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Slovenia

Believe
— IN —
SLOVENIA



AmCham ***Slovenia***

The Beat of International Business Community



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NETWORKING
ADVOCACY

AMCHAM YOUNG PROFESSIONALS™

INTERNATIONAL COOPERATION





Stereotyping in Europe

Who Works Hardest, Who's Corrupt

EU nation most offered as top choice as...

| <u>Views in:</u> | Most Hardworking | Least Hardworking | Most Corrupt | Least Corrupt |
|------------------|-------------------------|--------------------------|---------------------|----------------------|
| Britain | <i>Germany</i> | <i>Greece</i> | <i>Italy</i> | <i>Germany</i> |
| France | <i>Germany</i> | <i>Italy</i> | <i>Italy</i> | <i>Germany</i> |
| Germany | <i>Germany</i> | <i>Greece</i> | <i>Italy</i> | <i>Germany</i> |
| Spain | <i>Germany</i> | <i>Greece</i> | <i>Spain/Italy</i> | <i>Germany</i> |
| Italy | <i>Germany</i> | <i>Romania</i> | <i>Italy</i> | <i>Germany</i> |
| Greece | <i>Greece</i> | <i>Italy</i> | <i>Greece</i> | <i>Germany</i> |
| Poland | <i>Germany</i> | <i>Greece</i> | <i>Poland</i> | <i>Germany</i> |
| Czech Rep. | <i>Germany</i> | <i>Greece</i> | <i>Czech Rep.</i> | <i>Germany</i> |

PEW RESEARCH CENTER Q50aCOMBO, Q50bCOMBO, Q51aCOMBO, Q51bCOMBO.



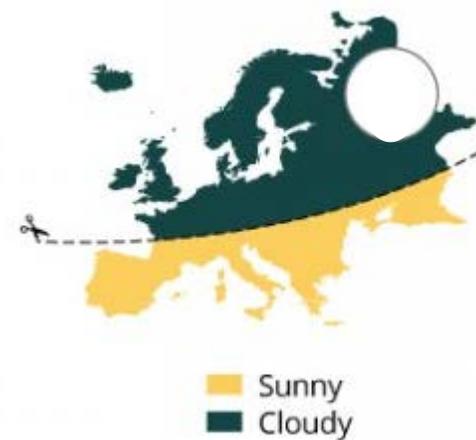
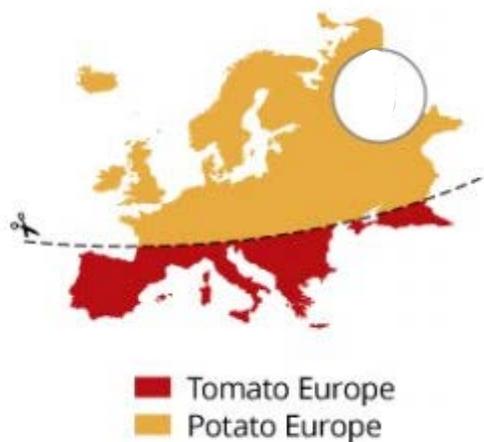
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In order to keep up with their peers from the West, Central and Eastern Europeans have to try twice as hard. And they are.



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Stereotyping In Europe



Source: Business Insider



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BALTIC COUNTRIES

Latvia

Estonia

Lithuania

They are cold-blooded, emotionless, reserved, and brooding. The only thing that flares them up is national issues



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CENTRAL EUROPE

Czech Republic

Hungary

Poland

Slovakia

Very insistent that they are *not* Eastern European, preferring instead to link themselves to German Catholic culture. Still they'll often be categorized as former Eastern Bloc.



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THE BALKANS

Greece

Former Yugoslavia

Albania

Romania

Bulgaria

Generally stereotyped as being **extremely patriotic, even when it doesn't matter**, hating all their neighbors. The term balkanization, meaning to divide into small quarrelsome units, refers to the long history of ethnic strife in the region.

Slovenes are stuck up, melancholic bureaucrats

with no sense of humor



Melania Trump, the most famous Slovenian in the US at the moment.

and an impeccable sense of frugality





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Thousand years before Thomas Jefferson wrote Declaration of Independence

Carantanians (ancestors of Slovenians) believed that the power to govern rested within the people. Historians tell that “*all men were born equal*” was inspired by Corinthian dukes.





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**IF YOU WANT TO DO BUSINESS IN SLOVENIA DO NOT CALL
US FORMER YUGOSLAVIA .**

Although we can be great gateway.

WE GAINED INDEPENDENCE 25 YEARS AGO

Quality link to regional markets

➤ Excellent geostrategic position at the Heart of Europe

➤ Easy access to:

- EU markets (500 million inhabitants)
- Europe's east (200 million) and southeast markets (20 million)



I FEEL
SLOVENIA

REFERENCE COUNTRY



FACTS

- Area: **20,273 sq. km**
- Capital: **Ljubljana** (285,000 inhabitants)
- Population: **2 million**
- **EU member state since 2004**
- **NATO member since 2004**
- **Euro zone since 2007**
- **OECD member since 2010**



SLOVENIA - The Right Mix of Qualities



4Qs4U

(Four Qs For You)

Quality of Life



- High standard of living
- Water quality is among highest in Europe
- Among 10 countries where personal safety is most secure
- Strong health care



The rhythm of negotiations. Speed and directness are not necessarily qualities that foreigners appreciate.

The dynamics of personal relationships. Business is people-based, not deal-based, so come in in with the "lawyers and the dollars".

The depth of presentation. Slick speeches may not get you far. You'd better have all the numbers and know the background.

VIR HBR