

Slovenia-China Business Forum

Strengthening Business Cooperation through CIIE and Beyond

进博之约·2026斯洛文尼亚-中国经贸论坛



5 November 2026



Hilton Shanghai Greater Hongqiao
Shanghai, China



COMPANY PROFILES

Slovenia-China Business Forum 2026

FACTS ABOUT SLOVENIA

Official name: Republic of Slovenia

Capital city: Ljubljana

Surface area: 20.273 km²

Poopulation: 2,117,575 (March 2025)

Currency: Euro

Language: Slovenian, in specific regions also Hungarian and Italian

Religion: Catholic (60,1%), Protestant (1,3%), Orthodox (0,9%), Muslim (2,4%), Other (0,3%)

International calling code: +386

Time Zone: GMTUTC +1

A member of the EU since 1 May 2004

Adoped the **Euro (€)** as a national currency on 1 January 2007

A Schengen area member state since 21 December 2007

A memeber of the **OECD** since July 2010



MAIN ECONOMIC INDICATORS

Slovenia: Main Economic Indicators, 2025

GDP (current prices): 71.2 billion euros

GDP per capita, in EUR (current prices): 33,380 euros

GDP per capita in purchasing power standards (PPS), 2024: 91 % of the average EU-27

GDP, real growth rate: 1.5 %

Foreign trade, year 2025

Exports - goods and services: 42.1 billion euros of goods (78 % of GDP), 13.3 billion euros of services

Exports - goods (share in %) by SITC: Machinery and transport equipment (35.2 %), chemicals and related products (20.6 %), manufactured goods classified chiefly by material (18.1 %), miscellaneous manufactured articles (10.4 %), mineral fuels, lubricants and related materials (6.3 %).

Exports - services (share in %): Transport services (27 %); travel abroad (26 %); technical, trade-related and other business services (12 %); ICT services (9.1 %); insurance and pension services (5.5 %); construction services (5.4 %).

Principal trading partners – exports of goods (share in %)*: Germany (17.2 %), Croatia (11.5 %), Italy (10.6 %), Austria (6.5 %), France (4.2 %), Poland (3.7 %).

Imports - goods and services: 42.4 billion euros of goods (73 % of GDP), 9.2 billion euros of services

Imports - goods (share in %) by SITC: Machinery and transport equipment (31.3 %), manufactured goods classified chiefly by material (16.8 %), chemicals and related products (16.8 %), mineral fuels, lubricants and related materials (10.7 %), miscellaneous manufactured articles (9.8 %).

Imports - services (share in %): Travel abroad (27.5 %); transport services (18 %); technical, trade-related and other business services (13.8 %); business consulting services (11.5 %); ICT services (10.1 %).

Principal trading partners – imports of goods (share in %)*: Germany (17 %), Italy (12.4 %), Austria (10.2 %), Croatia (7.4 %), China (5.3 %), Netherlands (4.9 %).

Sources: CCIS Analytics; Statistical Office of the Republic of Slovenia (SURS)

*Top partners according to balance of payments data, ranked by the Bank of Slovenia

Top goods by Standard International Trade Classification (SITC), according to balance of payments data of the Bank of Slovenia

ADDRESS OF THE ORGANIZER

This year, Slovenia is participating in the China International Import Expo for the fifth time, reaffirming our long-term commitment to the Chinese market. Organized by the Public Agency SPIRIT Slovenia and supported by the Ministry of the Economy, Labour and Sport of the Republic of Slovenia, this year's national and commercial pavilion of the Republic of Slovenia will feature thirteen Slovenian exhibitors from a range of sectors, including advanced manufacturing, medical technology, automotive industry and mobility, automation, household appliance industry, real estate, business services, creative industries, tourism, food and food supplements, and beverages.

Our primary role is to help Slovenian companies gain access to demanding and highly competitive markets such as China, while providing them with greater visibility and new business opportunities through participation in such an important international event. This year's participation offers an excellent opportunity to showcase Slovenian expertise, innovative solutions, and high-quality products, while further strengthening ties between Slovenian and Chinese companies. We believe that direct engagement and a long-term presence in the market can create new opportunities for Slovenian businesses in China.



Mrs. Tamara Zajec Balažič

Director

SPIRIT Slovenia Business Development Agency



As we gather in Shanghai on the occasion of the China International Import Expo (CIIE), I am pleased to welcome you to the Slovenia–China Business Forum 2026 and to this presentation of Slovenian companies participating in one of the world’s most important business and trade platforms.

The economic relationship between Slovenia and China continues to develop through business cooperation, institutional dialogue, and strong people-to-people connections. This year has been particularly meaningful, as we celebrated the 45th anniversary of the twinning of Ljubljana and Chengdu, a partnership that has become a symbol of friendship, mutual respect, and cooperation between our two countries.

In October, we had the pleasure of hosting a distinguished delegation from Chengdu in Slovenia to commemorate this important milestone. The visit was accompanied by a successful business forum, which once again confirmed the strong interest in expanding cooperation between Slovenian and Chinese companies and institutions.

It is therefore especially encouraging to now see the Slovenian business community represented here in Shanghai. Our participation at CIIE and the Slovenia–China Business Forum reflects our shared commitment to further strengthening economic ties, exploring new opportunities, and building long-term partnerships based on trust, innovation, and mutual benefit.

The companies presented in this catalogue represent the knowledge, expertise, and entrepreneurial spirit that characterize Slovenia’s economy. I sincerely hope that this Forum will serve as a platform for meaningful dialogue, new business opportunities, and lasting cooperation.

As we continue to expand economic collaboration, we also continue to strengthen the friendship between our two nations. I look forward to many successful meetings and partnerships that will emerge from our discussions in Shanghai.



Dr. Žiga Vavpotič

President

Slovenian-Chinese Business Council

In an increasingly interconnected world, economic partnerships are built on more than trade alone. They are driven by innovation, mutual trust, and a shared ambition to create lasting opportunities. Slovenia and China have cultivated constructive relations for more than three decades, providing a strong foundation for expanding cooperation and building new bridges between our business communities.

Slovenia's participation in the 9th China International Import Expo in Shanghai reflects our strong commitment to fostering economic cooperation and building meaningful business partnerships. Presenting its economic potential for the fifth time, Slovenia will showcase 13 companies across two exhibition pavilions, highlighting our strengths in advanced technologies, smart mobility, healthcare, tourism, and high-quality food and beverage products. Supported by a business delegation of 26 Slovenian companies, we come to Shanghai with a clear ambition to establish new partnerships, deepen existing commercial relationships, and develop long-term business cooperation with Chinese counterparts.

Slovenia is an exceptionally open, export-oriented and technologically advanced economy. Exports of goods and services account for around 85 percent of our GDP, reflecting our strong international orientation. Our industrial capabilities are equally impressive: with 306 industrial robots per 10,000 manufacturing employees, Slovenia ranks seventh worldwide in robot density, ahead of several much larger economies.

Innovation is an important part of our success story. Slovenia has made remarkable progress in innovation performance in recent years and ranks among the top five EU countries in the share of companies introducing new-to-market products. Combined with a highly skilled workforce, strong research institutions, and our strategic position at the heart of Europe, these achievements make Slovenia an attractive partner for international business and investment.

Chinese companies are important investors in Slovenia. Hisense Gorenje, headquartered in Slovenia, is one of the world's leading producers of household appliances and demonstrates the potential of long-term industrial cooperation between our countries. We invite innovative, technology-driven companies to consider Slovenia as a strategic location for advanced manufacturing, research and development and access to European markets. The Port of Koper provides an important maritime gateway connecting Asia with Central Europe.

We see significant opportunities to deepen cooperation with China in pharmaceuticals, advanced manufacturing, green technologies, digitalization, and sustainable mobility. By combining complementary expertise and strengthening direct business connections, our countries can develop partnerships that create added value for both economies and contribute to long-term prosperity.

I sincerely thank SPIRIT Slovenia, the Chamber of Commerce and Industry of Slovenia, the Slovenian-Chinese Business Council, and all participating companies for their efforts in promoting Slovenian excellence and strengthening bilateral economic ties.

May this year's event open doors to new ideas, meaningful partnerships, and successful joint projects. I wish all participants fruitful discussions and continued success in building a shared future of innovation and sustainable growth.



Leon Korošec, Msc
State Secretary



REPUBLIC OF SLOVENIA
**MINISTRY OF THE ECONOMY,
LABOUR AND SPORT**

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Adria Mobil d.o.o. is a Slovenian manufacturer of recreational vehicles with a history dating back to 1965, when the first Adria caravan, the Adria 375, was produced in Novo mesto and exported to Sweden. Over six decades, the company has developed into an internationally recognised manufacturer, combining engineering expertise, innovative design and a strong commitment to quality.

The company develops, manufactures and markets a comprehensive range of recreational vehicles, including caravans, motorhomes, campervans and mobile homes. Its portfolio includes the Adria brand, as well as Sun Living and Elios recreational vehicles, serving customers across international markets through an extensive distribution network.

Adria Mobil places strong emphasis on product development, advanced manufacturing technologies, functional design and customer-oriented solutions. Its modern production facilities in Slovenia support efficient manufacturing processes and continuous product innovation, helping the company respond to evolving customer expectations and market trends.

As part of the French Trigano Group, Adria Mobil benefits from an international business network and extensive industry experience. With products distributed through more than 500 sales points worldwide, the company continues to strengthen its international presence and build on its reputation in the European recreational vehicle industry.

With a heritage of innovation, Slovenian manufacturing expertise and a forward-looking approach to product development, Adria Mobil aims to create high-quality recreational vehicles that inspire exploration, freedom and memorable travel experiences.



Website: www.biostileglobal.com

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Biostile d.o.o. is a Slovenian manufacturer specialising in the development and production of food supplements, cosmetics and pet nutrition products. Based in Komen, in Slovenia's Karst region, the company combines more than 30 years of industry experience, dating back to 1991, with modern manufacturing capabilities and a strong focus on research, innovation and quality.

Biostile offers comprehensive contract development and manufacturing services, supporting business partners from initial concept and formulation to production, packaging, regulatory compliance and logistics. Its White Label solutions enable brands to launch products using established formulations, while Private Label services provide customised formulations tailored to specific market needs and brand requirements.

A key differentiator is its proprietary BMT® (Biostile Microencapsulation Technology), a patented technology designed to improve the stability, bioavailability and delivery of selected active ingredients. Supported by in-house research and development expertise, Biostile continues to explore innovative formulations for food supplements and other product categories.

The company operates its own production facilities in Slovenia and maintains internationally recognised quality and safety standards, including GMP, ISO 22000, ISO 22716, ISO 9001, ISO 14001 and HACCP. Its integrated capabilities enable flexible production and support customers throughout the product development and commercialisation process.

With an established manufacturing base and an expanding international presence, Biostile is focused on building long-term partnerships with brands, distributors and businesses seeking a reliable European manufacturing partner. The company welcomes cooperation in contract manufacturing, product innovation and international market development.



Location: Tržič, Slovenia

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BPT (Tržič, Slovenia) is transforming a 22,000 m² unused industrial campus into PURE POWER NOW, an innovation hub for clean-energy technologies built around a real, operational MV grid connection, hydropower plants and solar PV. Our flagship offering is a Battery Energy Storage System (BESS) Testing & Validation Hub, currently the first and only open commercial BESS testbed in Central/South-Eastern Europe.

We enable BESS and clean-energy technology manufacturers to validate their systems under real-grid conditions (live load, frequency response, aFRR data) and receive an EU-grade validation report — without building their own testbed (saving €500k+ CAPEX and 18-24 months). This gives international manufacturers a bankable EU reference case to support their market entry, certification and investor conversations.

Our interest in China: we are looking to connect with Chinese BESS and energy-storage manufacturers seeking EU market entry, who would benefit from a fast, affordable, zero-CAPEX pilot and real-grid validation in Slovenia.



BUDNJANI
BUONE RESISTIVE

Contact: Assoc. Prof. Dr. Lucija Mulej, Founder and Director

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Website: www.budnjani.si

Budnjani d.o.o. is a Slovenian consulting and knowledge-development company specialising in leadership, organisational culture, communication and human-potential development. Founded by Assoc. Prof. Dr. Lucija Mulej, a sociologist, anthropologist, author and business adviser, the company combines interdisciplinary academic knowledge with practical business experience to help organisations strengthen leadership capabilities, improve collaboration and navigate complexity.

At the core of its work is the original 4Q Methodology, which integrates four dimensions of intelligence: rational (IQ), emotional (EQ), spiritual or meaning-oriented (SQ), and physical (PQ). This holistic framework supports a broader understanding of individual and organisational performance, connecting analytical decision-making with emotional awareness, values, relationships and resilience.

Budnjani offers executive development, leadership and organisational development programmes, communication workshops and cross-cultural training. Its approach addresses key challenges in modern organisations, including trust, psychological safety, team effectiveness, sustainable performance and decision-making under pressure. The company's work also incorporates the concept of Vital Quotient (VQ), focusing on the relationship between workload, regeneration and organisational vitality.

Distinguished by its interdisciplinary foundations and adaptable methodology, Budnjani bridges academic research and practical management applications. Its programmes can be tailored to individual executives, leadership teams and organisations seeking to strengthen their people, culture and long-term resilience.

Looking internationally, Budnjani is interested in establishing strategic partnerships in China with businesses, universities, business schools and executive-education providers. Potential areas of cooperation include leadership development, human-capital development, organisational transformation, cross-cultural intelligence, joint research and the adaptation of the 4Q Methodology to Chinese organisational contexts.



Contact: Boštjan Demšar

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Our business processes employ high levels of technology, automation and robotisation, which form a basis for building competitiveness and excellence. Vertical integration has brought us broad technological knowledge, all the way from the initial concept to the final product. Components are manufactured from laminates, aluminium, thermoplastics and BMC thermosetting parts, with the support of our own tool shop.

The quality of our finished products is reflected in their exceptionally long lifetimes, very low noise level and proven ultra-high efficiency, which reduces electricity consumption for the end user. In this way, we contribute to sustainable economic growth and a green future.

Our motors power over 300 million appliances in premium and consumer markets worldwide. We build long-term partnerships with our customers.

The company, headquartered in Slovenia, was founded in 1946. Today we have production sites in Slovenia, Serbia and China, and several representative offices around the world. We supply our products to all continents.



Website: www.duol.si/en

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DUOL is one of global leading companies specializing in the design, engineering and manufacturing of air-supported membrane structures. Founded in 1992, the company has completed more than 2,200 projects in over 75 countries, delivering innovative solutions for sports, industry, logistics, aviation, defence and specialized infrastructure.

DUOL designs and builds sports halls, aircraft hangars, industrial shelters, radomes and other rapidly deployable membrane structures. With more than 35 years of engineering experience, proprietary SmartDome™ technology and extensive international references, DUOL delivers complete turnkey solutions worldwide.

Building on its expertise in membrane engineering, DUOL has launched DUOL Energy, a strategic initiative focused on infrastructure for Long Duration Energy Storage (LDES). The company is developing low-pressure CO₂ Air Dome infrastructure as a key component of next-generation CO₂ Energy Storage systems. DUOL's ambition is to become one of the world's leading providers of infrastructure for CO₂ Energy Storage platforms. More about us on www.duol.eu and www.hang-air.eu

DUOL believes that combining European engineering excellence with China's manufacturing capabilities and innovation ecosystem will create new opportunities in sustainable infrastructure and next-generation energy storage.

Email: matjaz.polak@mp-svetovanje.com

InnoBEM is a Slovenia-based management consulting and business development company supporting industrial, technology and life-science organizations in strategy, business transformation, operational excellence and market development.

The company combines scientific and technological understanding with senior executive and management experience in pharmaceutical, chemical and industrial environments. Its expertise covers business strategy, organizational transformation, supply chain and operations, strategic investments, commercialization of technologies and development of new business models.

InnoBEM works with companies and organizations that need to translate technology and innovation into sustainable business results. A particular focus is placed on complex B2B environments where technology, people, processes and commercial strategy need to be aligned.

Our interest in China is focused on identifying innovative technology and industrial companies with ambitions to develop business in Europe, as well as potential partners for cross-border business development and technology cooperation. We are particularly interested in advanced industrial technologies, life sciences, laboratory and analytical technologies, automation, digitalization and innovative manufacturing solutions.

InnoBEM can contribute European market knowledge, business development expertise, management experience and access to industrial, pharmaceutical, scientific and technology networks in Central and Southeast Europe.



Website: www.iprom.eu

Email: info@iprom.si

iPROM is a Slovenian AI-driven AdTech company developing proprietary digital advertising technologies for advertisers, agencies and publishers across Central and South-Eastern Europe. For more than 25 years, we have been combining artificial intelligence, machine learning, data analytics and programmatic advertising to deliver highly efficient, privacy-compliant digital marketing solutions.

Our proprietary technology platform enables advanced audience targeting, campaign automation, predictive optimization and real-time performance analytics, helping brands maximize the effectiveness of their digital investments.

China is a global leader in artificial intelligence, digital ecosystems and marketing technologies. We see strong potential for collaboration with Chinese technology companies in areas such as AI-powered advertising, data intelligence, automation and next-generation digital marketing solutions.

Through the Shanghai business delegation, we aim to establish strategic partnerships, explore opportunities for technology exchange and identify innovative solutions that can complement our own platform. We are particularly interested in connecting with companies developing advanced AI technologies, digital platforms and scalable software solutions that could support future joint projects and long-term business cooperation.

We believe cross-border technology collaboration is key to accelerating innovation and creating new value for clients across international markets.



Website: www.jkp-zalec.si

Email: info@jkp-zalec.si

JKP Žalec, d.o.o. is a public utility company responsible for drinking water supply and wastewater management across six municipalities in the Savinja Valley, Slovenia.

We provide drinking water supply, wastewater collection and wastewater treatment services to approximately 40,000 residents.

We manage the entire drinking water supply system and network, as well as the wastewater collection system, sewer network and wastewater treatment plants required to provide these essential public services.

The company employs 65 people and is owned by six municipalities. The majority of our activities are dedicated to the provision of public utility services. We are committed to continuous development and to introducing the latest technologies in our field. We cooperate with leading equipment manufacturers, engineering and design companies, and universities.

Our primary goal is to ensure the satisfaction and well-being of the communities we serve. We are committed to providing a continuous supply of safe, high-quality drinking water while ensuring reliable wastewater collection and treatment.



Website: <https://kadrovska-asistenca.si/>

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Kadrovske storitve d.o.o. is a Slovenian human resources consulting company providing comprehensive HR support to companies and organisations. Our services include HR administration, recruitment and selection, employee assessment, HR consulting, development of HR processes, and support in employment-related procedures.

We work with companies from different industries and support them in building efficient HR processes, identifying and developing talent, and addressing workforce challenges.

Our interest in China is focused on gaining insight into modern HR practices, workforce management, digitalisation and the use of new technologies and artificial intelligence in human resources. We are particularly interested in learning how Chinese companies manage talent, employee development and organisational growth in a highly dynamic and technology-driven business environment.

Participation in the business delegation to Shanghai represents an opportunity to exchange knowledge, establish new international business contacts and explore possibilities for future cooperation between Slovenian and Chinese companies in the field of human resources and related business services.

Email: pisarna@kadrovska-asistenca.si

Kadrovski revizor d.o.o. is a Slovenian consulting company supporting organizations in the development and improvement of HR systems, processes and people-management practices. Our work covers employee and leadership development, organizational development, employee engagement and the implementation of effective HR processes.

A particular focus is placed on solutions that help organizations simplify, digitalize and automate HR processes while improving the employee and manager experience.

Within the business delegation, we are particularly interested in advanced practices and technologies in digital HR, artificial intelligence, process automation, organizational knowledge management, onboarding, employee experience and technology supporting managers in their everyday people-management responsibilities.

We are especially interested in solutions that integrate AI into the everyday work of employees and managers – including AI assistants, automation of repetitive HR processes, intelligent access to organizational knowledge, digital onboarding, people analytics and systems enabling employees to access relevant information, guidance and knowledge at the moment of need.

The objective of the visit is to learn from solutions and practices already implemented in China and Hong Kong and to assess how relevant approaches could be transferred and adapted to the Slovenian and wider European business environment.



Website: <http://www.labtim.si>

Email: info@labtim.si

LABTIM is a specialized provider of advanced laboratory and analytical technologies, supporting pharmaceutical, biotechnology, chemical, food, environmental and research organizations across the Adriatic and wider Southeast European region.

The company provides integrated solutions covering advanced analytical instrumentation, laboratory equipment, application support, technical service and maintenance. Our expertise includes chromatography, mass spectrometry, spectroscopy and other analytical and laboratory technologies used in R&D, quality control and advanced scientific applications.

LABTIM combines strong scientific and technical expertise with in-depth knowledge of regulated industries. We work closely with leading international technology manufacturers and support customers throughout the complete technology lifecycle – from defining analytical and laboratory requirements and selecting suitable technologies to implementation, application support, training and long-term technical service.

Our interest in China is focused on identifying innovative technology companies and establishing long-term business partnerships. We are particularly interested in advanced analytical instrumentation, laboratory automation, life-science and biotechnology solutions, and emerging technologies with strong potential for European markets.

LABTIM can provide Chinese technology partners with local market knowledge, access to pharmaceutical, industrial and research customers, technical and application expertise, and an established commercial and service infrastructure in Southeast Europe.

We are interested in meeting technology manufacturers looking for a competent European partner as well as companies interested in joint business development, technology cooperation and market expansion between China and Europe.

Lokainženiring, podjetje za svetovalni inženiring d.o.o.



Participant: Srečo Barbič, Director

Website: <https://www.lokainzeniring.si/>

Email: lokainzeniring@lokainzeniring.si

Export: Local and international engineering and consulting services

Lokainženiring d.o.o. was founded in 2003 and has grown into one of the largest engineering companies specializing in consulting and professional supervision in Slovenia. The company combines investors' ideas and, using its knowledge, capabilities, and openness to new ideas, transforms them into buildings as the final form of a product. Its core mission is to offer independent and expert assistance to investors in realizing their needs and wishes while respecting the stipulated scope of business, deadlines, and projected expenditures.

For our business and industrial construction and supervision segment, we seek to connect with leading investors who develop smart business infrastructure, advanced facilities, and high-rack warehouses. In this particular field of our work, we are also interested in integrating energy-efficient solutions and collaborating on the municipal outfitting of business zones.

For our public, social, and energy facilities segment, we are looking for institutions that can serve as public procurement authorities, managing school, healthcare, and municipal projects as well as advanced energy sources. Municipalities, ministries, and energy partners are welcomed partners for developing sustainable solutions.

Searching contacts:

Construction investors, business and industrial zone developments, energy infrastructure and renewable sources (cogeneration, biomass), municipal engineering, and professional supervision.



Website: www.lumar.si

Email: info@lumar.si

Lumar is a Slovenian family-owned company that has been developing and building energy-efficient prefabricated timber buildings since 1993. We combine architecture, in-house R&D and engineering expertise, and modern manufacturing. We create homes tailored to our customers' lifestyles and deliver complex public and other building projects. We support clients from initial concept and design through turnkey construction and aftercare.

Our work centres on developing technologies that combine living comfort, energy efficiency and reduced environmental impact. We continually improve timber construction systems, optimise construction details, and integrate thermal insulation, airtightness, ventilation and efficient heating. Alongside timber-frame construction, we use solid timber systems, including the innovative iQwood technology. Its distinctive feature is cross-layered timber boards joined with wooden dowels, without adhesives or metal fasteners within the structural element.

Our early commitment to passive, energy-plus and active buildings laid the foundation for Lumar Zero Emission Living®. This concept brings together advanced construction and energy solutions for comfortable living with low energy consumption and greater use of renewable energy.

Our development efforts also focus on material efficiency, circularity and reducing environmental impacts throughout a building's life cycle. We assess our construction systems using life cycle assessments (LCA), ensuring that measurable data informs our development decisions. Our goal is to create sustainable, thoughtfully designed buildings that help people live their best lives for years to come.



Website: <https://www.m-sora.si/kontakt/>

Email: info@m-sora.si

M SORA d.d. is a Slovenian manufacturer of premium timber and timber-aluminium windows, entrance doors, curtain walls, and façade solutions. With almost 80 years of wood-processing tradition, the company combines craftsmanship, advanced engineering, modern production technologies, and a strong focus on sustainable construction.

A key strength of M SORA is its individualized approach to each project. We work closely with architects, investors, and contractors to develop tailor-made solutions that meet specific architectural, technical, and performance requirements. Our engineering team supports complex design challenges with technical development, shop drawings, and project coordination.

Our portfolio includes customized luxury residences, landmark villas, hotels, schools, kindergartens, public buildings, and commercial facilities. Across all project types, we focus on quality, energy efficiency, aesthetics, durability, and reliable execution.

Core Competencies

- Premium timber and timber-aluminium windows and doors
- Advanced CNC-controlled production and in-house quality assurance
- High-performance thermal and acoustic insulation solutions
- Sustainable manufacturing with certified timber
- In-house testing laboratory and cooperation with IFT Rosenheim

International Presence and China

M SORA products are installed across Europe, especially in Germany, Austria, Switzerland, Italy, France, Benelux, and other demanding markets. The company also completes projects in the United States, Canada, Australia, and New Zealand, demonstrating its ability to meet strict international technical and regulatory requirements.

China is a dynamic market for innovation, sustainable construction, and high-end architecture. Through the Shanghai business delegation, M SORA aims to build strategic partnerships with developers, architects, distributors, and technology partners in premium residential construction, energy-efficient solutions, advanced manufacturing, and knowledge exchange.



Mediade is an innovation communications company specializing in B2B content marketing, strategic communication, and stakeholder engagement. Guided by its motto, "Forming Connections, Developing Stars", the company helps ambitious and growing organizations build visibility, credibility, and impact.

Mediade develops and manages several nationally recognized STEM initiatives, including Let's Be Engineers!, Female Engineer of the Year, and the STEM50 programme, all aimed at promoting STEM education, engineering careers, innovation, and talent development.

These national and regional initiatives connect companies, educational institutions, policy-makers, engineers, and young people, inspiring future generations to pursue careers in science, technology, engineering, and innovation.

Our interest in China stems from its global leadership in advanced technologies, artificial intelligence, engineering education, manufacturing innovation, and large-scale talent development. Participation in the China International Import Expo (CIIE) and related business meetings represents an opportunity to better understand how leading Chinese organizations attract, educate, and engage future engineering talent while exploring opportunities for international cooperation, knowledge exchange, and strategic partnerships.

Our delegation includes both senior leadership and a young engineer, reflecting the intergenerational mission of our STEM programmes. We believe that direct exposure to Chinese innovation ecosystems, universities, technology companies, and educational approaches will provide valuable insights that can be transferred to Slovenian programmes supporting future engineers and innovators.

At the same time, we are eager to share Slovenia's experience in promoting STEM careers, strengthening collaboration between industry and education, and encouraging greater participation of young women in engineering and technology.

Mediana is the reference point for market intelligence and business insight in Slovenia and the Adriatic region. Established in 1992, we have spent more than three decades advising the region's leading companies, global brands, media and public institutions — and when international players need to understand this market, they come to us. Headquartered in Ljubljana with operations in Croatia, Serbia and North Macedonia, we combine unmatched local knowledge with the highest international standards: Mediana is the national representative of ESOMAR for Slovenia and a member of WIN, the Worldwide Independent Network of Market Research, active in more than 50 countries.

Global and regional leaders trust us with their most important decisions: Mastercard, Porsche, Henkel, Lidl, Spar, NLB, Telekom Slovenije, A1, Nielsen, Kantar, RTV Slovenija, ProPlus, the Chamber of Commerce and Industry of Slovenia, SPIRIT Slovenija, SBC (Slovenian Business Club), the Olympic Committee of Slovenia, among many others.

MAIN TECHNOLOGY & CAPABILITIES

- Tailored research & consulting — our core expertise — quantitative and qualitative studies, brand and communication tracking, customer experience and strategic advisory, built around each client's business question and delivered as recommendations, not just data.
- AI conversational research analytics — our proprietary AI platform — among the first of its kind in Europe — lets decision-makers interrogate research data through natural conversation, turning complex datasets into instant, boardroom-ready insight.
- Social listening — proprietary technology with the best understanding of the Slovenian language on the market, decoding what consumers really say across social platforms and online communities — faster and more accurately than any competitor.
- Target Group Index (TGI) — the definitive single-source dataset on consumers (Slovenia, Croatia, Serbia, Bosnia, North Macedonia)— nationally representative coverage of media usage, brand preferences, attitudes and lifestyle that no market entry strategy should be without.
- IBO advertising intelligence (Gross Advertising Index) — the industry standard for monitoring advertising activity across television, radio, print, outdoor and digital media — complete visibility of competitive advertising investment on the Slovenian market.

For Chinese companies entering Slovenia, the Adriatic region or the wider European market, Mediana is the partner on the ground. Whether you are launching a product, evaluating an acquisition, screening local partners or building a brand, we provide the consumer insight, market assessment and strategic guidance that de-risk every step — with the credibility of the region's most established research house behind you. We also offer consulting, knowledge sharing and know-how export in service-sector development, where our three decades of experience can directly support Chinese partners building their own service industries. And for Chinese research, data and AI companies, we are open to cooperation and technology licensing built on our AI and language-analytics platforms.



Website: www.medis.com

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Medis is a fully integrated pharmaceutical commercialization partner for Central and Eastern Europe, operating across 19 countries with 400+ employees. Since 1989, we have partnered with global pharmaceutical and biotech companies to launch and grow innovative medicines in complex CEE markets.

We are especially strong in neurology, rare diseases, specialty and hospital therapies. Our model allows partners to enter and grow in CEE without setting up their own local infrastructure. Medis takes full regional responsibility – from regulatory, market access and medical activities to commercial execution, quality and supply chain.

We understand fragmented markets, local access pathways and the need to protect long-term product value while reaching patients faster.



Website: www.mediuss.si

Email: info@mediuss.si

Medius d.o.o. is a Slovenian software engineering company founded in 2002 and based in Ljubljana. The company specialises in developing customised software, artificial intelligence (AI) and data-driven solutions for complex business and IT environments. Combining cross-industry expertise with advanced engineering capabilities, Medius helps organisations improve operational efficiency, automate processes and make better use of their data.

The company's core services include enterprise software development, Big Data analytics, machine learning, AI, Internet of Things (IoT), blockchain, cloud-based applications and system integration. Medius designs and implements tailored solutions for organisations whose requirements cannot be adequately addressed by standard off-the-shelf software.

Its technology portfolio includes Gamayun, an AI-powered platform for monitoring and optimising complex IT systems, and FrodoAI, a machine-learning solution for insurance fraud detection. The company also develops advanced data analytics and forecasting applications, including solutions for renewable energy production.

Medius serves clients across several industries, including telecommunications, energy, manufacturing, transportation, financial services and public administration. Its references include Telekom Slovenije, Novartis, the Slovenian Insurance Association and public-sector institutions. The company has received recognition for its technological innovation, including the Slovenian GoDigital 2023 award for FrodoAI and Deloitte's 2024 Impact Star recognition in Central Europe.

With a strong focus on customised development, technological innovation and long-term client relationships, Medius seeks to help businesses address complex digital challenges and accelerate their digital transformation. Its expertise provides opportunities for international cooperation in AI, enterprise software, predictive analytics and intelligent automation.

MEDIUS d.o.o. — Turning complex challenges into intelligent software solutions.

MONOMO Architects is a studio dedicated to architecture, urban design, and spatial research at the crossroads of culture, technology, and the environment. Our work is rooted in attentiveness to context—both spatial and social—believing that high-quality architecture arises from precise readings of place and subtle, thoughtful interventions that preserve its spirit.

We focus on innovative, authentic solutions with modest means, exploring how limited resources—material, temporal, or social—can generate sensitive, responsive spaces. Each project is approached as research into form, meaning, rhythm, and materiality, asking: How can we rein force the spirit of a place without erasing it?

Particularly drawn to edge conditions—rural buildings, degraded areas, transitional spaces—we see potential for revitalization through restrained yet meaningful design. Space, for us, is a process, not an object—balancing presence and absence, past and future, user and landscape.

Alongside practice, we engage in scientific research and strategic planning, developing methodologies that integrate diverse data sources and treat architecture and urbanism as complex, interconnected systems.

Recently, we have emphasized “shared space” as an urban, spatial, and social concept. Our model supports inclusive public spaces where traffic and users coexist, using urban furniture, ground-floor programs, and integrated design. This research aims to create a planning tool for municipalities and urban professionals—delivering a framework that ensures safe, inclusive, and vibrant public space.

Serching contacts:

- finding investors or clients
- meeting with architects or urban planners for possible collaboration



Website: <http://www.kocbek1929.com>

Email: info@kocbek1929.com

Kocbek Oil Mill Since 1929 preserves nearly a century of family tradition in producing premium Styrian-Prekmurje Pumpkin Seed Oil. The company combines traditional craftsmanship with modern quality standards to create authentic gourmet products of exceptional quality. Its mission is to offer healthy, natural, and flavorful products while sharing the rich culinary heritage of Slovenia with the world.

Nearly 100 years of family tradition as a third-generation business and a holder of Slovenian Intangible Cultural Heritage. Certified Protected Geographical Indication (PGI), "Naše Najboljše" Quality Products, Green Key Certified, and 5-Star Experience recognized. Innovative Gourmet Solutions and Development of unique specialties, including pumpkin pesto, premium pumpkin seed oil chocolate, pumpkin gin, and gift collections.

We are interested to meet with companies and institutions focusing on gourmet food, hospitality, tourism, and specialized retail, with a specific interest in partners for expanding our product range and market presence. Our aim is to foster B2B collaboration, knowledge exchange, and potential distribution or joint brand partnerships.

For our retail and wholesale network, we seek to connect with companies that are leaders in importing and distributing gourmet foods, premium supermarket operators, and delicatessens. In this particular field of our work, we are interested also in expanding luxury gift corporate programs and high-end hospitality / HoReCa collaborations.

For our culinary concept and tourist experiences, we are looking for institutions that can serve as a hub for promoting boutique gastronomy and cultural heritage. Importers, luxury retailers, and hospitality partners focusing on organic, health-conscious, and heritage products are welcomed partners.

Searching contacts:

Gourmet food importers and distributors, Premium retail chains and delicatessens, Hotels, restaurants, and tourism platforms for gift programs and culinary collaborations.



Website: <https://www.petstile.net/>

Email: info@petsylabs.com

Petstile d.o.o. is a premier European pet wellness brand and a proud member of the Biostile group, operating out of advanced, pharmaceutical-grade facilities in Komen, Slovenia. Drawing upon over 15 years of human health supplement expertise and robust pharmaceutical manufacturing standards, Petstile is dedicated to revolutionizing animal wellness through 100% natural, scientifically validated nutritional solutions.

Main Products & Solutions

- **Advanced Superfood Powders:** Flagship daily multi-nutrient blends—such as Canine Booster and Gut Guard—engineered to counteract nutritional deficiencies found in commercial kibble, optimize digestion with pre- and probiotics, and support systemic health.
- **Targeted Health & Mobility Care:** Specialized functional supplements, including Joint Saver, Super Skin & Coat, and Pawse Aging Collagen, formulated to reduce joint discomfort, minimize excessive shedding, and leverage the rising pet humanization trend.
- **Functional Treats & Dental Innovation:** Highly palatable specialty items like Motion Max sheep fat-coated functional bites, Dental PetBiotics, and long-lasting, rawhide-free Himalayan Cheese Bones.

Core Competencies & Competitive Advantages

- **Pharmaceutical Heritage & Certifications:** Manufactured within state-of-the-art facilities holding rigorous international compliance, including GMP, HACCP, ISO 22000, ISO 22716, ISO 9001, and ISO 14001.
- **Vet-Verified Formulation Integrity:** Every product is custom-developed from scratch by leading experts Dr. Matej Zupanc and MSc. Dasa Korze, ensuring maximum bioavailability, safety, and clinical reliability.
- **Turnover & Scalability Support:** End-to-end CDMO capabilities ranging from White Label ready-to-launch formulas to fully customized Private Label manufacturing, supported by automated, scalable production lines for capsules, powders, jars, and liquids.

Cooperation & Market Focus

Petstile is actively seeking long-term strategic partnerships to accelerate global market penetration and scale premium pet wellness solutions internationally.

Plan-net avto



Website: www.pna.si

Email: info@plannetavto.si

Plan-net avto d.o.o. is a Slovenian automotive company based in Preserje. The company specialises in the distribution, retail and servicing of modern passenger and commercial vehicles, with a strong focus on innovative automotive technologies, electrified mobility and international cooperation.

The company represents several Chinese automotive brands in Slovenia, including Dongfeng, Forthing, Hongqi and BAIC, offering a diverse portfolio of vehicles ranging from affordable electric city cars and family SUVs to premium vehicles and specialised off-road models. Its portfolio also includes MG and Maxus vehicles.

Plan-net avto provides comprehensive customer support through its sales and service network, including vehicle sales, after-sales servicing, original spare parts, technical support and vehicle financing solutions. By combining automotive distribution with reliable service infrastructure and logistics, the company supports customers throughout the entire vehicle ownership journey.

A key focus is the introduction of innovative Chinese automotive brands and technologies to the Slovenian market. The company works to strengthen brand visibility, expand distribution opportunities and provide customers with access to modern vehicles featuring advanced technology, competitive pricing and increasingly electrified powertrains.

As part of the wider Plan-net business group, which also operates in solar energy and electric mobility solutions, Plan-net avto benefits from experience in related sustainable technologies. Its activities create opportunities for cooperation with automotive manufacturers, technology providers and international business partners seeking to expand their presence in European markets.



Website: www.prigo.si

Email: info@prigo.si

Prigo is a service-oriented company specializing in transportation and logistics, as well as vehicle servicing and maintenance. It offers a wide range of services for passenger, delivery, and cargo vehicles, along with high-quality replacement parts for all vehicle segments. With reliable and efficient solutions, we aim to meet and exceed the satisfaction of our customers.

The unique selling proposition (USP) of Prigo, d.o.o., Brezovica lies in its comprehensive services, including transport, logistics, vehicle maintenance, and authorized servicing for renowned brands like Mercedes-Benz, MAN, and Thermo King.

Key strengths include: One-stop solutions: From technical inspections to tachograph repairs and hazardous material (ADR) logistics. Modern fleet and transport flexibility: Offering refrigerated, ADR, tanker, and high-volume transport services. Global reach: Operating in Slovenia, EU countries, former Yugoslavia, and expanding to Asia. Skilled workforce: Delivering reliable, high-quality, and precise services.

Vehicle sales and maintenance:

Specializing in Mercedes-Benz used vehicles and servicing. Prigo's combination of expertise, technology, and international presence positions it as a trusted partner for diverse client needs.

Searching contacts:

Searching for new contacts within the automotive industry. The company aims to develop strategic business relationships and explore potential representation opportunities, particularly regarding vehicle distribution and sales in Slovenia.



Website: www.profil-group.com

Email: profil@profil.si

PROFIL d.o.o. is a Slovenian consulting company specialising in executive search, recruitment, leadership assessment and human capital development. As part of the international Profil Group, the company supports organisations in identifying, attracting and developing the talent needed to achieve their strategic objectives.

The company's core services include executive search for senior management and board-level positions, professional recruitment, leadership assessment and organisational consulting. By combining market knowledge, professional networks and structured assessment methodologies, Profil helps businesses identify suitable candidates and make informed decisions about leadership and talent development.

Profil also supports organisations in evaluating management potential, strengthening leadership teams and aligning human resources with business strategy. Its approach emphasises a thorough understanding of clients' organisational culture, business objectives and specific talent requirements.

Through its international network and regional expertise, Profil connects companies with qualified professionals across different industries and markets. The company works with organisations seeking experienced executives, specialist talent and strategic support in building effective leadership teams.

With a focus on professionalism, long-term relationships and a personalised consulting approach, Profil aims to help businesses strengthen their leadership capabilities and achieve sustainable organisational performance.



Relevance helps businesses, leaders, teams, and individuals identify and realise their full potential. We combine strategic insight, people development, and effective execution to create lasting business results.

- **People & Team Development**
Assessment of individual and team capabilities, dynamics, and potential, followed by actionable development plans and hands-on implementation support.
- **Employee Engagement**
Design and delivery of initiatives that strengthen engagement, ownership, collaboration, and create a culture where people can thrive.
- **Business Strategy**
Review, refresh, and execution of business strategy, aligning priorities, people, and initiatives with clear objectives.
- **Fractional Management & Project Leadership**
Flexible leadership and delivery support tailored to each business's needs, size, and stage of development.
- **Business Transformation**
Building integrated teams of specialist partners and external experts to support complex strategic and organisational change.
- **Corporate Governance**
Supervisory board membership and advisory support to management boards and CEOs on strategy, governance, and business development.

From focused advisory and development programmes to interim leadership and project management, we tailor each engagement to our clients' priorities. For larger transformation projects, we leverage a trusted network of external specialists to deliver the right expertise and capability.



Website: <https://ventum-it.si/>

Email: peter@ventum-it.si

Ventum-IT d.o.o. is a Slovenian technology company with over 5 years of experience in the distribution. We work with internationally recognized technology brands and provide consulting, system integration, and technical support across a wide range of IT infrastructure projects.

In recent years, we have also expanded into advanced digital manufacturing technologies through our LAZR LAB division, specializing in laser engraving, UV printing, and product personalization. We continuously explore new technologies that combine automation, artificial intelligence, and digital fabrication to create innovative products and services.

Our interest in China is focused on building long-term partnerships with manufacturers of advanced hardware, smart manufacturing equipment, AI-driven solutions, and industrial technologies. We are particularly interested in identifying reliable suppliers, exploring OEM and ODM opportunities, and evaluating products that could be introduced to the Slovenian and broader European markets.



Website: <https://www.sloveniabusiness.eu/>

Email: info@sloveniabusiness.eu

SPIRIT Slovenia Business Development Agency is a single point of contact for businesses and investors looking for new opportunities. The agency's chief tasks include promotion of Slovenia's companies abroad as well as promoting Slovenia's advantages as an FDI location. SPIRIT Slovenia Business Development Agency helps both Slovenian companies to increase their exports and international companies to invest and expand in Slovenia and beyond.

Free of charge, the agency offers foreign companies and investors strategic advice and operational support when entering Slovenian market. SPIRIT Slovenia Business Development Agency prepares and provides practical information and advice on various business opportunities in Slovenia such as individual investment locations, Slovenian suppliers, specific industries, and markets. We are your one-stop-shop for your required information about doing business in Slovenia.

SPIRIT Slovenia Business Development Agency is entrusted with the regulatory, expert and development tasks serving to increase competitiveness of Slovenia's economy in the area of investment, entrepreneurship, and internationalisation. Explore the website to learn more about us.

Proud to be a member of the European Trade Promotion Organisations (ETPO) and Trade Promotion Europe

Chamber of Commerce and Industry of Slovenia



Website: <https://eng.gzs.si/>

Email: info@gzs.si

The Chamber of Commerce and Industry of Slovenia (CCIS) is the largest independent, voluntary, non-profit association of companies in Slovenia. It was founded in 1851 and today boasts more than 5,200 member companies of all shapes, sizes, branches, and regional backgrounds. Our member companies contribute about 50% of gross value added of the Slovenian economy and generate 2/3 of sales in foreign markets. Business in Slovenia starts here! What Can We Do for You? The CCIS is the ideal local partner for foreign investors and business professionals. It can support and facilitate your entrance into the Slovenian market. It can help you search for new contacts and provide you with a wide range of useful business information. If you are interested in doing business in Slovenia, the CCIS offers you services developed especially for your needs.

What do you gain by knocking on the door of Slovenia's Chamber of Commerce and Industry?

- The most powerful representative of the Slovenian private sector
- A partner who stands by your side as you enter the Slovenian market
- A networking megahub, where best practices are freely exchanged
- An ecosystem of talented and capable professionals in Slovenia and abroad
- World-class consultants with vast knowledge and experience
- Priceless opportunities for data mining with access to countless databases
- Relevant, highquality business information on markets and actors



Website: <https://www.zdruzenje-manager.si/>

Email: info@zdruzenje-manager.si

Connecting more than 1200 Slovenian managers and supporting the development of management in Slovenia for more than 30 years. By actively participating in shaping the economic environment in Slovenia we are co-creating the growth of competitiveness in the Slovenian economy and thereby helping to shape the Slovenian society.

With our activities:

- we are contributing to the development of management in Slovenia,
- we are contributing to the success of the Slovenian economy, the development and prosperity of the country and its citizens,
- we are helping to shape professional standards for managers,
- we are giving Slovenian managers the opportunity to connect, socialize and network,
- we are improving the reputation of the profession in the public eye,
- we are encouraging the respect of business ethics amongst managers,
- we are connecting Slovenia's management with similar organizations domestically and abroad.



Slovensko kitajski poslovni svet
斯洛文尼亚国家商会 斯中商务委员会



Chamber of Commerce
and Industry of Slovenia



REPUBLIC OF SLOVENIA
**MINISTRY OF THE ECONOMY,
LABOUR AND SPORT**



REPUBLIC OF SLOVENIA
**MINISTRY OF FOREIGN
AND EUROPEAN AFFAIRS**

