

Slovenia / Country Profile

Economy overview

Source: EU Commission,
Country Report Slovenia 2016

Growth in private consumption has accelerated during 2016, driven primarily by employment growth, increasing wages, recovering housing market and increased household confidence. Due to this, the economy is forecast to keep growing above the estimated potential in 2017. Private investment is expected to pick up as capacity utilisation levels remain above their historical average. Slovenia remains to be the most developed market in South Eastern Europe, particularly known for high quality, precise production.



Key economic indicators and forecasts

Sources: European Commission and Danmarks Statistik

	2014	2015	2016	2017
GDP growth (% , yoy)	2,6	1,8	2,3	2,6
Inflation (% , yoy)	0,4	-0,3	0,9	1,5
Unemployment (%)	9,8	9,5	8,9	7,7
Exports to Slovenia (Mio. DKK)	572,2	606		
Imports from Slovenia (Mio. DKK)	1,401,1	1,372,2		

Market structure, characteristics and attractiveness

Slovenian market is small with 2 million inhabitants. On the other hand, Slovenia is currently the wealthiest country in the Central and Eastern European region in terms of GDP per capita with high purchasing power. The Slovenian economy is made up of services (about 64,4%), industry (33,4%), and agriculture (2,2%). The economy is highly dependent on international trade. Slovenia has a long industrial tradition and is attractive for Danish companies due to a strong manufacturing base and industry clusters, especially for development and production of advanced and innovative engineering products. This is the main reason for high negative trade balance and more than 3 times more imports to Denmark than exports. Skilled labour and production capacities are available in a range of industries, Slovenia is also attractive due to strategic logistic position in the heart of Europe as a gateway to the other markets and excellent transport and ITC infrastructure.

Market opportunities for Danish exporters

Energy projects, energy advisory services and plant equipment, renewable energies, heating products and equipment, environmental products and projects, infrastructure (railways, airports), e-health project and other ICT projects, advanced engineering products, professional, scientific and controlling instruments, services, tourism (hospitality, destination management), life sciences (pharmaceutical and medical equipment), logistics (sea, rail and road transport and services), marinas and ports (upgrading Port of Koper), urban regeneration and development projects.

Major sectors of interest for Danish companies

Major export products: medicaments, healthcare products, vaccines, measurement instruments, surgical instruments, electro-medical apparatus, clothing and footwear, valves, building products, sanitary towels and pads, meat products, animal food, machinery specialised for particular industries.

Sourcing: Automatic regulating or controlling instruments and apparatus (Danfoss with the development and production centre in Slovenia for the whole world), valves, design furniture and other design products (several famous Danish design companies (Muuto, By Lassen, Norrmade and others produce in Slovenia), electrical machinery and equipment, mechanical engineering, metal structures.

Logistics: sea and road transport companies Maersk, DSV, NJK, Shipco.

Pharmaceutical and healthcare companies: Novo Nordisk, Lundbeck, Billev Pharma, Coloplast, Widex. There are about 20 Danish businesses operating in Slovenia with their subsidiaries.