

THIS IS WHY
POMURJE

CITY OF
MURSKA SOBOTA



INVESTMENT ADVANTAGES
IN MURSKA SOBOTA AND
POMURJE REGION



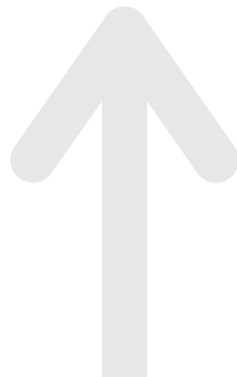
THE MAGNIFICENT **MURA**

RIVER THAT HAS SHAPED THE
LANDSCAPE OF THE REGION, IT'S NAME
AND THE CHARACTER OF ITS PEOPLE.

POMURJE

IN THREE WORDS

that represent the soul of our region,
history, culture, people and future.





**HONOR
DEVOTION
AMBITION**



THIS IS
MURSKA SOBOTA



For centuries Pomurje was a closed end of empires and countries. Today it evolves as a **new crossroad** of regions, nations and ideas. We do not want to be an under developed periphery but a **prosperous, growing society** in the heart of Europe. With picturesque landscape, vivid culture and open-minded people, we know we have what it takes to build a great recipe for **future and lasting success** of society, economy and people.

YES, WE WANT TO CHANGE THE COURSE OF HISTORY.

Decades ago it was love that brought me here. Together with my wife we have created a home for us and our family here. I was not born here. I have chosen Pomurje as my home. And it was a decision I will never regret.

I am confident that if you follow my example and choose Pomurje as a location for your investment, you too will not regret this decision.



**POMURJE IS A REGION OF THE FUTURE. WITH
HARD-WORKING AND OPEN-MINDED PEOPLE WE
ARE BECOMING A REGION OF INNOVATIONS AND
GROWING OPPORTUNITIES.**

We have a strong culture of co-operation for common goals. Many of foreign investors have experienced the assistance of our administration, fruitful partnerships with our energetic small and medium enterprises and incentives of our development institutions. Together with you we want to change the features of Pomurje as a **region of innovations, creativity and sustainable undertakings**. We want you here and we know that when you come, you will stay for good.

That is why I must say:

DOBRODOŠLI V POMURJE. WELCOME TO MURSKA SOBOTA.

By foreign investors and numerous entrepreneurs that already run their businesses in Pomurje we are encouraged to make the investment features of our region even better. Step by step to meet the expectations of new investors. To build new opportunities. To make the dreams come true.

At any moment I am at your service.

Together with local economy, city institutions and with assistance of Slovenian government, we look forward to form **the best custom made** approach to support your investment. When you will get to know us, you will know that we are a **reliable partner**. We deliver what we promise.

I wish you all the best,





OUR CLAIM

Developing our potentials
to serve the welfare of all.



THIS IS WHY

POMURJE



1

People

English and German widely spoken. Great working habits and excellent skills. From engineer to metal casting worker our skilled workforce remains No. 1 reason to invest in Pomurje.

2

Crossroads

With open character Pomurje uses its genuine location on the crossroads of 4 countries for a strong cross-border impact. Invest in Pomurje and be easily present on 4 different markets and use advantages of most propulsive economies in Central Europe.

3

Ambition

Our ambition is to rapidly modernise our economy and to gather new investments. With persistence and determination we want to prove that Pomurje is the best location for new investments. We dare to compete.

4

Location

Easily accessible by cars & trucks, train or via several international airports or Adriatic harbors all in the radius of 250 km.

5

Land

There are build ready landplots for your investment in public as well as in private ownership. We will be happy to assist you with more information (available land, pricing, infrastructure) and administrative work to prepare your greenfield investment as soon as possible.

6

Together

We have a strong culture of mutual co-operation. We know that together we are stronger and that the sum of us is greater than just an equation of all single parts. We offer ambitious and partner-oriented business and innovation environment in a connected community. Willing and experienced in working side by side.

7

Facts

As under developed region Pomurje can offer special regional incentives granted by special development law and wide opportunities for effective use of EU development funds for your investment, jobs and innovations.

8

Innovation

We are an innovation driven society. The mindset of our young people is designed with ambition, curiosity and creativity. With strong co-operation with universities and research institutes we want to enhance their possibilities to bring their ideas into reality.

TAILOR MADE

FOCUSED ON FINEST DETAILS TO SUIT YOUR BEST EXPECTATIONS

Pomurje was always proud on its craftsmanship and sense of details, mastered in many industries. From excellent suits to construction equipment, vehicles or mineral water, products and services in Pomurje tend toward the highest quality standards.

We are prepared to form the best tailor made approach to foreign investors with combining local and national incentives that will grant the best investment environment.



POMURJE & SLOVENIA IN BRIEF



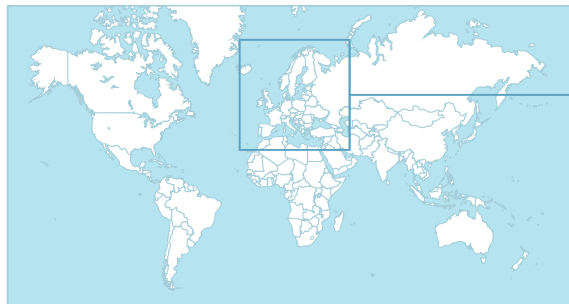
POMURJE

A fruitful, growing region with the new self-esteem. Hard working, honest and friendly people are the soul of the land, captured between the curves of Mura river.

Mura gives the character to the region. With its massive strenght flowing through the beautiful Pannonian landscape. An inspiration to the poets and identification to the people.

Tradition and affirmative culture of the region are strong pillars of tommorow. Pomurje has the ambition to grow. To become the fastest, yet sustainable growing region in Slovenia.

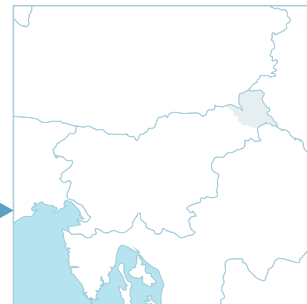




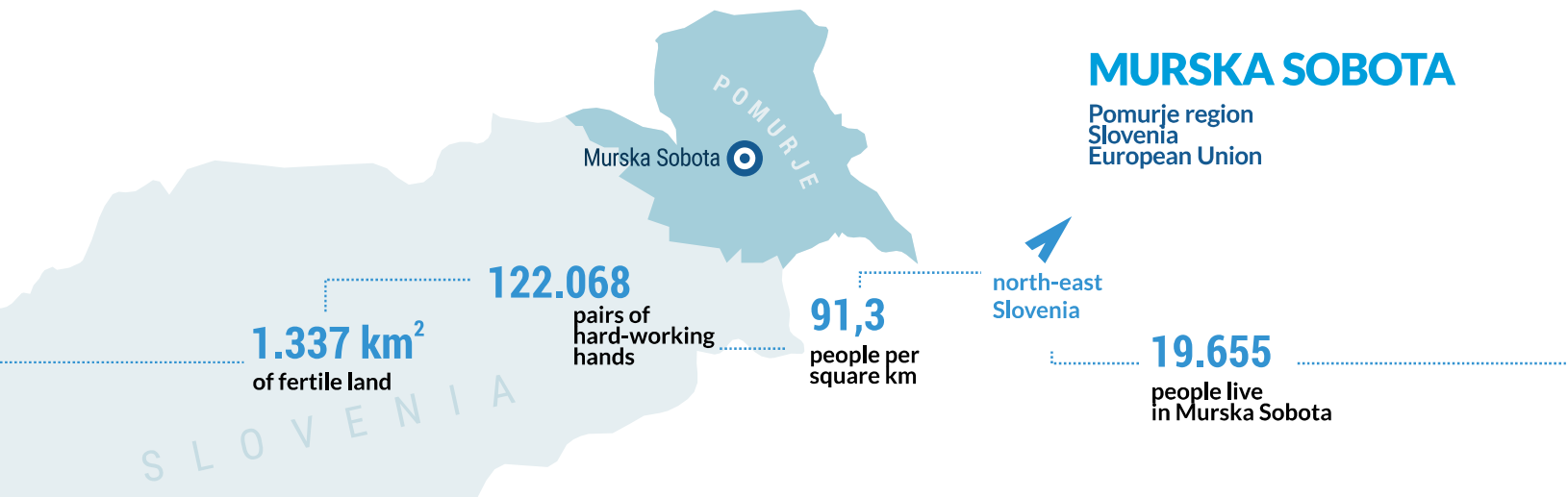
Europe in world



Slovenia in Europe



Pomurje in Slovenia



SLOVENIA



2.063.077

residents in Slovenia

(July 2015)



20.273 km²

total area (km²)



36 bn €

Slovenian GDP

(July 2015, STAT.si)



18.093 €

GDP per capita

(2014, STAT.si)



3,0%

real annual growth of GDP

(2014, OECD)



76,5%

of exports in GDP

(2014, OECD)



130.000

companies and entrepreneurs

(2014)



93%

of companies have invested
in previous year



1.522 €

is average gross salary

(September 2015, STAT.si)



42,5%

of taxes on average worker

(2014, OECD)



9,7%

unemployment

(2014, OECD)



Ljubljana

capital, 277.000 residents



European Union

member state

(since May 1st 2004)



Euro (€)

official currency

(since January 1st 2007)



3 climate areas

Mediterranean, Alpine and
Continental Climate



60%

of country's surface
covered with forests



50.000

animal species



80%

of households have
access to internet



50%

of people live in urban areas

(2014)



9.343.574

of over-night tourists

(Total in 2014)



2,9

infant mortality

(2013, OECD)



13,6%

risk of poverty



80 yrs

life expectancy

(2014)

POMURJE, CENTERED IN THE HEART OF EUROPE

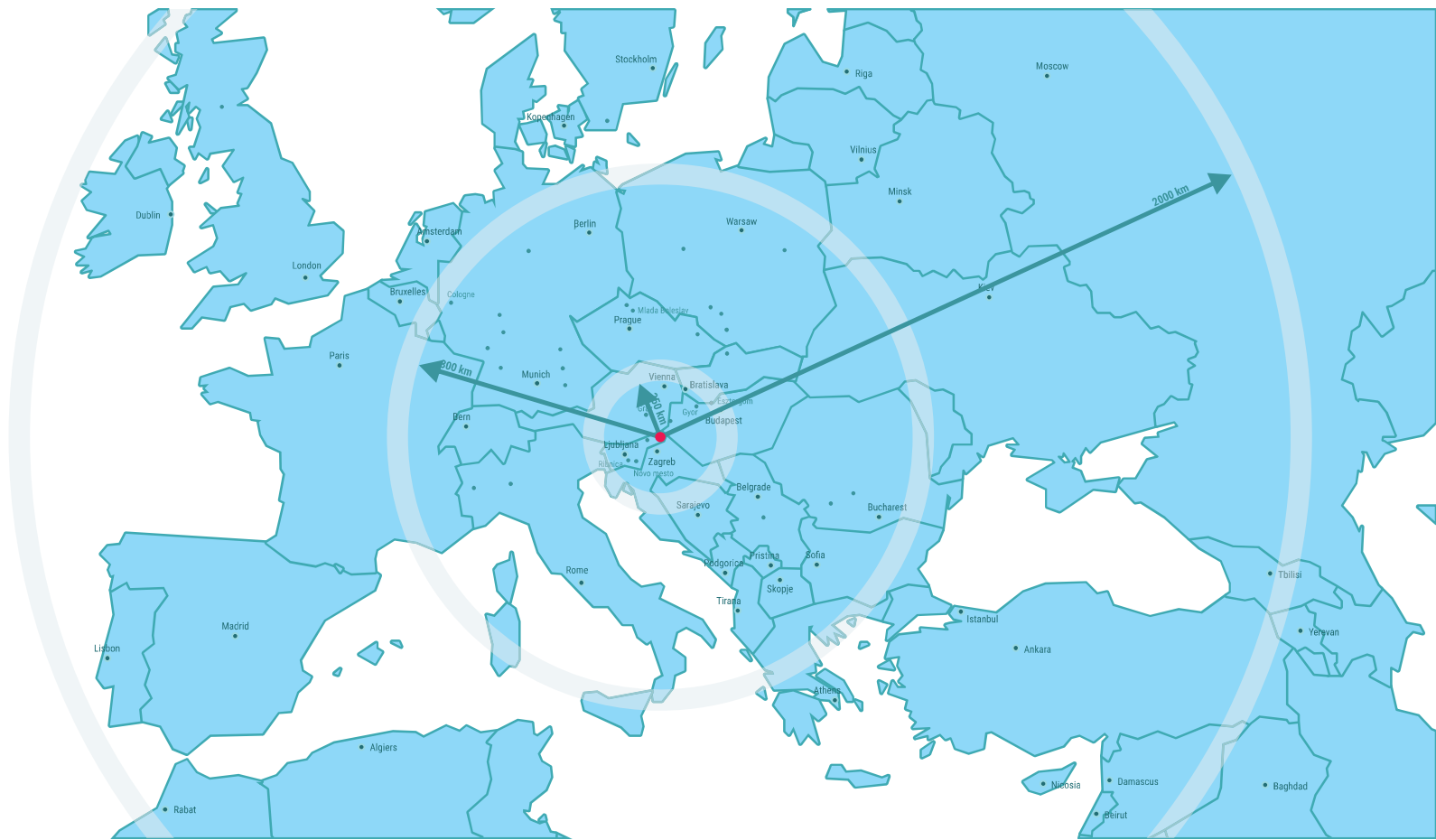
Slovenia is a central European country, neighbouring Austria to the north, Italy to the west, Hungary to east and Croatia to the south. It lays on V and X trans-european corridors, easily accessible and connected in all directions by highways, railways, ports and air connections.

Pomurje is a region in north-east Slovenia, surrounded by Austria to the north-west, Hungary to east and Croatia to the south.

On the crossroads of four nations and several cultural influences people in the region developed rich cultural heritage that evolves into open character of the region.

Geographically it is a part of Pannonian basin and is known as largest, most fertile agricultural region in Slovenia. With wide fields, wine growing hills and rich resources of thermal water Pomurje has a lot of future potentials in farming, tourism, culture and growing small and medium enterprises.

Murska Sobota is a historical political, cultural and economic centre of the region. Today Murska Sobota connects the region in new ambitions to build a stronger economy and sustainable society that provides welfare to all the people while protecting natural values for further generations.





BOLD VISION FOR SUSTAINABLE FUTURE AND WELFARE OF THE SOCIETY

A sustainable region for the future, providing welfare to the society by developing the potentials in agriculture, tourism and advance technologies. The pillars of high quality of life.

This vision of the region grows on strong and rich culture (heritage, beliefs, character of people), natural resources (fertile soil, picturesque landscape, thermal water), know-how (knowledge, skills and result oriented mindset) and openness (tolerant nature, crossroads of nations and regions, interconnectivity and fast access to major European transport corridors).



**READY
FOR YOU**



READY FOR YOU



Together we can deliver and create the best conditions for your investment. Presenting competitive conditions for new investment, landplots ready for construction in max. 6 months, innovative environment, skilled workforce, good connections with the world and safe, friendly society. That is why everything grows in Pomurje.

READY TO COMPETE

Competitive FDI
& development
incentives, full
regional support.

READY TO BUILD

Equipped, ready
to build landplots
in Murska Sobota
and in the region.

READY TO INNOVATE

Creative & innovative
environment and
R+D active community.

READY TO LIVE

Open-minded
culture, safe
and connected
community.

READY TO CREATE

Innovation driven
businesses and
strong automotive
industry.

READY TO WORK

Skilled, educated
and multilingual
workforce.

READY TO CONNECT

International
interconnectivity
and logistics.





**READY
TO COMPETE**



READY TO COMPETE



Competitive FDI
& development
incentives.

As under developed region
Pomurje benefits from special
development law focusing on
measures to strengthen regional
competitiveness.

Full support for foreign direct investments:

- Information on legislation, taxes and incentives.
- Information on industrial sites and local suppliers.
- Links with industry and local authorities.
- Full settlement support for foreign investors from decision making to the final of implementation.
- Support and direct negotiations with the Ministry of economic development and technology.
- Incentives for foreign investors up to 50% of investment costs.
- Aftercare services and full assistance in all stages of investment and business.

Pomurje Development Law grants:

- Stimulation of regional competitiveness.
- Incentives for new employments.
- Tax incentives for investments.

1

STIMULATION OF COMPETITIVENESS

- Eligible: companies registered in the region.
- Incentive: direct incentives for investments up to the max. state aid or max. 500.000 €.
- Own funds: min. 25% of the investment costs.
- Available in 2016 and 2017.

2

STIMULATION OF EMPLOYMENT

- Eligible: companies registered in the region.
- Case 1: employing of persons, unemployed at least 6 months, for 1 year.
- Decrease of the corporate tax base for 70% of gross wages costs, up to max. state aid.
- Case 2: employing of persons, unemployed at least 6 months, for 2 years.
- Reimbursement of social security costs which are paid by the employer.

3

TAX INCENTIVES FOR INVESTMENTS

- Eligible: companies registered in the region.
- Incentive: decrease of corporate tax rate for 70% of the investment costs into equipment and non-material assets up to the max. state aid.
- Own funds min. 25 % of the investment costs.

4

OTHER INCENTIVES

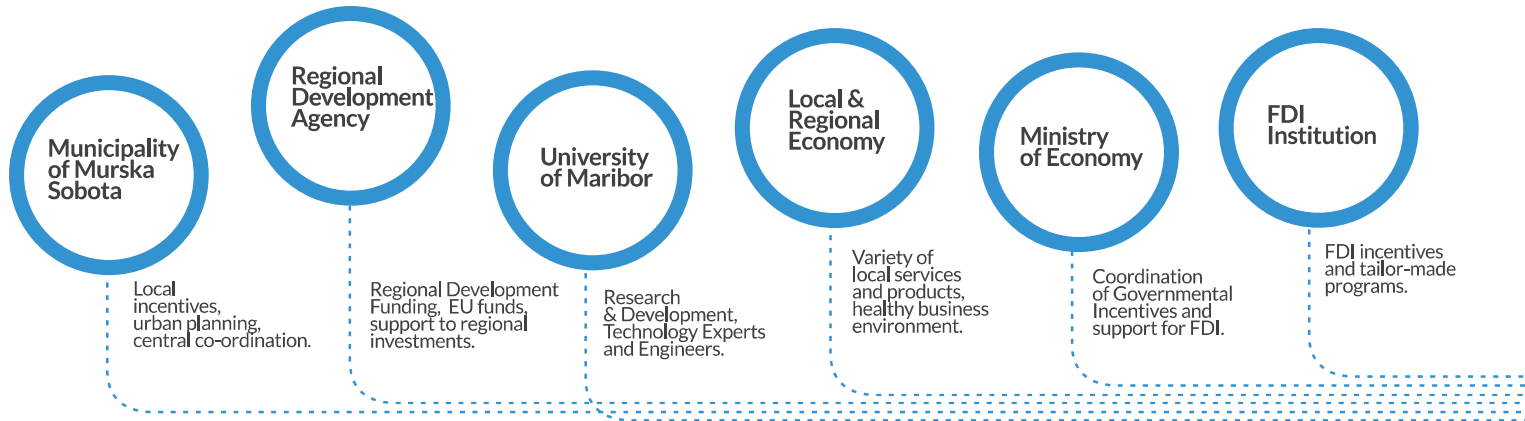
- Co-financing grant scheme for foreign investors in Slovenia (in 2016).
- Incentives of the Ministry of economic development and technology (available yearly).
- EU programmes.



WE WORK TOGETHER

Local, regional and governmental institutions are working together to attract new foreign direct investments and to meet your expectations.

We organised a special task force to coordinate all necessary activities to bring new investors to Murska Sobota, combined from local community, regional economy, development agency, University of Maribor and governmental institutions.



**READY
TO CREATE**



READY TO CREATE



Hard-working
& innovative culture
in export oriented
economy.



74,7%

exports in GDP

(2013)



68,7%

imports in GDP

(2013)



24,7%

of foreign direct
investments in GDP

(2013)



14,3%

of GDP of Slovene
investments abroad

(2013)

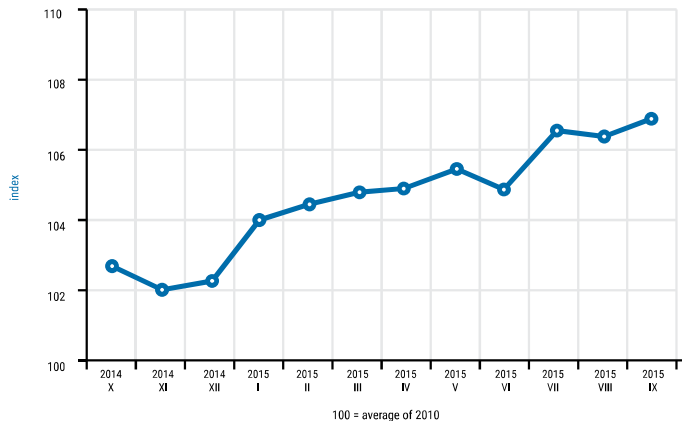


106,7

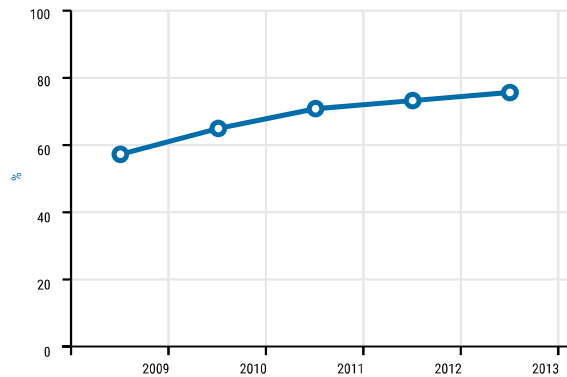
index of industrial production

(september 2015 in comparison to
2010 year average)

INDUSTRIAL PRODUCTION INDEX



EXPORTS IN GDP





**AMONG TOP 9
NATIONAL EXPORTERS
THERE ARE 5 AUTOMOTIVE
COMPANIES OR MAJOR
SUPPLIERS TO AUTOMOTIVE
INDUSTRY.**

FOREIGN INVESTMENTS IN POMURJE



+74,7%

number of
foreign companies

(2010 - 2014)



+84,9%

number of employees
in foreign companies

(2010 - 2014)



+75,4%

turnover of
FDIs

(2010 - 2014)

Pomurje aims to develop its industry. In its vision sustainable agricultural character of the region is combined with tourism focused on thermal water, resorts and wide recreation, hiking, biking and other sport or leisure activities.

With strong segment of mostly family owned small and medium enterprises Pomurje seeks to strengthen the foreign direct investments in the region. It is recognised as one of Top 10 locations for FDI among south European regions.

With new investors Pomurje aims to build a future focus on high-tech, giving the region a new, prosperous character. Pomurje wants to become a knowledge and innovation based society aligned with the most technologically advanced regions in the neighbourhood.



fdi

EUROPEAN
CITIES & REGIONS
OF THE FUTURE 2014/15

BEST FDI STRATEGY
SOUTHERN EUROPEAN REGION
TOP 10

POMURJE



fdi

EUROPEAN
CITIES & REGIONS
OF THE FUTURE 2014/15

SOUTHERN EUROPEAN REGIONS
TOP 10

POMURJE

SUCCESSFUL POMURJE

- Pomurje is already a home of many successful small and medium enterprises.
- In Mura Textile Factory high quality suits are made also for premium brands like Hugo Boss and Escada.
- In Murska Sobota tights, hosiery and lingerie of a global market leading brand Wolford are made.
- Daihen Varstroj is a pioneering Japanese investment in Pomurje.
- Ocean Orchids produces a variety of orchids using thermal water.
- Panvita Group is one of the largest food supplier in the country with wide line of products from fruit, vegetable and meat.



A wide-angle photograph of a modern university campus in Ljubljana. On the left is a long, multi-story building with a dark facade and a grid of windows. To the right is a large, curved building with a glass and steel exterior. The foreground is a paved plaza. A blue circular graphic is overlaid on the left side, containing text.

TIME TO BUILD

Pomgrad is the biggest Slovenian construction company. Based in Murska Sobota. Pomgrad has a variety of references in built infrastructure and residential, public and industrial buildings. Among those a new Faculty of Chemistry and Faculty of Information Sciences of University in Ljubljana.



**READY
TO BUILD**



READY TO BUILD



Competitive prices of land and full administrative support.

Available infrastructure on landplots in Murska Sobota:

- electricity,
- water,
- sewage and purifying ,
- access communications,
- optical cable connection,
- gas.

Murska Sobota is looking forward to attract new investors. That is why we have prepared several business and industrial zones ready for your investment. With competitive prices of land and full administrative support we can find a suitable solution for your business needs.

There is land available in existing and infrastructure-equipped industrial zones as well as in new zones where further spatial planning needs to be implemented to fully adapt the spatial conditions to your specific needs. In the process of restructuring of our industrial complex there are also available industrial buildings for quick start of production process.



1.444.000 m²

of land in industrial and business zones in Murska Sobota.



competitive

prices of landplots.



assistance

in administrative procedures to start the construction.



**READY
TO WORK**



READY TO WORK



Foreign investors
in Slovenia often
praise the quality,
skills and devotion
of our workers.



17.950

students graduates
in college
(2013)



3.615

graduates in field of
technology studies,
construction and
engineering.



59.922

university students
in two major universities



18.400

university graduates
(2013)



7.314

university professors
and lecturers of two
major universities



17.000

students in technology
oriented university
in Maribor



economics



welding



mechanical
engineering



information
sciences



mechatronics



robotics

SPECIALTIES OF OUR UNIVERSITIES AND EDUCATION SYSTEM



215.000

students in 4 major
universities within
300 km



8 students

per teachers ratio
assures great learning
and research conditions



6 universities

in the reach of 300 km

	Number of students	Number of teachers	Students per teacher
Maribor University	17.000	1800	9,2
Graz University	32.500	4000	8,1
Zagreb University	72.500	7900	9,1
Ljubljana University	43.000	5500	7,8
Vienna University	26.000	4000	6,5
Budapest University	24.000	1100	21,8
	215.000	24.300	

universities and students

10.722

students in
secondary technology
schools in Slovenia.

(2013, STAT.si)

127

secondary schools
in Slovenia

technology oriented secondary schools in Slovenia

	Number of students
Technician skills	1480
Mechanical Engineering and Metal Castings	3758
Metallurgy	18
Electrical Engineering and Energetics (combined studies)	1498
Electrical Engineering	273
Energetics	700
Telecommunications	178
IT	593
Production and Maintenance of Vehicles	2071
Production and Maintenance of Agricultural Machinery	153
	10.722

Science, math, IT

Information Sciences

Technics, manufacturing technologies, construction

Technics

Production and processing technologies

Number of
graduates

1269

590

3479

1980

708

8.062

graduates of technology studies in Slovenia

8.062

graduates in higher
level of technology oriented
studies in Slovenia.

(2011, STAT.si)

こんにちは

Guten
Tag!

Hello!

Slovenia

English
59%

German
42%

Hungary

English
20%

German
18%

Czech Rep.

English
27%

German
15%

Slovakia

English
26%

German
22%

Poland

English
33%

German
19%

(Eurobarometer: Europeans and their languages, 2012)



67%

of people in Slovenia speak
at least 2 foreign languages

2 1 3

Among Top 3

countries in Europe in
two foreign language skills.



**READY
TO INNOVATE**



READY TO INNOVATE



Slovenia is the most
R&D oriented country
in the region and
among most innovation
active countries in
Europe.



2,39%

of R&D in GDP

(2014)



46,5%

of industrial companies
are innovation active

(2010 - 2012)



43%

of public investment
in wholesale R&D

(2014)



0,29%

of R&D / GDP in
public sector

(2014)



0,29%

of R&D / GDP in
higher education

(2014)

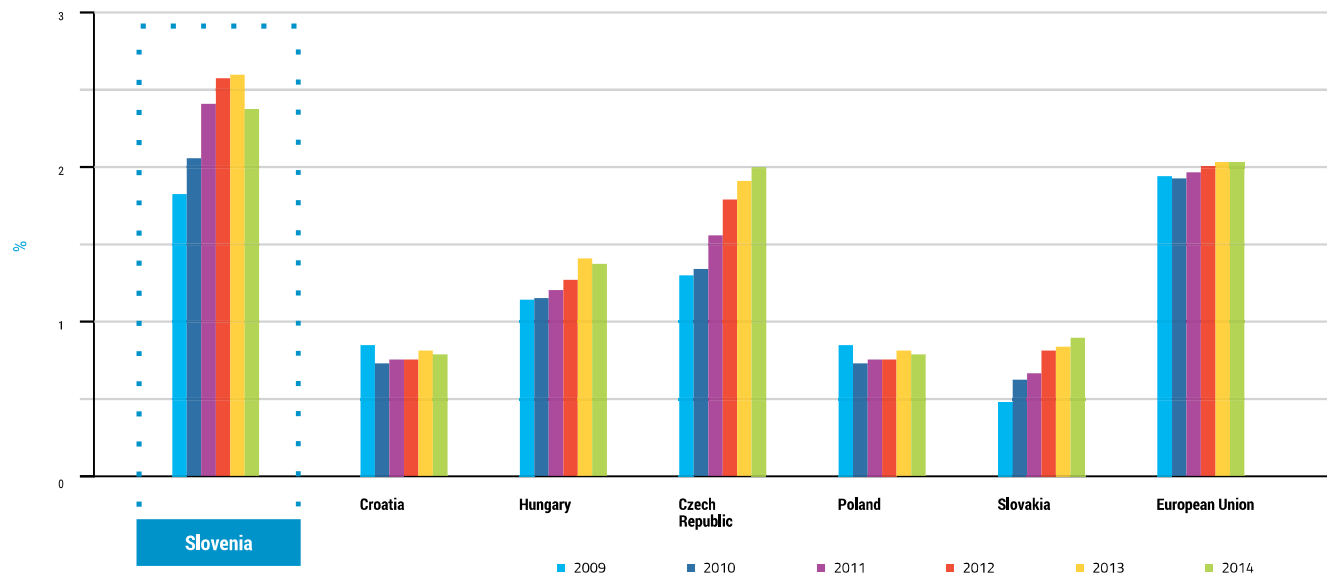


1,85%

of R&D / GDP in
business sector

(2014)

Gross domestic expenditure for R&D in GDP





TOUCH THE SKY

Pipistrel is a leading global manufacturer of lightweight aircrafts with numerous innovation in propulsion and lightweight body materials. Awarded by NASA and holder of 10 world flying records, Pipistrel presents one of the peaks of Slovenian knowledge and innovation.

A white electric watercraft, the Quadrofoil, is shown in motion on a calm blue lake. Two people are seated in the cockpit. The watercraft has a sleek, modern design with a white hull and black accents. It is moving from left to right, leaving a white wake behind it. The background shows a clear blue sky and distant hills.

GAME CHANGER

Quadrofoil, an electric watercraft with innovative C-foils and unique steering system was rewarded as top Slovenian innovation and a game-changing watercraft in the entire industry.

INNOVATIVE SPIRIT

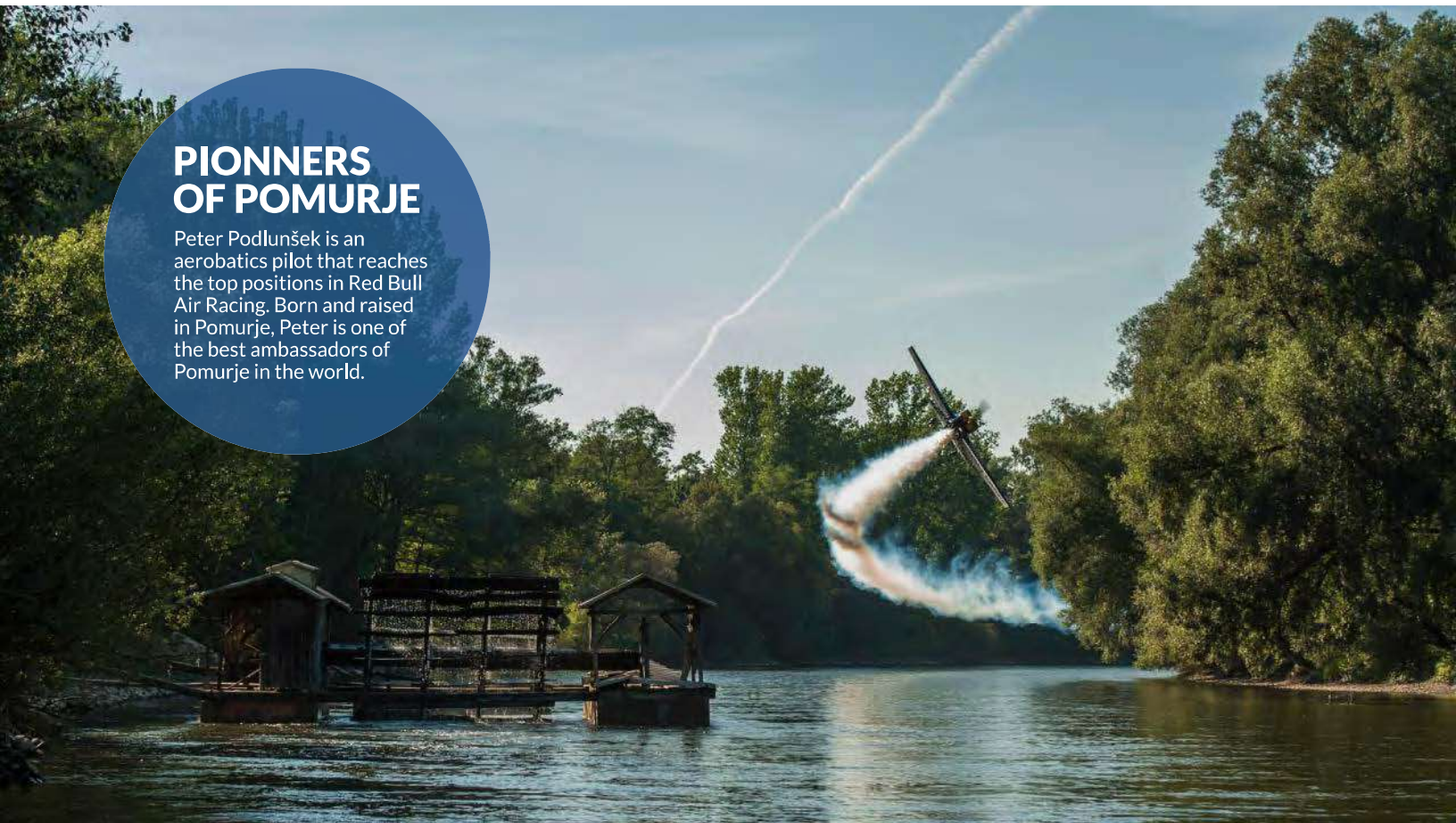
Slovenia has a strong SME innovation environment. As a country we are ranked high among successful crowdfunding projects (i.e. Kickstarter) and ranked well in the field of filled patents. Here are some of these innovations:

- [Talking Tom](#)
World famous game app.
- [Goat Mug](#)
Innovative coffee mug.
- [Trobla Tok-Tok](#)
Wooden amplifier for iphones.
- [FlyKly Smart Wheel](#)
Electric engine for bicycles.



PIONNERS OF POMURJE

Peter Podlunšek is an aerobatics pilot that reaches the top positions in Red Bull Air Racing. Born and raised in Pomurje, Peter is one of the best ambassadors of Pomurje in the world.



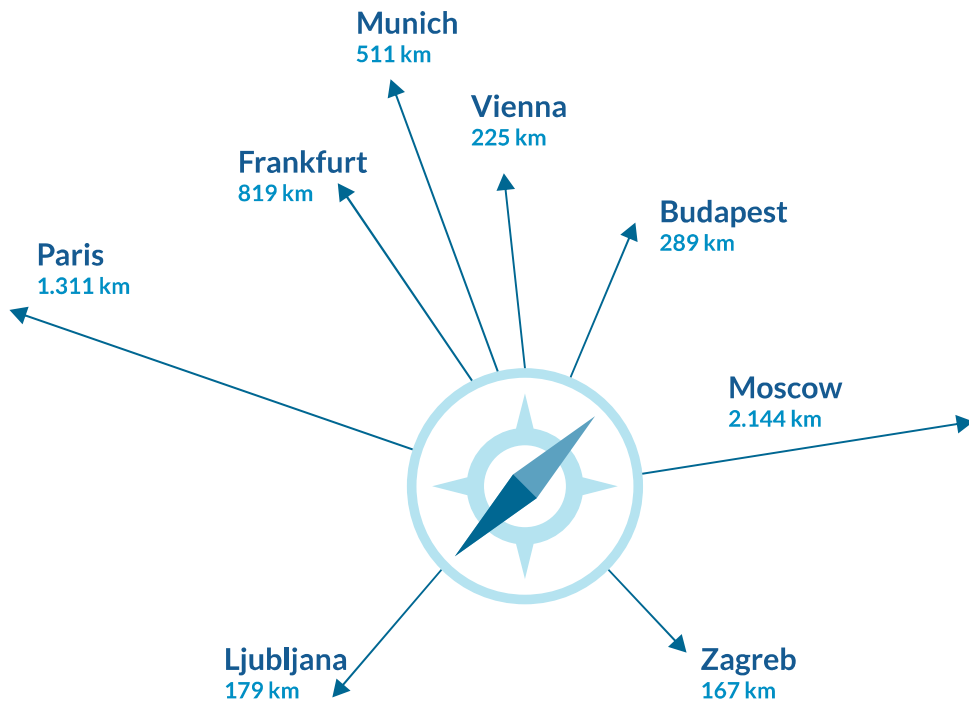
**READY
TO CONNECT**

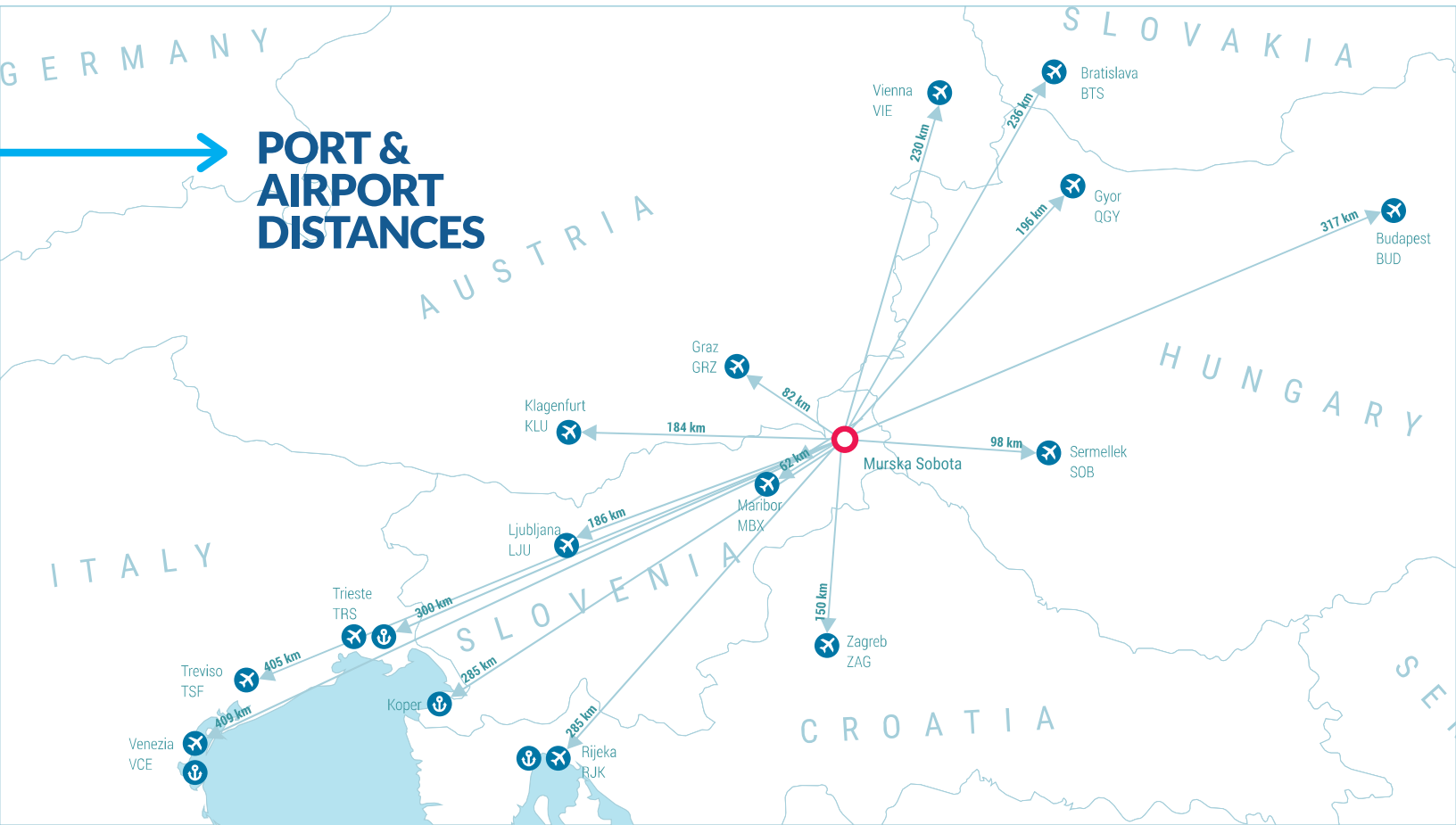


READY TO CONNECT



Murska Sobota
on the map of Europe







284 km

to the Port of Koper



62 km

to the nearest airport



9 airports

within 250 km



4 countries

on the crossroads



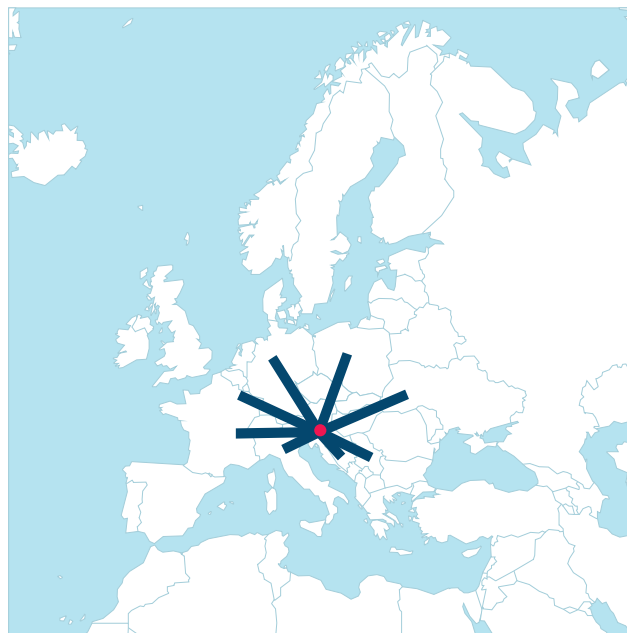
4 km

to highway



2 km

to railway



Accessible in all connections via road transportation.



**Main railway corridors
passing through Slovenia.**



**Waterway Connections from
Atlantic and Indian Ocean.**



**Port of Koper is the best connection
between Central & Eastern Europe
and Asian Markets.**



EUROPE OPEN

Port of Koper is a perfect connection to central and eastern Europe. With growing throughput on 12 terminals Koper is increasingly becoming the most important European gate for Asian economies.

PORT OF KOPER ON EUROPEAN CORRIDORS



- Baltic - Adriatic Corridor
- Mediterranean Corridor
- Phyrn Connection to Germany





North - Adriatic Ports

Maritime container throughput in TEU
(2014)

Venice **456.068**

Trieste **476.507**

Koper **674.029**

Rijeka **149.838**

Ravenna **222.548**



Throughput

19 million

tonnes of throughput

(2014)



+5%

increase of throughput

(2013 - 2014)



TEU 674.000

containers throughput

(2014)



+15%

increase of vehicle
throughput

(2013 - 2014)



+16%

increase of container
throughput

(2013 - 2014)



Weekly

connection to Asian Ports

(2015)

**READY
TO LIVE**

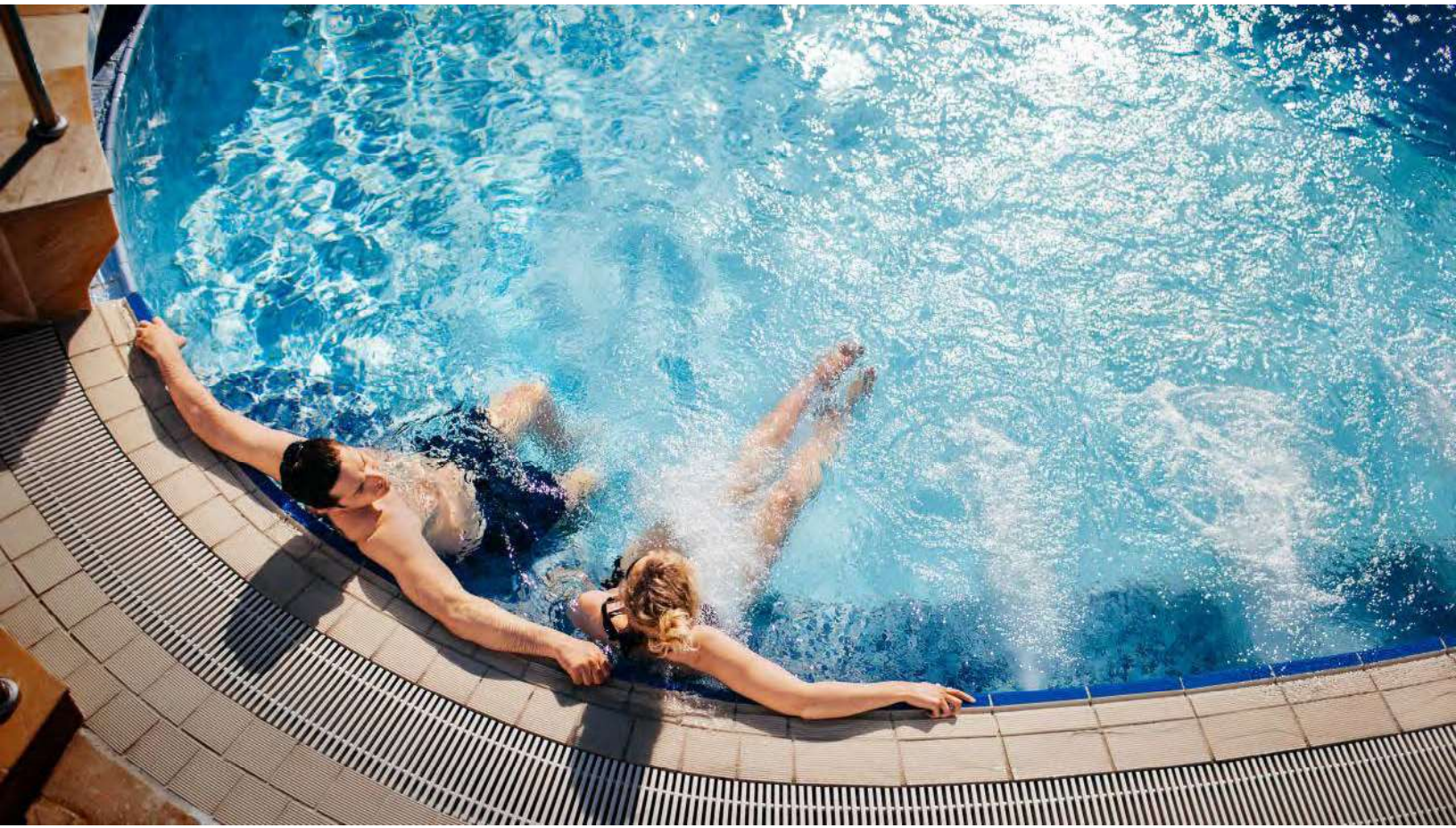


Pomurje is a great place to live.
Friendly culture, high quality of life,
good services and magnificent nature.
We cannot put this in figures and
sheets, but we are sure: once you come
and experience it, you will know that

**POMURJE IS
A PLACE TO STAY.**



























COME AND SEE

We are looking forward to your visit to Pomurje. We will take you to the landplots for your greenfield investment. Together we will talk to state officials to form a suitable custom made arrangements. Last but not least we will spend some time in a vivid and picturesque landscape tasting premium wines and delicious local specialties.

THIS IS WHY
EVERYTHING GROWS IN
POMURJE



CONTACT

CITY OF MURSKA SOBOTA
MAYOR'S OFFICE

+386 2 525 16 11

invest@murska-sobota.si
www.murska-sobota.si

Foreign Investors
One Stop Shop:

www.investpomurje.eu