THE JERUZALEM DESTINATION SLOVENIA

OPPORTUNITY FOR GROWTH AND DEVELOPMENT
Information for investors
Facts about Slovenia

STATE
Democratic parliamentary republic since June 1991
Member of the European Union since 1 May 2004
Member of the OECD since 21 July 2010

AREA
20,273 km²

LOCATION
Central Europe, bordered at the north by Austria, at the
northeast by Hungary, at the southeast and south by
Croatia, and at the west by Italy and the Adriatic Sea

POPULATION
2,064,188

POPULATION DENSITY
101.8 inhabitants per square kilometre

CAPITAL
Ljubljana

MAJOR TOWNS/CITIES
Murska Sobota, Maribor, Celje, Kranj,
Novo mesto, Koper, Nova Gorica

OFFICIAL LANGUAGE
Slovene, in some nationally-mixed border
areas also Hungarian and Italian

NEIGHBOURING COUNTRIES
Austria, Croatia, Hungary, Italy

MONETARY UNIT
Euro since 1 January 2007

INTERNET SUFFIX DOMAIN
.si

DIAL CODE
+386

Source: Communication Office of the Government
of the Republic of Slovenia & Invest Slovenia 2016

Information about the
Ormož administrative unit

LOCATION
Northeastern Slovenia

AREA
212.47 km²

POPULATION
16,560

TOWNS IN THE ADMINISTRATIVE UNIT
Ormož, Središče ob Dravi, Sveti Tomaž

TOWN
Ormož

THE NUMBER OF COMPANIES
392

THE NUMBER OF PRIVATE ENTREPRENEURS
239

REGIONAL GDP (EUR/RESIDENT)
12,267 €

AVERAGE GROSS SALARY IN THE ECONOMY SECTOR
1,151 €

SHARE OF POPULATION ECONOMICALLY ACTIVE IN AGRICULTURE:
9.8 %


Slovenian cities/towns

<table>
<thead>
<tr>
<th>City/Town</th>
<th>Distance in km</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maribor</td>
<td>55</td>
</tr>
<tr>
<td>Murska Sobota</td>
<td>35</td>
</tr>
<tr>
<td>Ljubljana</td>
<td>160</td>
</tr>
<tr>
<td>Koper</td>
<td>270</td>
</tr>
</tbody>
</table>

* Distance from Ormož

Towns/cities around Ormož
within the 600 km range

<table>
<thead>
<tr>
<th>City/Town</th>
<th>Distance in km</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ljubljana</td>
<td>160</td>
</tr>
<tr>
<td>Maribor</td>
<td>55</td>
</tr>
<tr>
<td>Koper</td>
<td>270</td>
</tr>
<tr>
<td>Graz</td>
<td>120</td>
</tr>
<tr>
<td>Zagreb</td>
<td>110</td>
</tr>
<tr>
<td>Varaždin</td>
<td>20</td>
</tr>
<tr>
<td>Vienna</td>
<td>310</td>
</tr>
<tr>
<td>Trieste</td>
<td>270</td>
</tr>
<tr>
<td>Venice</td>
<td>410</td>
</tr>
<tr>
<td>Budapest</td>
<td>310</td>
</tr>
<tr>
<td>Bratislava</td>
<td>370</td>
</tr>
<tr>
<td>Munich</td>
<td>530</td>
</tr>
<tr>
<td>Belgrade</td>
<td>480</td>
</tr>
<tr>
<td>Novi Sad</td>
<td>470</td>
</tr>
<tr>
<td>Sarajevo</td>
<td>490</td>
</tr>
</tbody>
</table>

* Road connection by google map

Population of large cities/towns
located within the 600 km range

<table>
<thead>
<tr>
<th>City/Town</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maribor</td>
<td>111,832</td>
</tr>
<tr>
<td>Ljubljana</td>
<td>288,307</td>
</tr>
<tr>
<td>Koper</td>
<td>25,459</td>
</tr>
<tr>
<td>Graz</td>
<td>276,526</td>
</tr>
<tr>
<td>Zagreb</td>
<td>792,875</td>
</tr>
<tr>
<td>Vienna</td>
<td>1,797,337</td>
</tr>
<tr>
<td>Trieste</td>
<td>205,400</td>
</tr>
<tr>
<td>Budapest</td>
<td>1,774,205</td>
</tr>
<tr>
<td>Bratislava</td>
<td>462,603</td>
</tr>
<tr>
<td>Munich</td>
<td>1,534,935</td>
</tr>
<tr>
<td>Belgrade</td>
<td>1,576,124</td>
</tr>
<tr>
<td>Novi Sad</td>
<td>299,294</td>
</tr>
</tbody>
</table>

* Source: stat.si, Statistik Austria,
zagreb-touristinfo.hr, comuni-italiani.it,
budapest.com, muenchen.de, beograd.rs, novisad.rs

Universities

There are 25 large universities
located within the 600 km range.
THE JERUZALEM DESTINATION

is a modern destination that is well connected with the rest of the world, providing a high quality of life for its inhabitants. The clean and safe environment offers opportunities for the development of sustainable tourism, agriculture and successful businesses.
A HUB OF OPPORTUNITIES FOR THE DEVELOPMENT OF ECONOMY, TOURISM AND AGRICULTURE

The area is favourably positioned along the Croatian border and close to major cities, which gives it an important economic and tourism potential.

The Jeruzalem Destination comprises the lowland area, which features irrigation systems and provides excellent conditions for horticulture and agriculture, a wonderful floodplain at the left bank of the Drava River, which is protected within the Natura 2000 network, and a dynamic, hilly region of Slovenske gorice with its long-standing tradition in premium wine production. The area is famous for its abundant cultural and historical heritage, a rich and well-preserved natural and cultural environment, and an extensive culinary tradition of home-made dishes.

The boutique tourist destination of Jeruzalem is located along the Ormož-Jeruzalem wine road, near Svetinje and Kog, which are all part of the Jeruzalem Landscape Park, therefore providing a peaceful and green environment offering wonderful scenic views, fresh air and plenty of sun, which, in addition to the wonderful experience, give peace of mind and enhance the well-being and general satisfaction of visitors, with plenty of opportunities for relaxation.

The advantages and potentials of the area

- Proximity to road corridors leading towards Austria, Croatia, Italy and Hungary, providing access to a wider area of Central Europe
- Favourable location close to the Pragersko-Hodoš railway corridor, rail freight corridor (RFC 6): Barcelona - Marseille - Milano - Ljubljana - Budapest - Zahony
- Long tradition in the industry sector, especially the metal processing and food industries
- Qualified and competitive labour force
- A wealth of natural clean water resources
- The boutique tourist destination of Jeruzalem with its abundant tradition
- The climate and the soil are favourable for viticulture and fruit cultivation, with levelled areas offering ample possibilities for the production of crops, vegetables and herbs (irrigation systems and greenhouses).
- A well-preserved natural heritage and rich biodiversity
- The peace and quiet of the countryside, a healthy and safe environment with a rich cultural heritage
- Traditional cuisine and high quality wines
TOP 6 ADVANTAGES FOR INVESTORS

1. We understand your needs and support your investment on a highly customized level.

2. Local communities and supporting institutions create a favourable business environment for companies.

3. Special tenders for investors at a local, regional, and national level.

4. A highly skilled workforce in a wider area.

5. The presence of various companies considered successful on a European scale.

6. Excellent quality of life.

Investments in Pomurje region and Destination Jeruzalem

Quelle: Bank von Slowenien
THE ECONOMY OF JERUZALEM DESTINATION, SLOVENIA (ORMOŽ ADMINISTRATIVE UNIT)

The economy of Jeruzalem, Slovenia (Ormož administrative unit), is based on micro and small companies, which employ 50% of the population, having generated more than 50% of revenues in 2016.

The 2016 economic structure of Jeruzalem, Slovenia (Ormož administrative unit), by company size

<table>
<thead>
<tr>
<th>Company size</th>
<th>Number of companies</th>
<th>Number of employees</th>
<th>Total revenues in € million</th>
<th>% of companies</th>
<th>% of employees</th>
<th>% of total revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big</td>
<td>1</td>
<td>938</td>
<td>47.8</td>
<td>0.2</td>
<td>39.3</td>
<td>22.5</td>
</tr>
<tr>
<td>Medium-sized</td>
<td>3</td>
<td>252</td>
<td>43.1</td>
<td>0.6</td>
<td>10.6</td>
<td>20.2</td>
</tr>
<tr>
<td>Small, micro</td>
<td>488</td>
<td>1194</td>
<td>121.9</td>
<td>99.2</td>
<td>50.1</td>
<td>57.3</td>
</tr>
<tr>
<td>Total</td>
<td>492</td>
<td>2384</td>
<td>212.7</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Main industries by activity type in 2016 in Jeruzalem, Slovenia (Ormož administrative unit)

<table>
<thead>
<tr>
<th>Number</th>
<th>Activity code</th>
<th>Business activity</th>
<th>No. of subjects</th>
<th>No. of employees</th>
<th>Revenues in € million</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>A</td>
<td>Agriculture and hunting, forestry and fishing</td>
<td>13</td>
<td>188</td>
<td>17</td>
</tr>
<tr>
<td>2.</td>
<td>C</td>
<td>Processing industry</td>
<td>71</td>
<td>1250</td>
<td>75.4</td>
</tr>
<tr>
<td>3.</td>
<td>G</td>
<td>Wholesale and retail trade, repair of motor vehicles and motorcycles</td>
<td>88</td>
<td>212</td>
<td>50.8</td>
</tr>
<tr>
<td>4.</td>
<td>I</td>
<td>Catering industry</td>
<td>40</td>
<td>131</td>
<td>5</td>
</tr>
</tbody>
</table>

Revenues

![Revenues Chart](chart.png)
INVESTMENT OPPORTUNITIES IN TOURISM OF JERUZALEM DESTINATION, SLOVENIA (ORMOŽ ADMINISTRATIVE UNIT)

Opportunities for investors

- The brownfield and greenfield investments in tourism infrastructure and attractions, including many unused wine cellars and modern capacities in vineyards
- Investments in vineyards and wine cellars
- New construction or renovation of existing accommodation capacities and attractions
- Revival of the health and wellness tourism
- Tourism for people aged 50 and over
- Adventure tourism in the countryside
- Cultural tourism
- Hiking and cycling tourism
- Equestrian tourism
- Geomantic tourism
- Youth tourism
- Family tourism
- Excellent quality of life

Unforgettable experience for visitors

- The largest Slovenian wine cellar – Puklavec Family Wines d.o.o.
- The oil mill at Središče ob Dravi with centuries-long tradition
- The Ptuj-Ormož Regional Museum unit in Velika Nedelja and Ormož (traces of the past)
- The nature reserve of the Ormož basins (Drava River ecosystem near Lake Ormož)
- A wide range of local products
- Numerous events throughout the year
- Premium wines
- Excellent cuisine (the “kvasenica” cake, “tünka” meat, “priška gibanica” layered cake, “povitica” pie, blood and meat sausages, “krapci” buckwheat fritters, “mlinci” pasta, buns, sour soup etc.)
There is a wide range of industries pursued at business zones in the area. Zones with basic community infrastructure, zones which are yet to be fitted with community infrastructure, and industrial buildings, which offer everything for a quick start of an investor’s activities are available for use.

Advantages of business zones at the Jeruzalem destination

- Competitive land prices (from 10 to 20 EUR/m²)
- Support with administrative procedures
- Special national tenders co-financing financial incentives for investors
- Favourable location (proximity to Austria, Croatia and Hungary)
- Quick access to the motorway (approx. 25 km)
- Direct railway connection with Croatia, Austria and Hungary and
- Access to international ports and airports
### Ormož

#### Ormož business zone

<table>
<thead>
<tr>
<th>Zone surface</th>
<th>15 ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal infrastructure</td>
<td></td>
</tr>
</tbody>
</table>

Distance to

- 25 km
- 1 km

**Contact**

**MUNICIPALITY OF ORMOŽ**
Ptujska cesta 6, 2270 Ormož
Karmen Štumberger
T +386(0)2 741 53 04 E karmen.stumberger@ormoz.si
Boštjan Najžar
T +386(0)2 741 53 24 E bostjan.najzar@ormoz.si
www.ormoz.si

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#### Tovarna sladkorja d.d business zone (former sugar mill area)

<table>
<thead>
<tr>
<th>Zone surface</th>
<th>22 ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal infrastructure</td>
<td></td>
</tr>
</tbody>
</table>

Distance to

- 25 km
- own industrial railway track

**Contact**

Jurij Dogša
T +386(0)41 68 96 74 E jurij.dogsa@siol.net

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#### Business zone Ormož – clay pit

<table>
<thead>
<tr>
<th>Zone surface</th>
<th>67 ha (30+37) ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal infrastructure</td>
<td>The business zone does not yet have the full community infrastructure.</td>
</tr>
</tbody>
</table>

Distance to

- 25 km
- 1 km

**Contact**

**MUNICIPALITY OF ORMOŽ**
Ptujska cesta 6, 2270 Ormož
Karmen Štumberger
T +386(0)2 741 53 04 E karmen.stumberger@ormoz.si
Boštjan Najžar
T +386(0)2 741 53 24 E bostjan.najzar@ormoz.si
www.ormoz.si

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#### Središče ob Dravi

#### Lipje business zone (Središče ob Dravi)

<table>
<thead>
<tr>
<th>Zone surface</th>
<th>4.2 ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal infrastructure</td>
<td></td>
</tr>
</tbody>
</table>

Distance to

- 25 km
- 1 km

**Contact**

Jurij Borko, Mayor
T +386(0)31 611 674 E jurij.borko@sredisce-ob-dravi.si
T +386(2)741 66 10 E obcina.sredisce.ob.dravi@siol.net

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#### Sveti Tomaž

#### Sveti Tomaž business zone

<table>
<thead>
<tr>
<th>Zone surface</th>
<th>1.4 ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal infrastructure</td>
<td>The business zone does not yet have the full community infrastructure.</td>
</tr>
</tbody>
</table>

Distance to

- 25 km
- 13 km

**Contact**

Zinka Hartman,
*Director of Municipality Administration*
T +386(0)2 741 66 00 E zinka.hartman@sv-tomaz.si
The expert team at the Ormož Public Development Agency provides information on business opportunities to companies and offers assistance to domestic and foreign investors in the area of the Ormož administrative unit, while also working towards the internationalisation of the economy.

The Business Incubator Ormož would like to raise the level of innovation, technological development and research, and consequently contribute to the increase of added value in companies and the well-being of the entire population in the target area.

Ormož Regional Chamber of Craft and Small Business defends the interests of crafts and entrepreneurship in micro and small companies.
The Murska Sobota Development Centre is a leading regional development agency in Pomurje. RCMS is performing tasks under the Development Support for the Pomurje Region Act, which includes also the Jeruzalem Destination.

We can provide you with all the information and support you need for your business:

- We provide information on investment and development opportunities
- We deliver valuable insights on the business environment
- We arrange site visits and meetings with local authorities
- We arrange meetings with regional business partners and professional consultants
- We engage with legislators and lobby government to ease the current legislation
- We lobby for improved conditions for foreign investors
- We create taskforces around specific projects to ensure the best possible collaborative environment