

## **About the Summit**

The FDI Summit 2012 is the only professional event in Slovenia addressing foreign investment, foreign investment trends in changing economic conditions and the importance of foreign capital for future growth.

This, the third FDI Summit, is themed 'From Rhetoric to Implementation'. There has been a lot of talk but not much action, this needs to change. The Government of Slovenia has publicly acknowledged that foreign capital is needed to help Slovenia emerge from the economic woes wrought by the global financial crisis. They are committed to increasing the presence of foreign companies in the country and believes FDI is a key component for competitiveness and ultimately growth. Hear from the Minister of Finance and the Minister of Economic Development and Technology the strategy to encourage companies to base their operations and regional headquarters in Slovenia.

The conference, in contrast to other 'investor' conferences, effectively links potential investors, state sector entities, ministries, state enterprises, professional and research institutions, domestic and foreign-owned private companies and international corporations.

## **Why Slovenia?**

Much has been said about Slovenia's competitive advantages – its key geo-strategic position, its highly educated workforce, its access to the region etc. All this is true!

That is not to say that doing business is plain sailing. Much is made about the bureaucracy, the resistance to foreign knowledge and input. The Government has listened to these concerns and has already made positive changes, centralising resources and simplifying processes. Recently the Minister for Economic Development and Technology stated:

*"Unification is the concept for the representation of the Slovenian economic strategy towards all potential foreign investors and overseas in general.*

Equally, there is the realisation that Slovenia is a small country and therefore needs to promote its advantages. Major global companies are long term investors in Slovenia and committed to the future. It is known as a key sector for energy, energy efficiency and high tech industries. The CEO's of companies such as Knauf Insulation and Hella Saturnus will share their stories of why their companies are committed to Slovenia, why they are making additional investments, why they are employing more specialists and moving their development toward energy efficient technology.

For more information please visit [www.fdi.si](http://www.fdi.si) or email [info@fdi.si](mailto:info@fdi.si)

Organised by:

The Slovenia Times : Trg MDB 12 : SI-1000 Ljubljana : Slovenia : +386 (0)1 520 50 85