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ADVANTAGE AUSTRIA Ljubljana

INVESTMENT CLIMATE SLOVENIA 2024

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Ljubljana, 17 January 2024





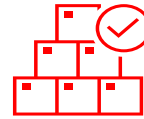
CONTENT

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

Slovenia Austria

€ 2,700 per capita

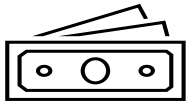
consumption of Austrian
goods and services
in Slovenia



Trade Volume (goods and services)

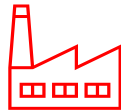
2022 **€ 8.4 bn**

01/2023 - 10/2023 approx. **€ 6.1 bn**



approx. **€ 4.6 bn**
FDI volume

→ largest foreign investor
in Slovenia (22,7 %)



1,150+
Austrian subsidiaries



20,000+
employees



25,000+
Slovenian
commuters in
Austria

Austria & Slovenia, World-class Partners

+ 1,150 Austrian subsidiaries in Slovenia

PORSCHE
SLOVENIJA

ie interEnergO
a kelag company

GRAWE
Zavarovalnica d.d.

merkur
ZAVAROVALNICA

SPARKASSE

SUPERNOVA

ses

SPAR

HOFER

MM
KARTON

cargo-partner

STRABAG

voestalpine
ONE STEP AHEAD.

KNAUF INSULATION

PALFINGER

Saubermacher

A1

Etterna
Part of Telefónica Tech

kontron

leitner leitner

rosenbauer

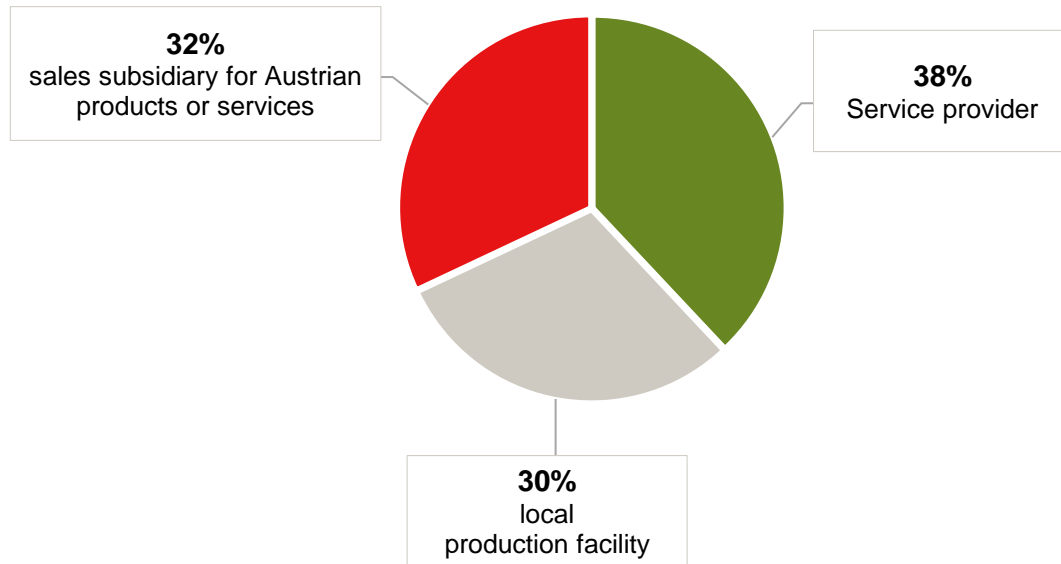
ADVANTAGE
AUSTRIA

Survey on the business and investment climate in Slovenia 2024

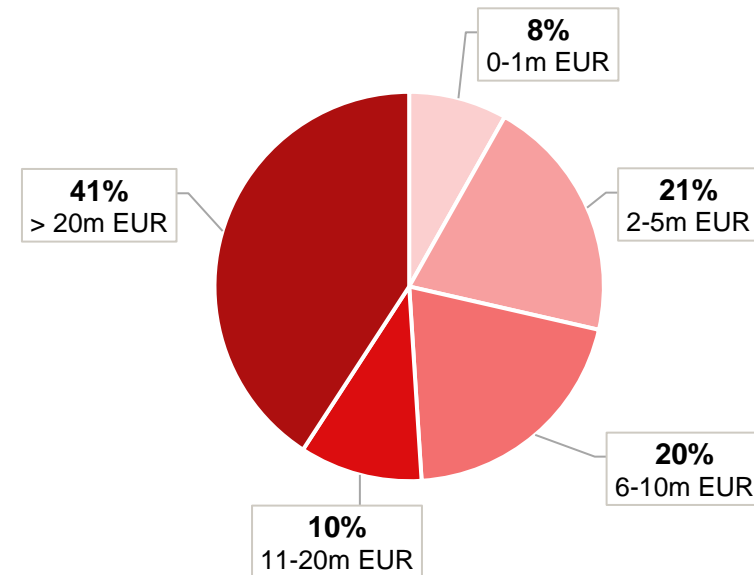
- Method: Quantitative online survey, conducted by ADVANTAGE AUSTRIA Ljubljana, in cooperation with the Institute for International Economics at the Vienna University of Economics and Business (WU)
- Target group: Austrian subsidiaries in Slovenia
- Implementation period: Q4 2023
- Respondents: n=50

Austrian subsidiaries in Slovenia: company profile

Main activity in Slovenia

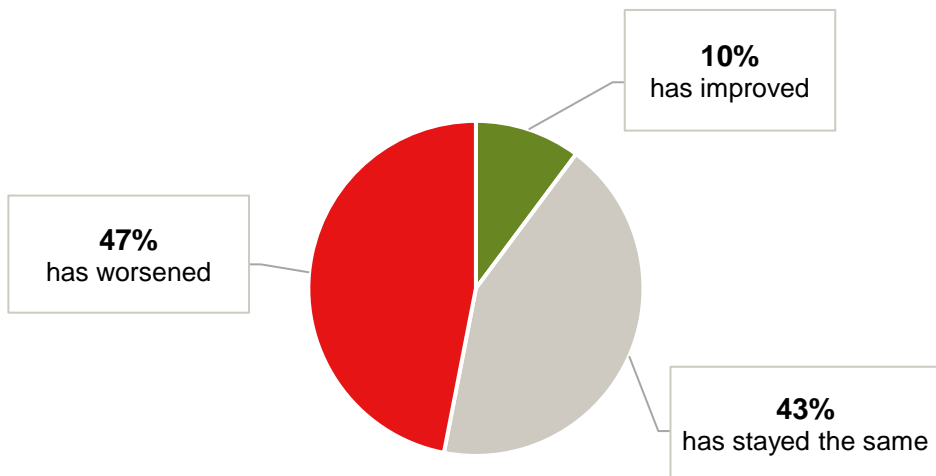


Total turnover in million EUR

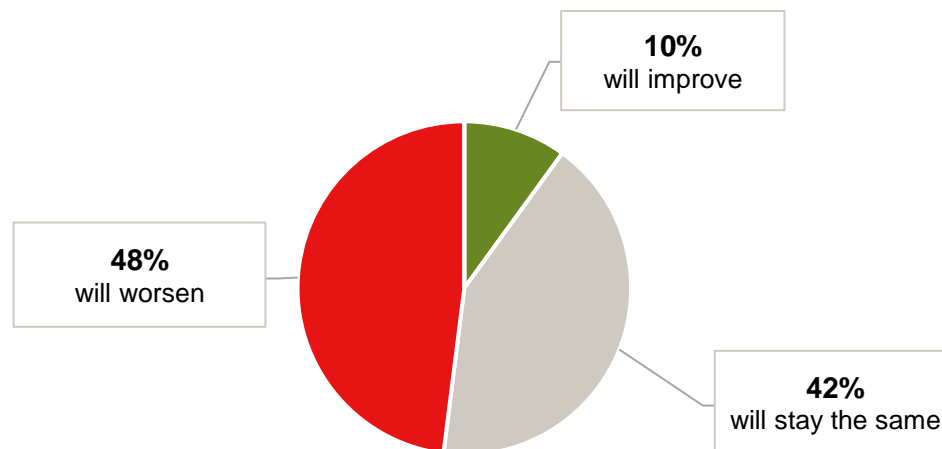


From your company's perspective, how do you assess the development of the general economic situation in Slovenia?

Past 12 months (2023)

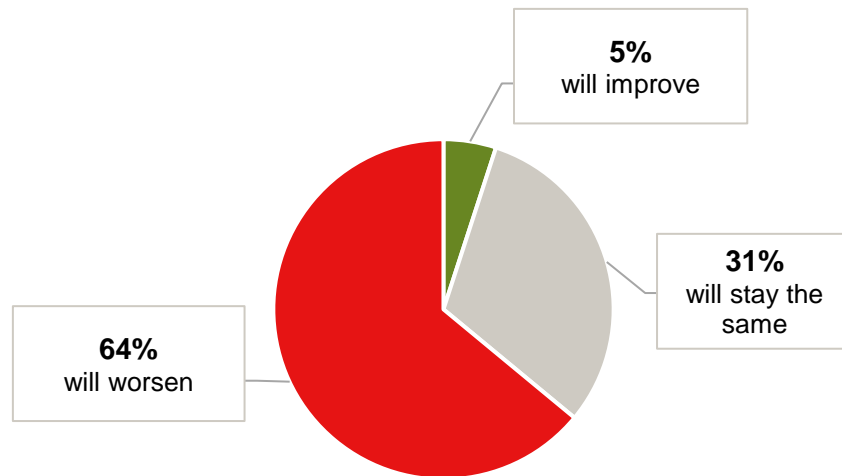


Upcoming 12 months (2024)

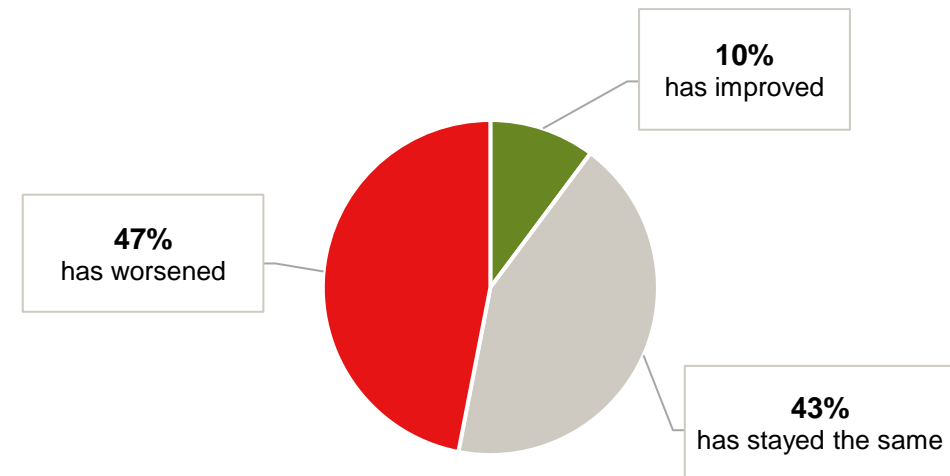


Comparison: Actual situation in 2023 more positive than the companies' forecast

2023 forecast in the survey at the end of 2022

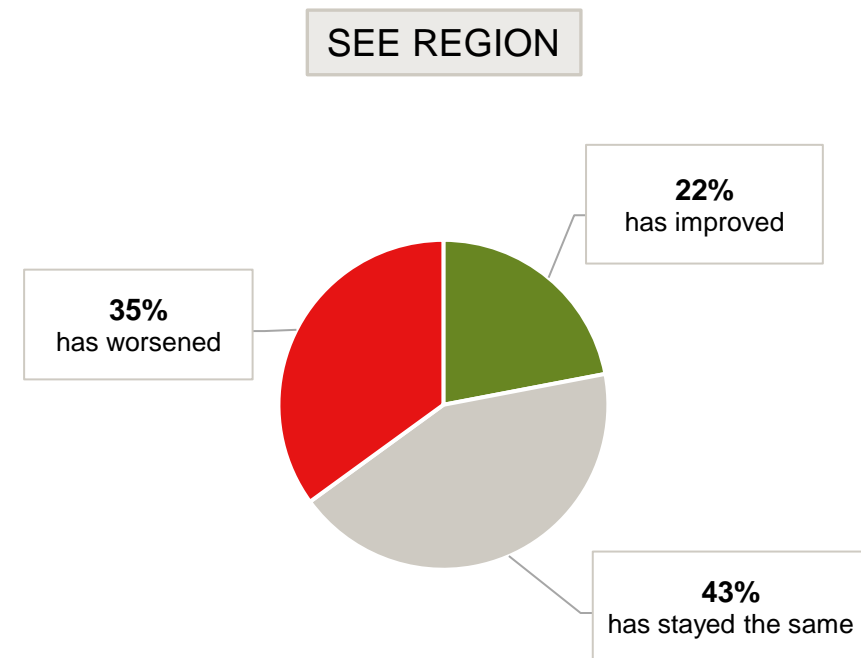
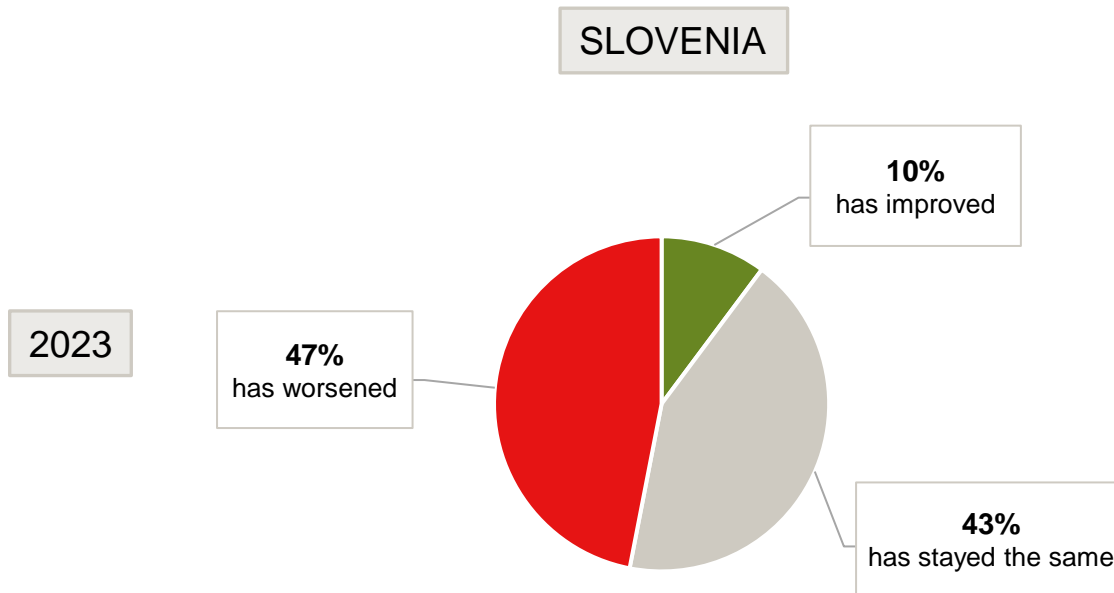


Evaluation of the year 2023 in the current survey



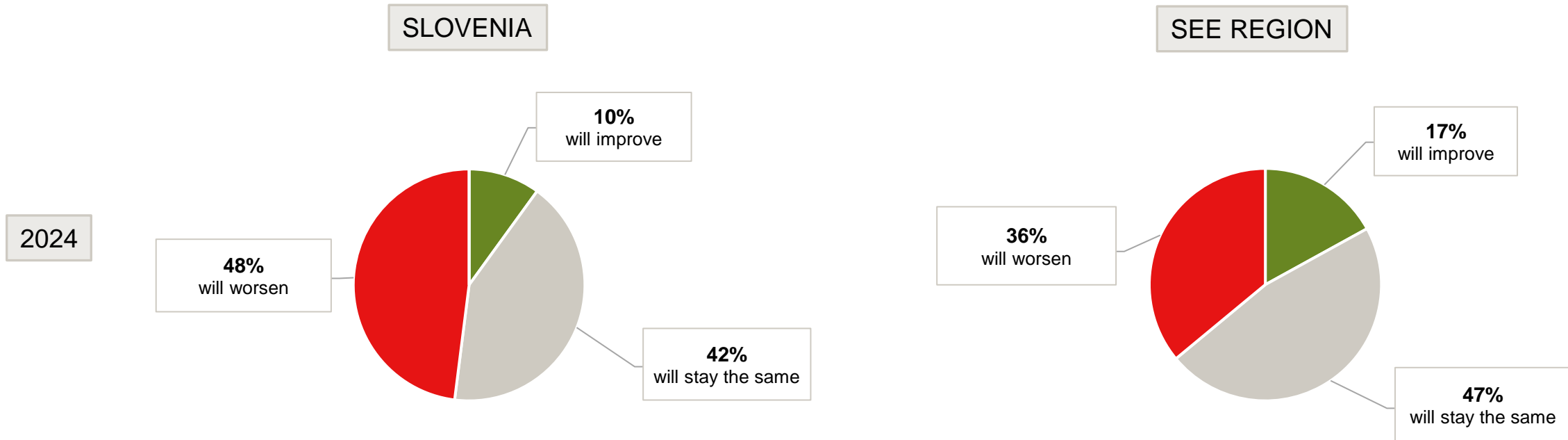
Comparison of the SEE region: Austrian companies in Slovenia are more pessimistic

(Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia, Albania, Kosovo, Romania, Bulgaria, Greece)

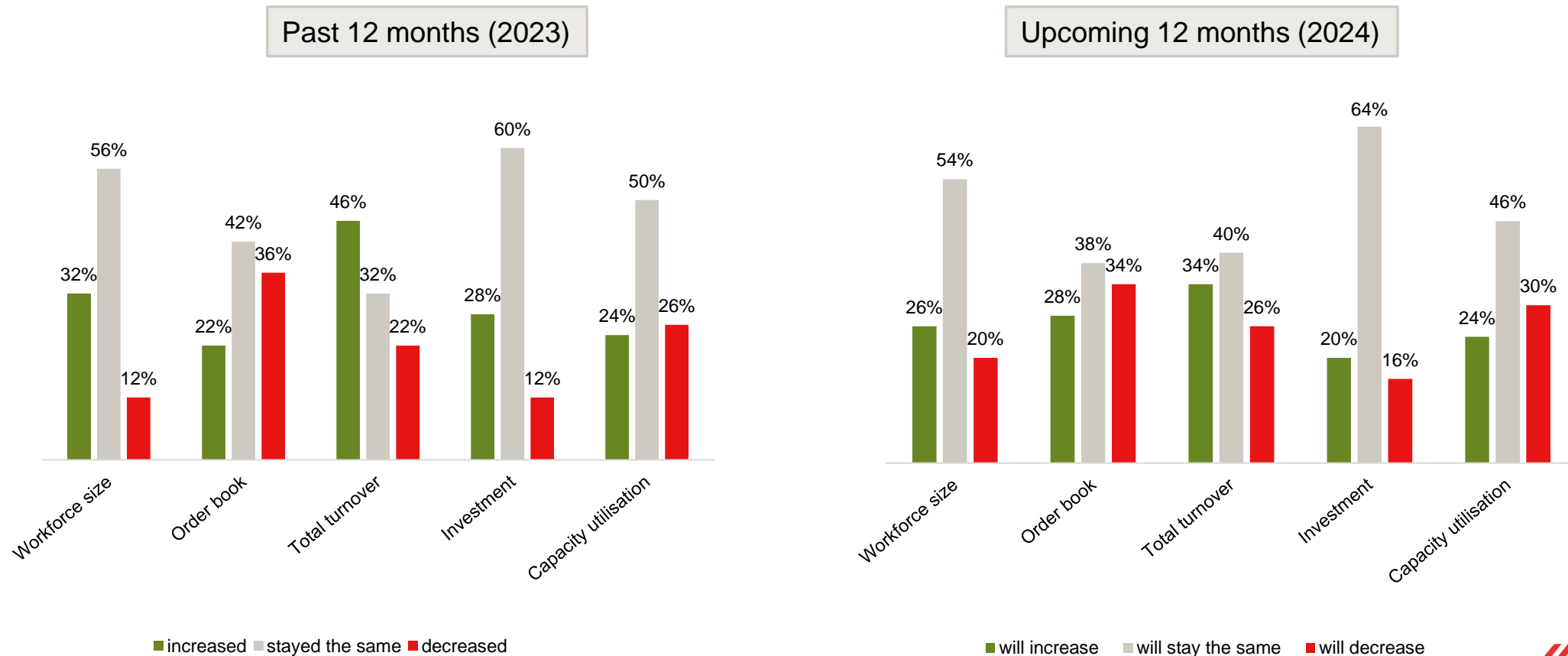


Comparison of the SEE region: Austrian companies in Slovenia are more pessimistic

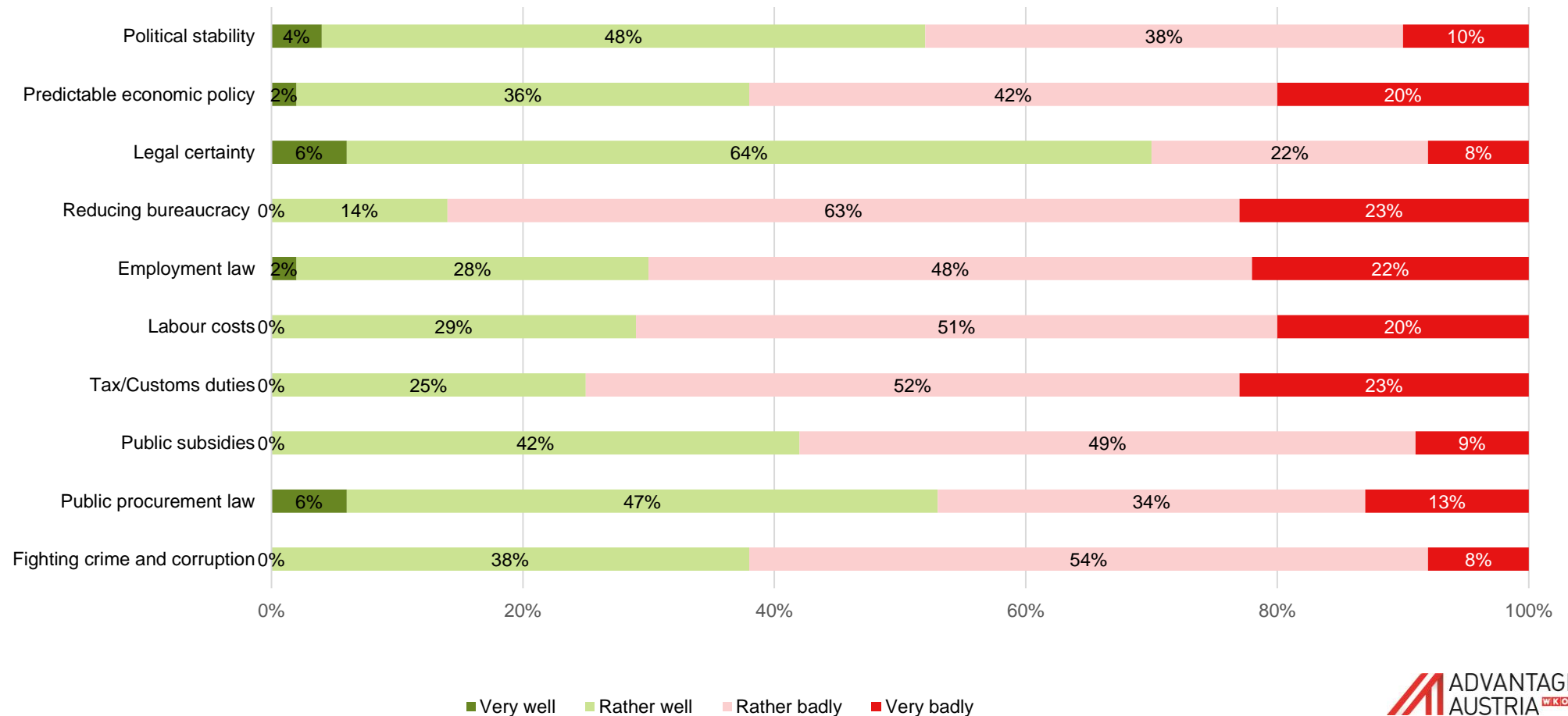
(Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia, Albania, Kosovo, Romania, Bulgaria, Greece)



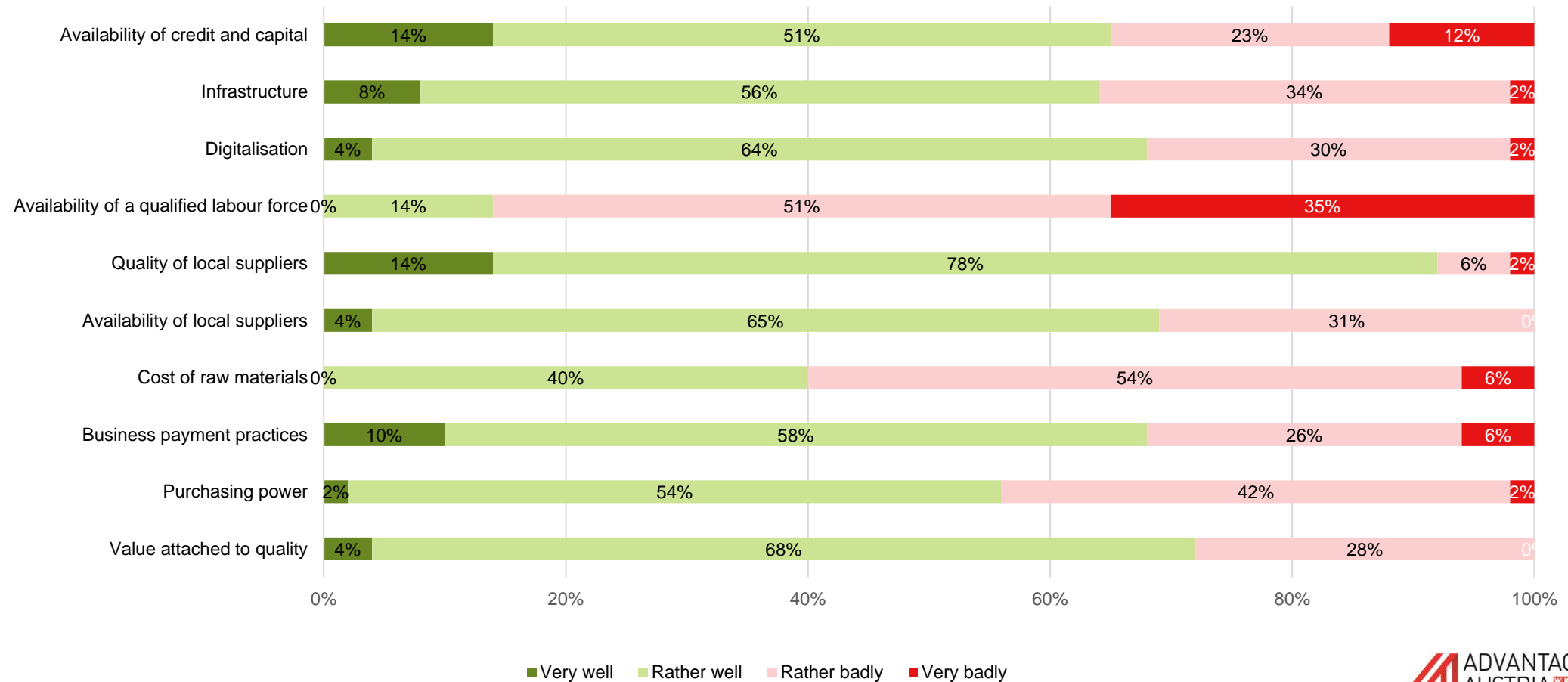
How do you assess the development of the following key indicators for your company in Slovenia?



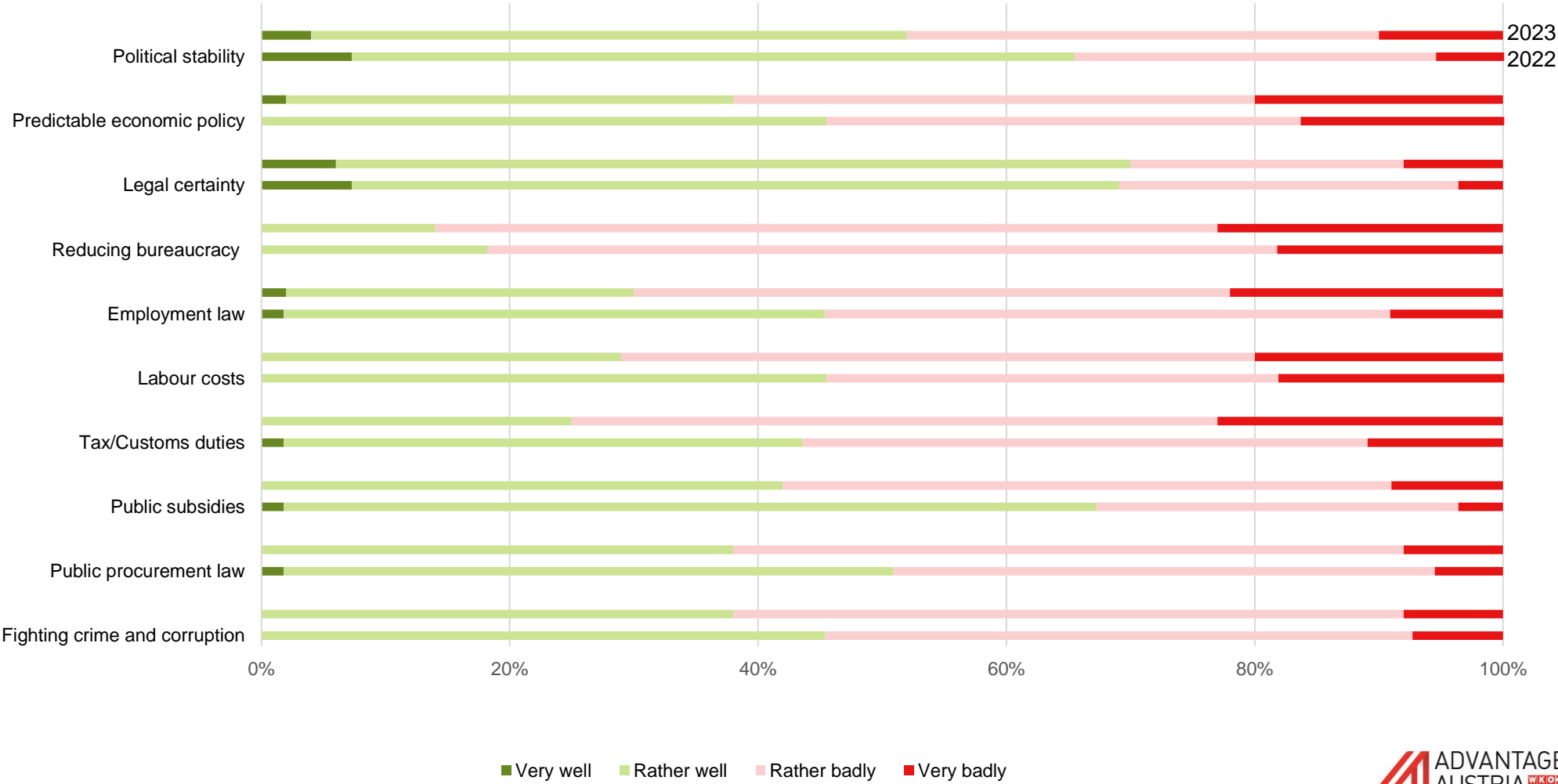
How do you assess the following regulatory and market-related issues for Slovenia as a business location? (1/2)



How do you assess the following regulatory and market-related issues for Slovenia as a business location? (2/2)

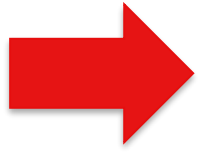


Assessment 2023 vs. 2022 (1/2)



Assessment 2023 vs. 2022 (2/2)





The main critical issues have remained unresolved for years.
Specific actions are required to create favorable conditions for maintaining the attractiveness of the business location.

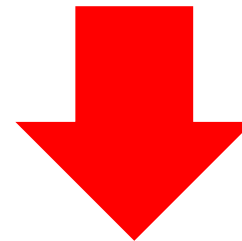




Will Slovenia remain an
interesting investment location
for your company in 2024?

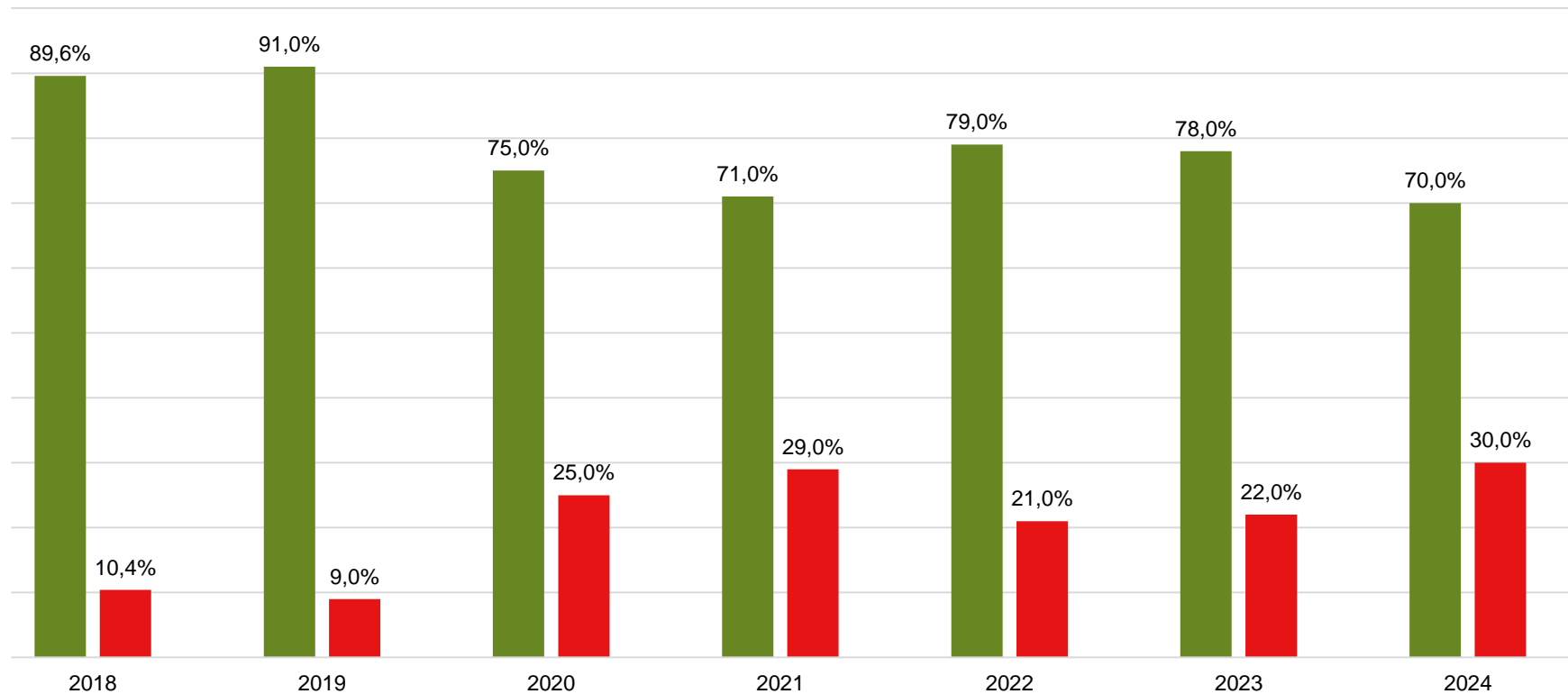


Yes - 70 %

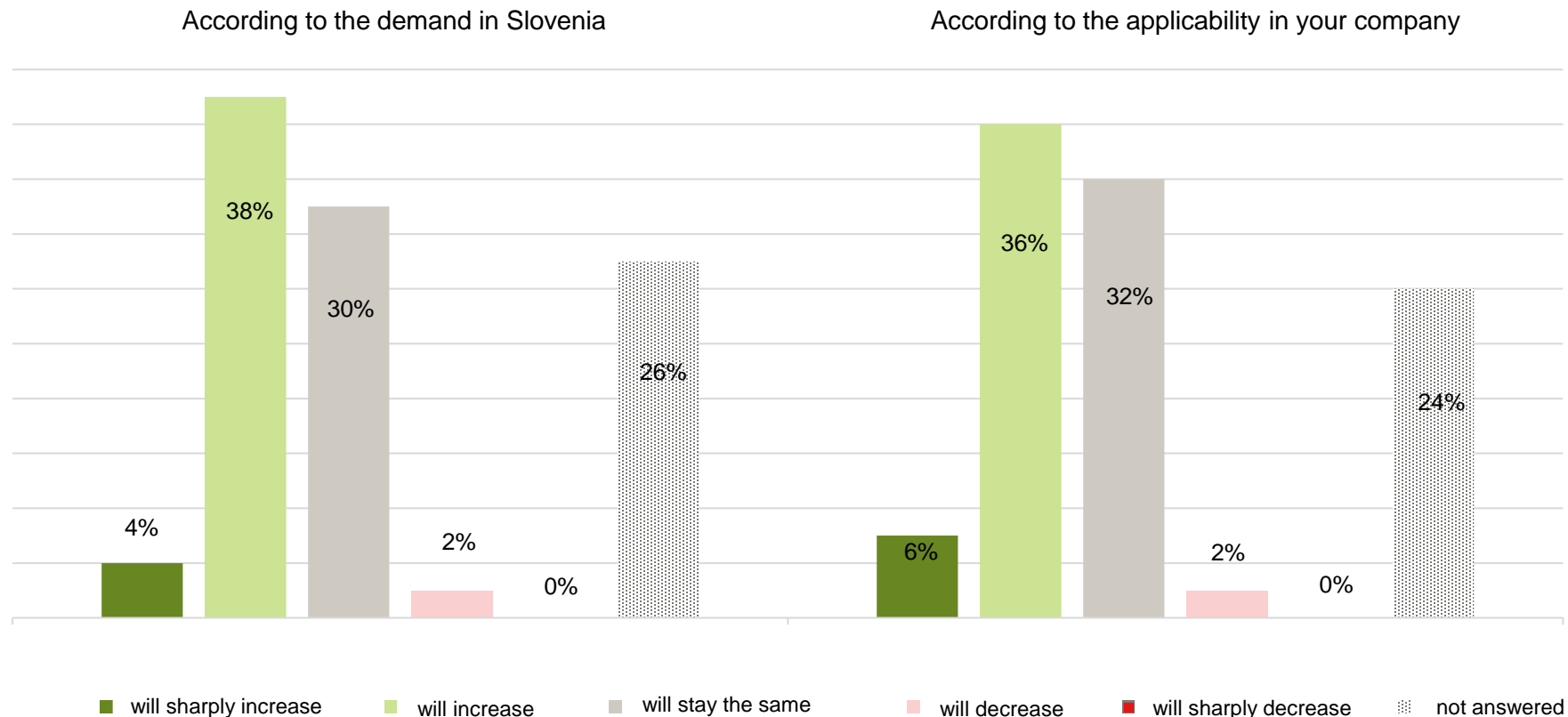


No - 30 %

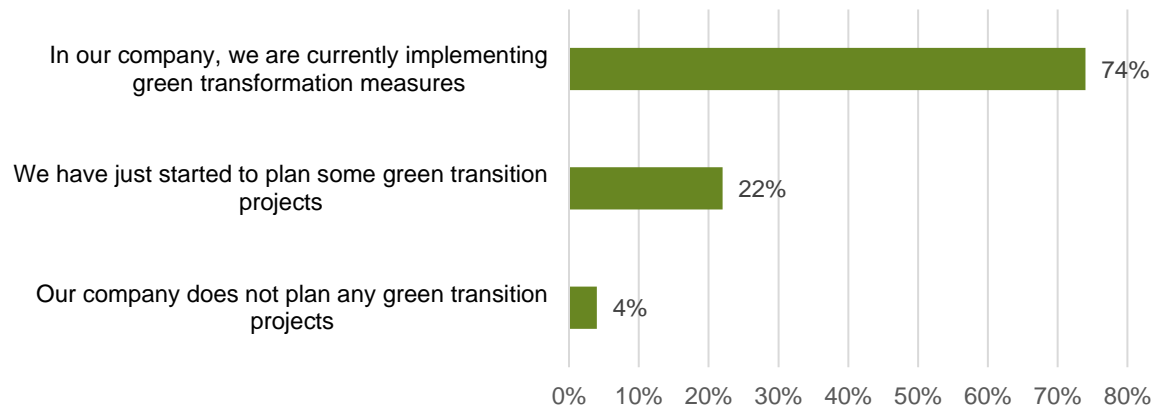
Attractiveness of Slovenia as investment location



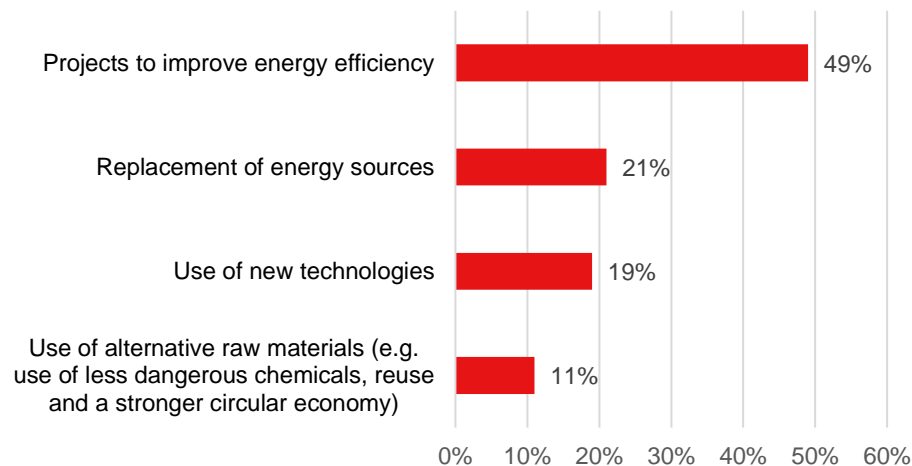
How do you assess the development of products and services based on artificial intelligence from your company's perspective over the next 12 months?



Status of project implementation as part of the green transformation

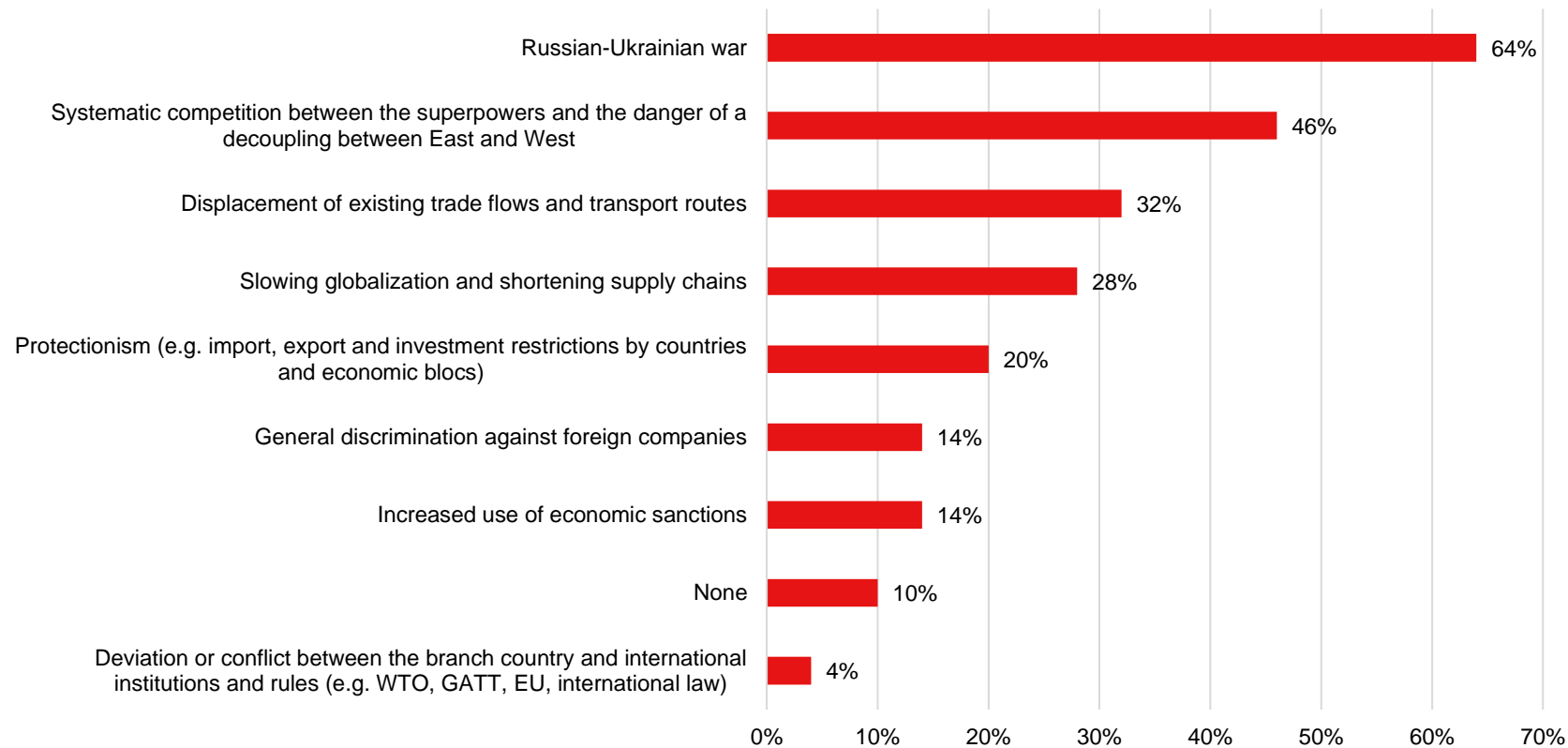


Specific measures to promote the green transformation

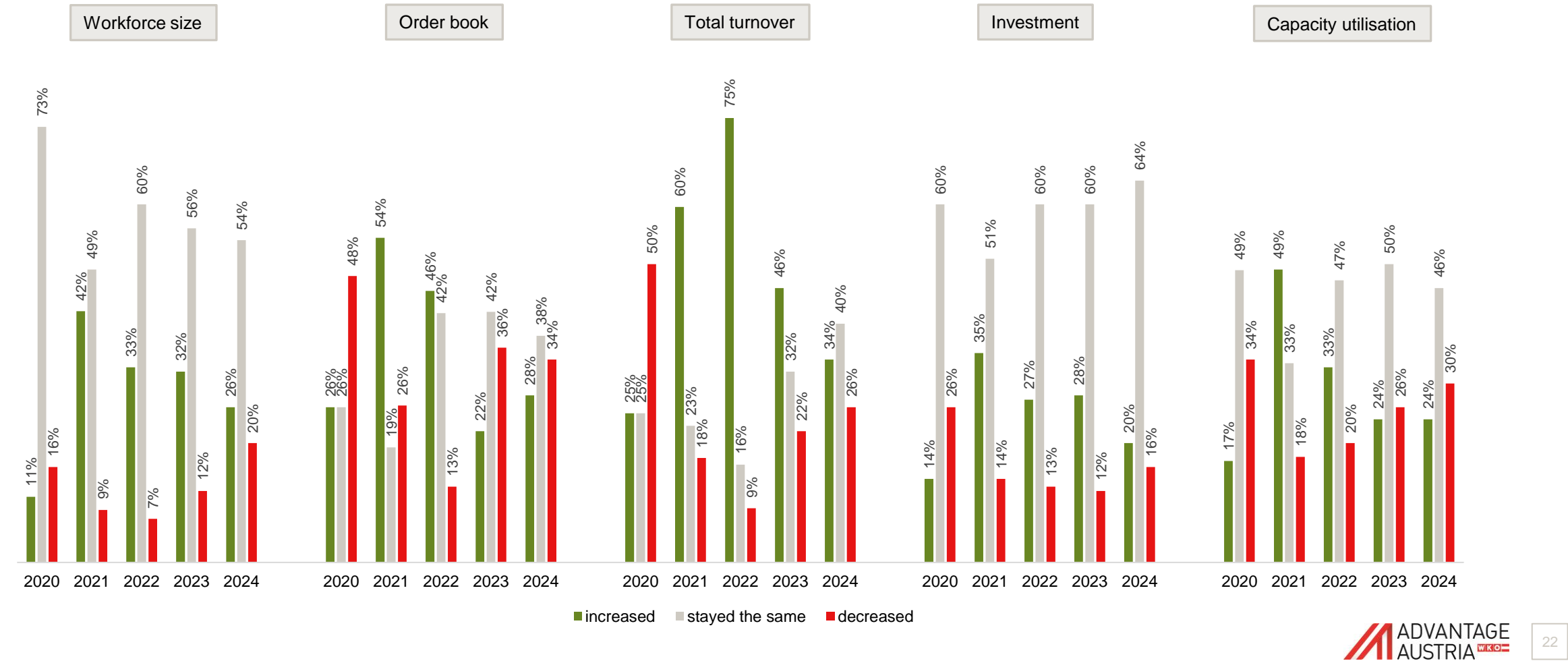


Which current geopolitical issues pose the greatest risk potential for your economic activity?

(multiple answers possible)



Development of the most important indicators over the years



Key messages

- Economic situation and prospects: Austrian investors in Slovenia are moderately satisfied with their performance and achievements in 2023. 47% of surveyed companies estimate that the general economic situation in Slovenia has worsened in the past year, and only 10% see an improvement; the rest see no change. The positive or stable development in the number of employees (88%), total turnover (78%), and investments (88%) should be emphasized.
- 48% expressed uncertainty about the economic outlook 2024. Declines in orders and capacity utilization are expected.
- Austrian companies in Slovenia are more pessimistic than in the rest of the SEE region.
- The companies are very satisfied with the high quality and availability of local suppliers. Digitization and quality awareness are also rated very positively.
- Bureaucracy, the high tax burden for companies, labor costs and the lack of qualified workers remain the critical points of the investment environment.
- As the critical points have remained the same for the last years, it is necessary to act now and take appropriate measures for maintaining the attractiveness of the business location. Advantage Austria Slovenia is part of the Economic Circle (Gospodarski Krog).
- 74% of companies surveyed are implementing specific measures for green transformation. 72% of companies surveyed emphasize the role of AI in the development of products and services.
- Despite economic challenges, Austrian companies are strongly committed to Slovenia as a business location. The attractiveness of Slovenia as a location remains high at 70%, but it is lower compared to previous years (2019: 91%, 2023: 78%).

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Thank you

for your attention!

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