

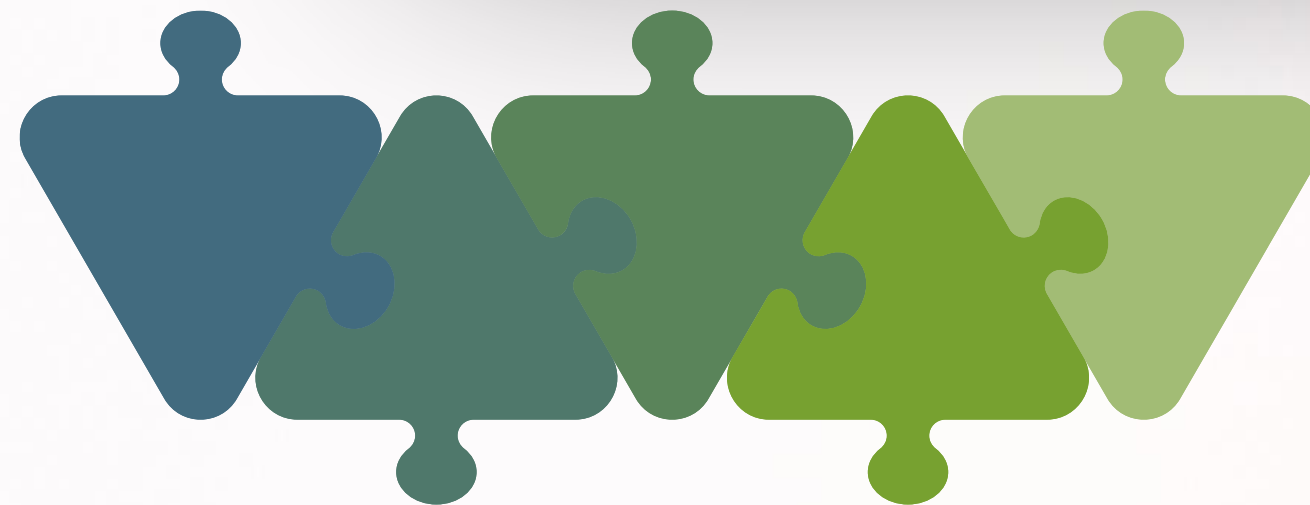
SPIRIT Slovenia Business Development Agency

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Internationalisation Promotion

International Networks



Slovenian Business Organisations



Innovation & Entrepreneurship Support

- startup ecosystem
- technology parks
- Incubators
- accelerators

National authorities



SPIRIT Slovenia Business Development Agency

SPIRIT acts as a connector within Slovenia's business support ecosystem and links Slovenian companies with international opportunities.



SPIRIT Slovenia at a glance

Our mission

To strengthen the international competitiveness of the Slovenian economy by helping companies grow, expand internationally and attract investment opportunities.

Who we work with

- Slovenian SMEs and scale-ups
- Export-oriented companies
- Foreign investors
- Business support organisations
- International partners and networks

Our approach

Connecting businesses, partners and opportunities.

How we create support

- 1 Entrepreneurship Support**
 - Support for SMEs and entrepreneurs
 - Business growth and competitiveness programmes
 - Training, mentoring and networking opportunities
- 2 Internationalisation**
 - Export support services
 - Business delegations and B2B matchmaking
 - International trade fairs and market intelligence
- 3 Investment Promotion**
 - Promotion of Slovenia as an investment destination
 - Investor support and site selection assistance
 - Aftercare services for foreign investors
- 4 Financial Incentives**
 - Grants and public calls
 - EU-funded support programmes
 - Incentives for business development and investment

Supporting SME Growth and Entrepreneurship

Our objective

Enable entrepreneurs and SMEs to start, grow, transform and scale their businesses.

Key activities

-  Entrepreneurship promotion and awareness
-  SME growth and competitiveness programmes
-  Training, mentoring and capacity building
-  Business networking and ecosystem connections
-  Support for business succession and ownership transfer
-  Access to finance and investment readiness initiatives

Why it matters

SMEs represent the backbone of the Slovenian economy and play a key role in innovation, employment and regional development.

Internationalisation Support

- **Mission:** Supporting Slovenian companies in entering, expanding and succeeding in international markets.
- **Three areas of activity:** business events (trade fairs, B2B matchmaking and business delegations), international market training (seminars and the ITM programme) and information services (the Export Window and Slovenia Business portals).
- **Funding sources:** EU Cohesion Policy funding (SPOT Global+) and the national budget.

Key results in 2025

10,427

Business contacts established
goal 5,000 (208 %)

2,379

promising business leads generated
goal 1,600 (149 %)

96

international business events
45 incoming and outgoing delegations, 8
exhibitions

880

participants
in business delegations

884

participants in training programmes
15 seminars, 5 programs

79

business clubs events
11 Slovenian business clubs

Investment Promotion

Scope of activities: from initial investment interest to completed investment projects and aftercare support

- Promoting Slovenia as an investment location
- Generating and managing investment inquiries
- Preparing general information packages and sector-specific investment presentations (*pitch books*)
- Providing information and advisory support to investors entering or expanding in Slovenia
- Connecting investors with public authorities, local communities and the business support ecosystem
- Supporting the expansion of existing investors and providing aftercare services for foreign and mixed-ownership companies
- Administering financial incentives for investments

80

companies with foreign or mixed capital
included in the aftercare programme

75

completed investment projects

82 million EUR

in investment grant

250 million EUR

total investment value supported through
investment calls

Financial Incentives

Supporting Business Growth and Investment
SPIRIT designs and implements grant schemes that help companies accelerate growth, investment and business transformation.

Key focus areas

- Business growth and competitiveness
- Internationalisation
- Sustainable transformation
- Strategic investment projects
- SME development

Annual impact

- Up to EUR 90 million in contracted projects
- Around 500 supported beneficiaries
- Around EUR 50 million in annual grant disbursements
- Approximately 1,000 monitored projects

Funding sources

- EU Cohesion Policy Funds
- National budget
- Other dedicated development funds

Financial incentives complement advisory and networking services, helping companies turn business ambitions into investment projects.

Opportunities for Future Cooperation: Slovenia & Sweden

SME internationalisation

- Business matchmaking
- Joint market access initiatives
- Exchange of good practices

Green transition

- Sustainable business models
- Circular economy
- Resource-efficient industries

Advanced manufacturing

- Smart production
- Industry 4.0 solutions
- Industrial partnerships

Entrepreneurship and scale-ups

- Startup ecosystem cooperation
- Business acceleration programmes
- Access to international networks

Skills and talent development

- Lifelong learning
- Future workforce skills
- Industry-academia collaboration

Let's move from exchanging experiences to developing joint projects, partnerships and business opportunities.