



**Interreg** 

**SLOVENIJA - AVSTRIJA**  
**SLOWENIEN - ÖSTERREICH**

Evropska unija | Evropski sklad za regionalni razvoj  
Europäische Union | Europäischer Fonds für regionale Entwicklung



# PODRAVJE

**YOUR CONTACT POINT  
FOR OPPORTUNITIES**

**INVEST**  
**PODRAVJE**  
SLOVENIA

# PODRAVJE

**YOUR CONTACT POINT  
FOR OPPORTUNITIES**

## SETTING UP IN THE HEART OF EUROPE!

**The optimal strategic location allows direct  
access to all key European markets.**



## 6 REASONS TO INVEST IN PODRAVJE

### WORK FORCE

Availability of a highly qualified, educated and multilingual workforce.

### SMOOTH LOGISTICS

Perfect logistic infrastructure and world class ICT properties.

### INDUSTRIAL BASE

The Podravje Region enjoys the reputation of a strong industrial region.

### QUALITY OF LIFE

The Podravje region provides the ideal environment for tourism in general.

### STRATEGIC LOCATION

Lucrative access to central and eastern Europe including the western Balkan region.

### THRIVING INDUSTRY

Large industrial companies are part of development policies in Slovenia.



# SLOVENIA

5<sup>TH</sup> SAFEST COUNTRY  
IN THE WORLD

SOURCE: GLOBAL PEACE INDEX FOR 2021



CREDIT RATING:  
STABLE OUTLOOK **AA-**



SUCCESSFULLY COPING WITH  
7<sup>TH</sup> THE COVID-19 PANDEMIC



# PODRAVJE

is part of the most notable Slovenian region - **Styria**, with **Maribor** as its capital and economic centre. There are several **important transport corridors** to be found here. In Maribor, we also have a university region with specialised faculties. The population has an excellent **understanding of foreign languages**, and a rich industrial tradition provides **highly qualified experts** in **various fields**.

The region, known for its optimism, happy and persistent people, is experiencing growth of **small and medium-sized enterprises**, which are becoming an **essential driver of development**.

With a **rich cultural heritage** and **many natural features** of the Podravje region, the **quality of living is at a high level**, and the variety of experiences it offers is irresistible.



# TRANSPORT

Strategic location and access to the central and eastern part of Europe including the western Balkan region.

**BUDAPEST**  
3.20 hrs

**ZAGREB**  
1.20 hrs

**GRAZ**  
50 min

**LJUBLJANA**  
1 hr

**WIENNA**  
3 hrs

**KOPER**  
2.20 hrs

**MUNCHEN**  
480 km

**WIENNA**  
260 km

**GRAZ**  
68 km

**BUDAPEST**  
350 km

**VENICE**  
360 km

**BEOGRAD**  
422 km

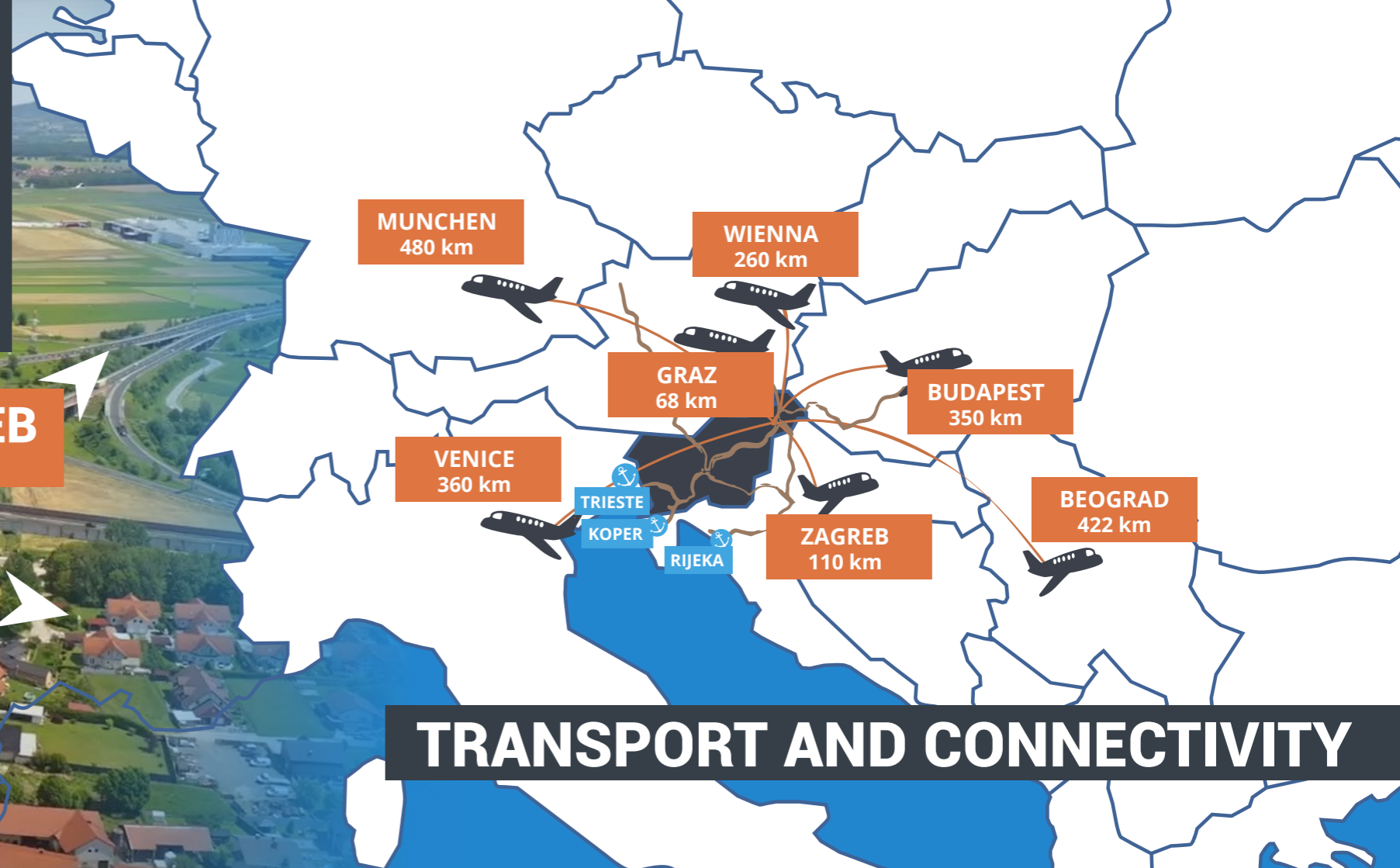
**ZAGREB**  
110 km

**TRIESTE**

**KOPER**

**RIJEKA**

**TRANSPORT AND CONNECTIVITY**



# EDUCATION

**Availability of a highly qualified, educated and multilingual workforce.**

- 38.5% of students graduate in science and engineering.
- 38.5% of the population speaks at least 3 foreign languages.

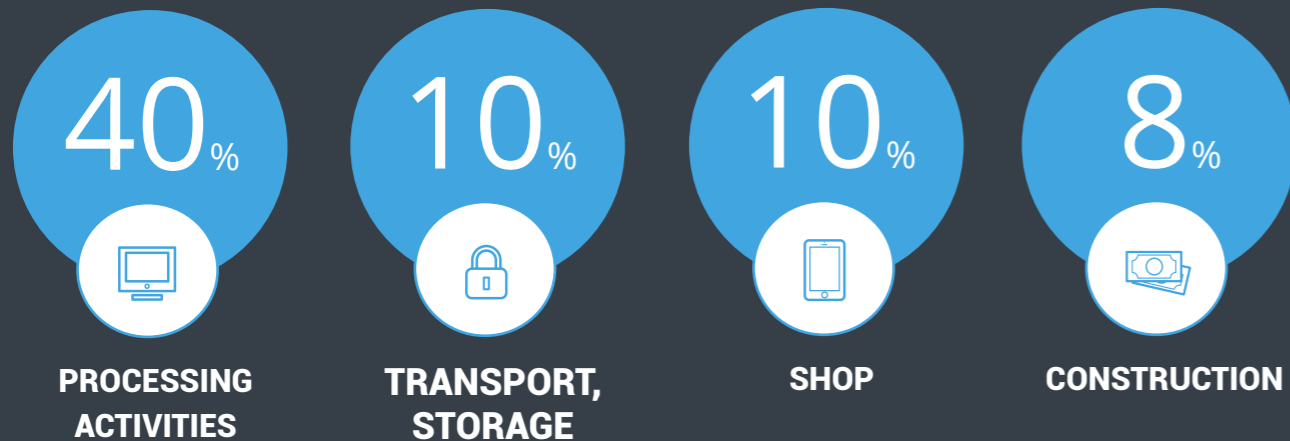




# PODRAVJE

Most companies are a part of the processing industry such as: metal-processing, chemical, supply of constructing materials, and many more.

## ACTIVITIES WITH THE GREATEST **ADDED VALUE**





# INDUSTRY

The processing industry accounts for 45% of the total revenue of the Podravje region.

Companies from this region supply industries on a global scale:

**AUTOMOTIVE INDUSTRY**

**AVIATION INDUSTRY**

**SPACE INDUSTRY**

We encourage clustering, networking, and cooperation.



USING ADVANCED  
TECHNOLOGY:

**MODERN**

**KNOWLEDGE**

**EXPERIENCE**



# GROWING AND BREEDING OF QUALITY FOOD



**17%**  
SHARE OF  
AGRICULTURAL AREAS





# DISCOVERING GREEN SLOVENIA

- **Top 20 Most Green Countries In World.**
- **Best of Europe at the 2020 Sustainable Top 100 Destination Awards.**

Stunning locations in Slovenia can be **reached either by road, air, rail or sea**. Slovenians are **friendly** and the food and local wines are **exceptional** - a potential still waiting for development.

**BOUTIQUE, AUTHENTIC AND UNIQUE EXPERIENCES.**





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# INNOVATIVE LOCATION

[www.innovativelocation.eu](http://www.innovativelocation.eu)

The project is co-financed by the EU under the European Regional Development Fund (ERDF).  
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