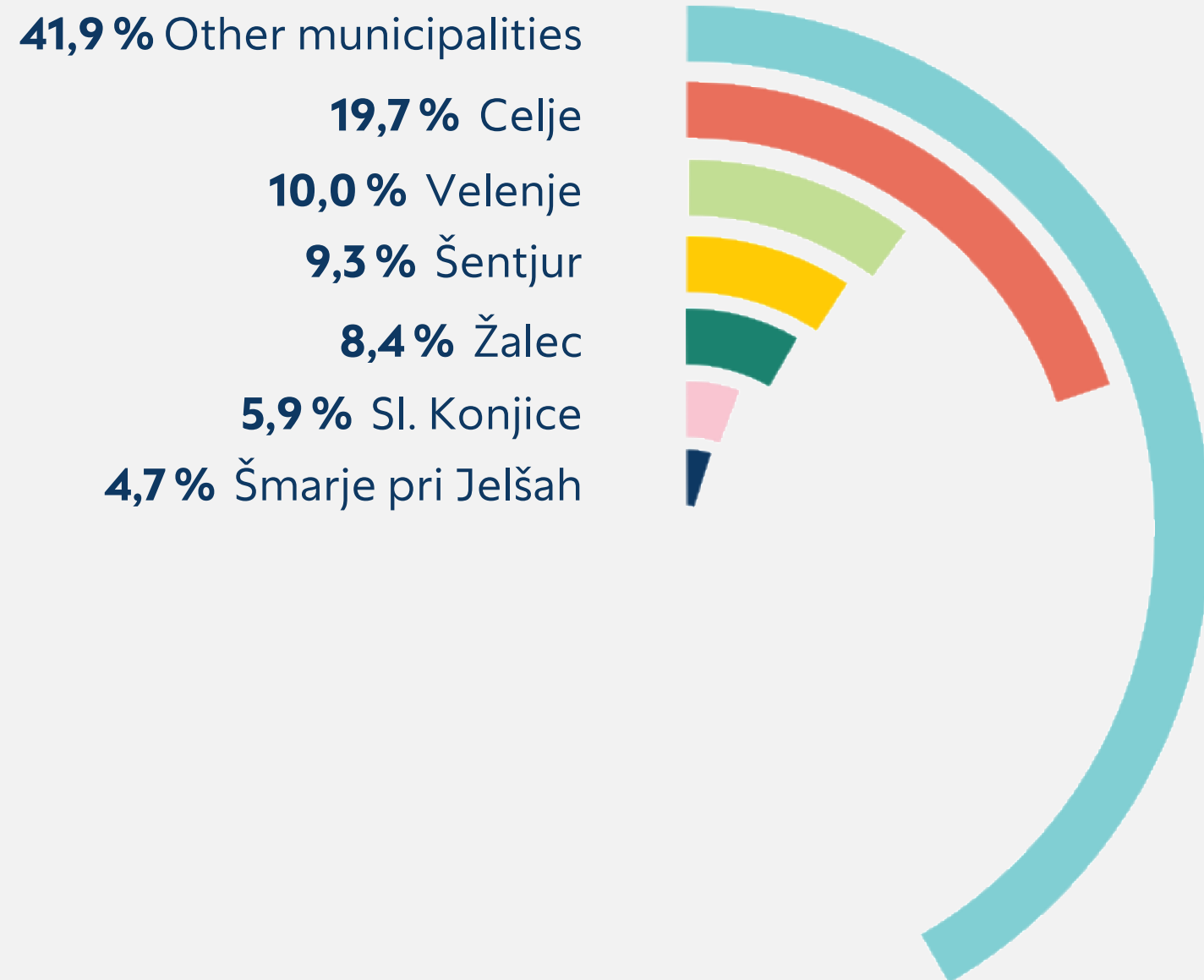


**The region achieves above-average net value added per employee compared to the national average (approximately +4.6%), indicating higher productivity among regional enterprises.**

INFORReport on the performance of companies, sole proprietors and cooperatives in the Savinja region in 2024 – AJ PES



Net income of sole proprietors by municipality of registered office, Savinja region, 2024



**Among municipalities in the region, Celje has the highest net income of sole proprietors.**

INFORReport on the performance of companies, sole proprietors and cooperatives in the Savinja region in 2024 – AJ PES



# **Business Development and Investment Opportunities**

# Business zones



**EPC** Trnovlje

Economic-Business  
Zone Trnovlje



**EPC** Bežigrajska

Economic-Business  
Zone Bežigrajska



# Business zone Bežigrajska

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**0,34 ha**

Unit 1

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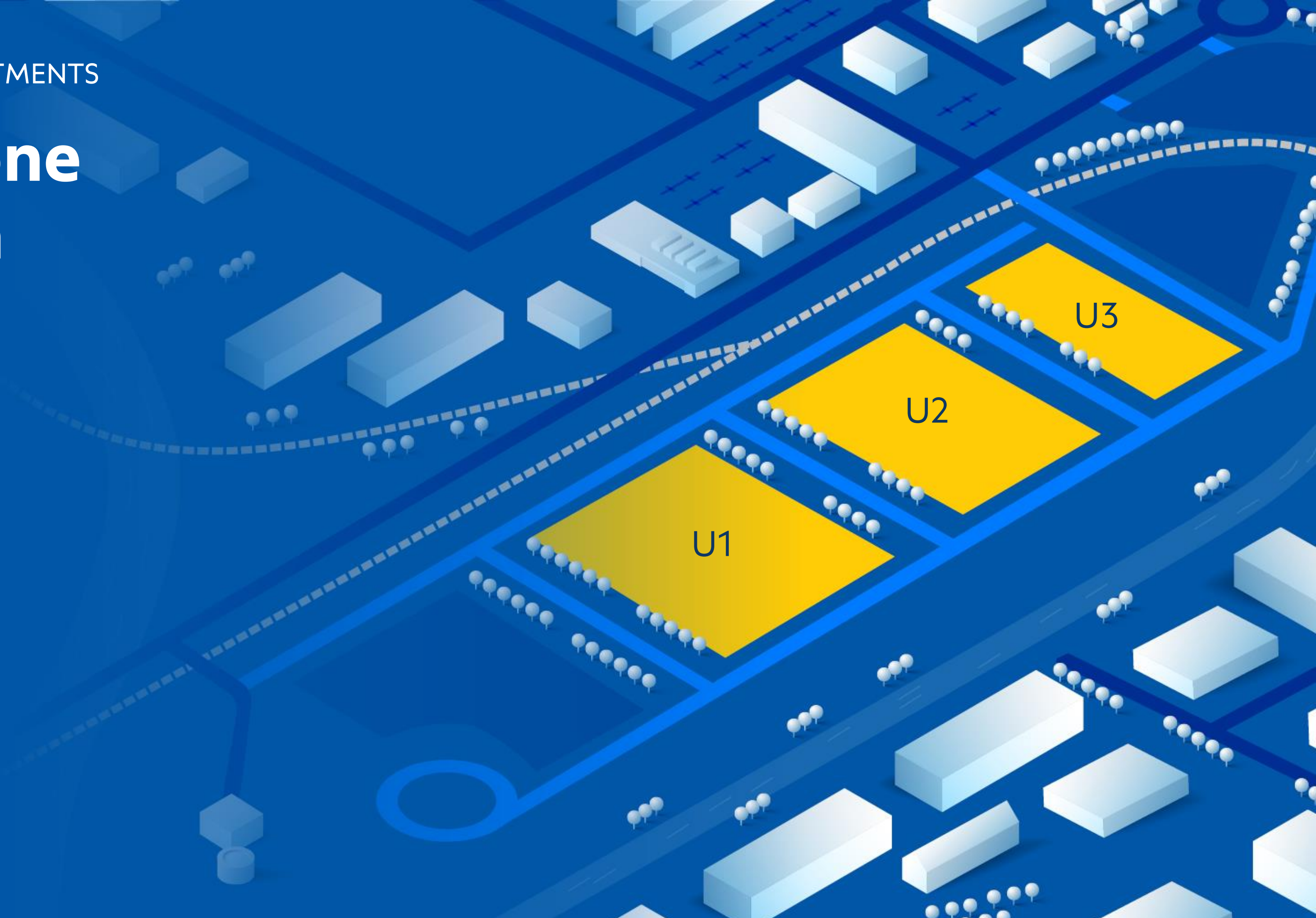
**0,28 ha**

Unit 2

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**0,13 ha**

Unit 3



# Old Zink Factory Site

Business District  
Development Opportunity

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**27 ha**  
area



Brownfield  
Regeneration



# Celje – Multimodal Transport Hub

Cableway to Celje Castle.



# Golovec South

Congress Hotel  
Development Opportunity

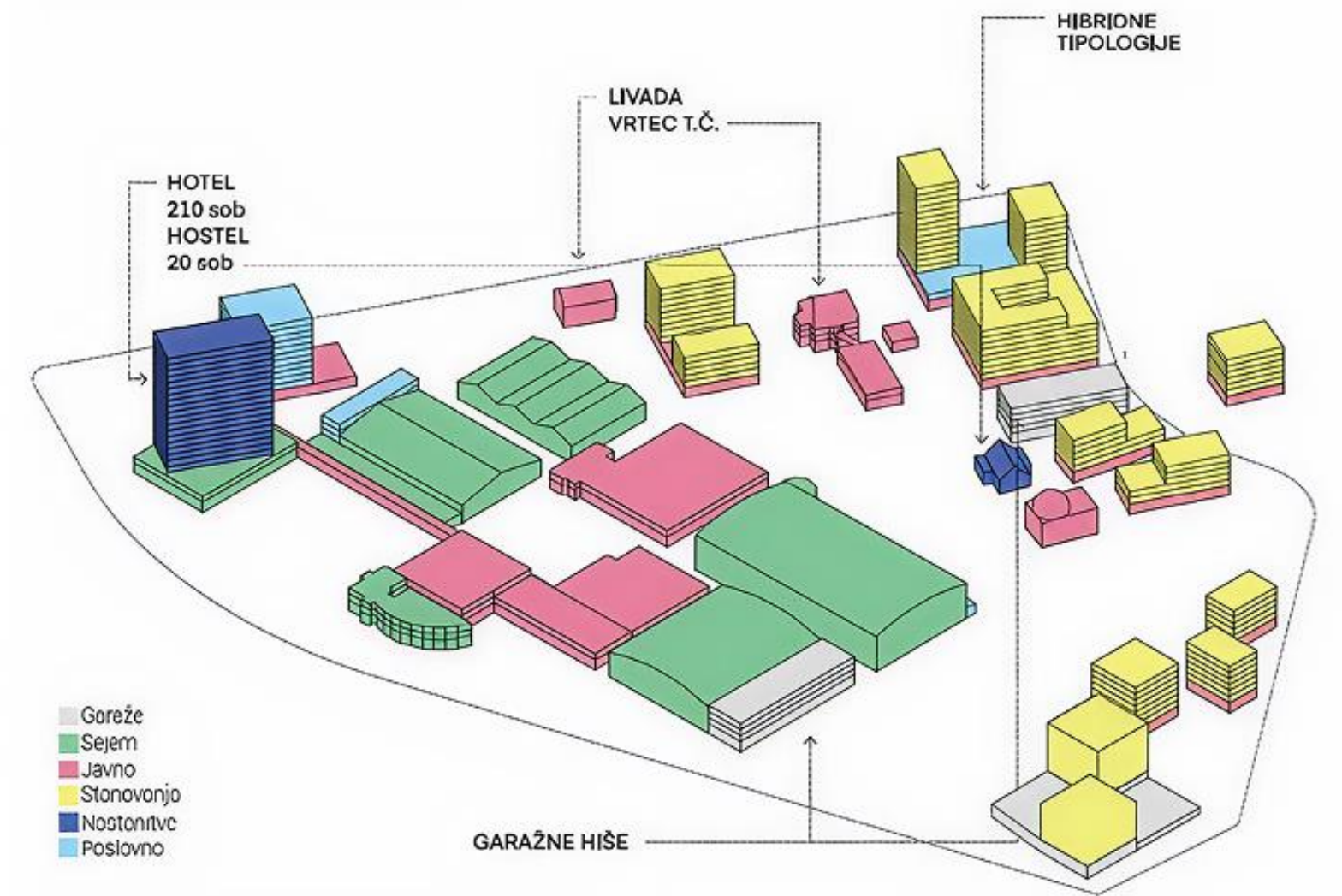
14 ha

area



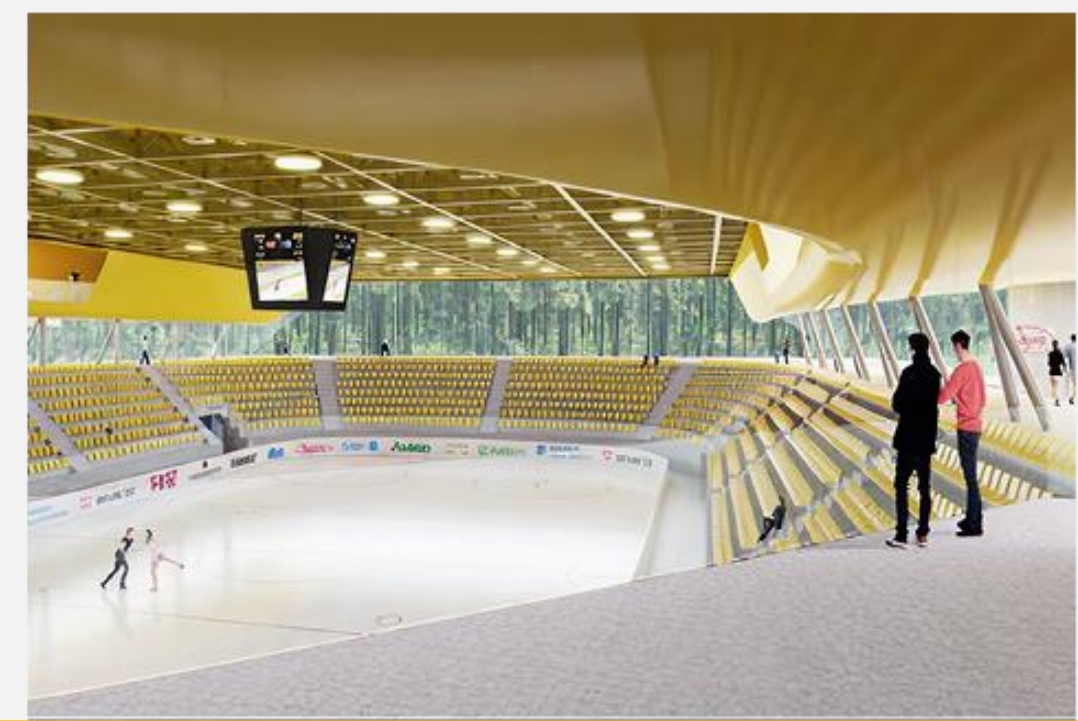
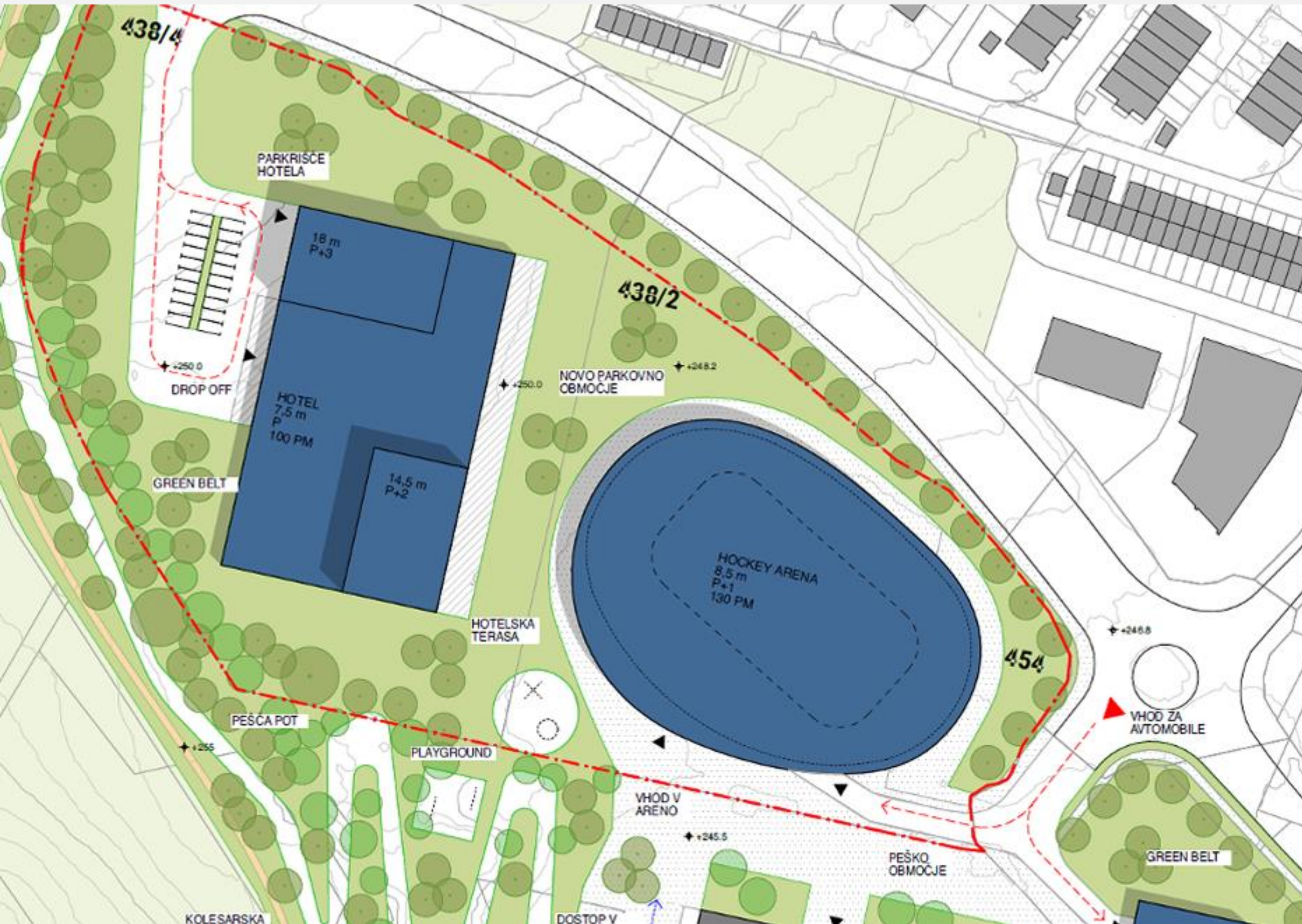
**A1**

access to the highway



# Sports Park Golovec

Hotel Development Opportunity



# Boutique Hotel Turška Mačka and Restaurant Majolka

Prime Opportunity  
in the City Center.

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**957 m<sup>2</sup>**

Turška Mačka

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**676 m<sup>2</sup>**

Majolka



# Celjska Koča and Šmartinsko Lake

Modern Tourism Center and Holiday Resort Development Opportunity



## Accommodation

houses, hotel, or guesthouse



## Swimming ares

with a barrier across the bay



## Sports

facilities



# Celje – Smart City of the Future

# Centralka, KolesCE, Celebus and more



Development of a digital platform for managing access to the old town centre (pedestrian zone).





# Opportunities for Residential Areas

# Srce Sever, Rakusch, Aškerčeva (Block 9) and Gaberje (Mariborska Rd.)

Business-Residential Development Opportunity in the City Center

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**1,5 ha**  
Srce Sever

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**1,4 ha**  
Rakusch



# Sončni Park and Babno LKS

Modern Residential Community  
Development Opportunity

10,6 ha

Babno LKS

6 ha

Sončni Park





# Business and Industry Representatives



# Connecting Business Opportunities in Celje

**TECCOS**



KLUB  
PODJETNIKOV  
ZLATOROG  
CELJE

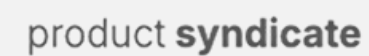
**INKUBATOR** SAVINJSKE  
REGIJE

**rgzC**  
regionalna gospodarska zbornica celje  
del sistema Gospodarske zbornice Slovenije

**OBMOČNA  
OBRTNO-PODJETNIŠKA  
ZBORNICA CELJE**



# Business Representatives with you today





# Your Business Contact in Celje



**Jernej Stanič**

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**CITY OF CELJE**

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**Thank you for your attention.**

