



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 %

Statistical Office of the Republic of Slovenia 2016

Slovenian cities/towns

City/Town	Distance in km
Maribor	55 km
Murska Sobota	35 km
Ljubljana	160 km
Koper	270 km

* Distance from Ormož

Towns/cities around Ormož within the 600 km range

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

* Road connection by google map

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

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

* 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.



Prague

Poland

Czech Republic

Germany

Slovakia

Vienna

Bratislava

Budapest

Austria

Graz

Hungary

Pomurje

Maribor

THE JERUZALEM
DESTINATION

Italy

Ljubljana

Slovenia

Trieste
Koper

Zagreb

Croatia

Novi Sad

n Marino

Serbia

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.

Montenegro

Podgorica

Kosovo

Rome



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 in Slovenia comprises the following municipalities: Ormož, Središče ob Dravi, Sveti Tomaž (Ormož administrative unit), and Ljutomer.

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.

4

A highly skilled workforce in a wider area.

2

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

5

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

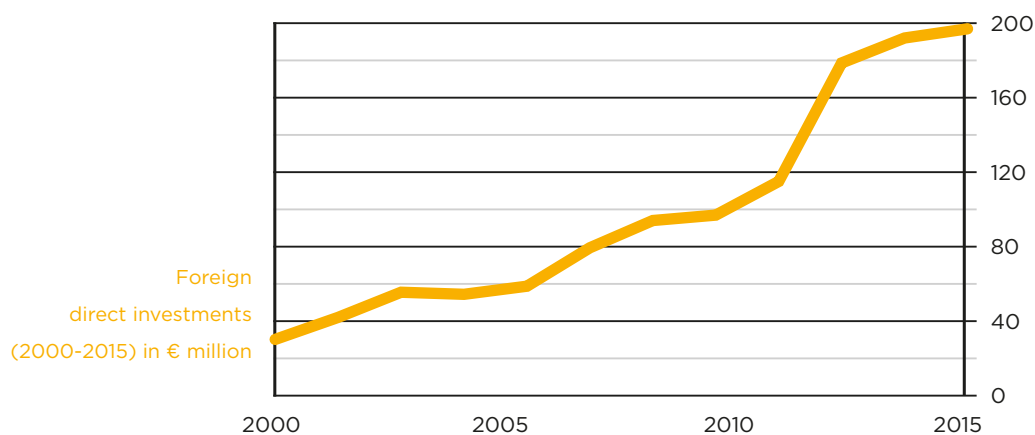
3

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

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.

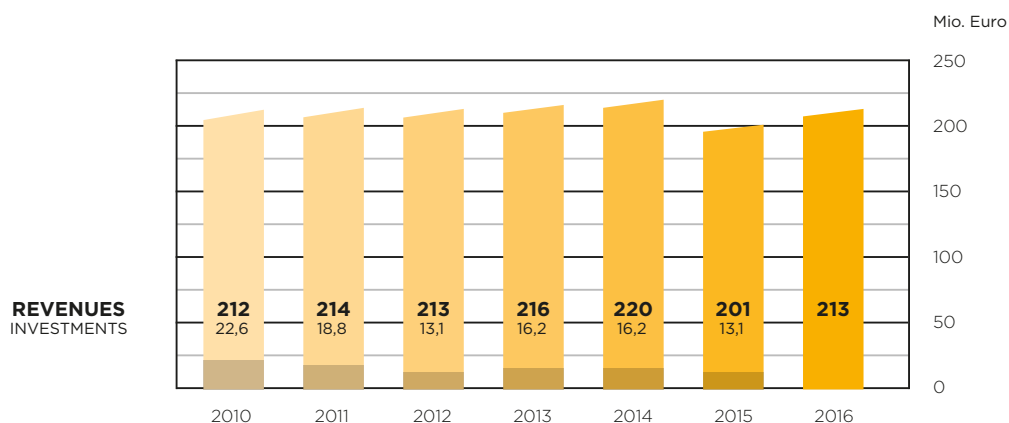
The 2016 economic structure of Jeruzalem, Slovenia (Ormož administrative unit), by company size

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

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

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

Revenues



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, “prleška gibanica” layered cake, “povitica” pie, blood and meat sausages, “krapci” buckwheat fritters, “mlinci” pasta, buns, sour soup etc.)

BUSINESS ZONES IN THE JERUZALEM DESTINATION, SLOVENIA (ORMOŽ ADMINISTRATIVE UNIT)

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.

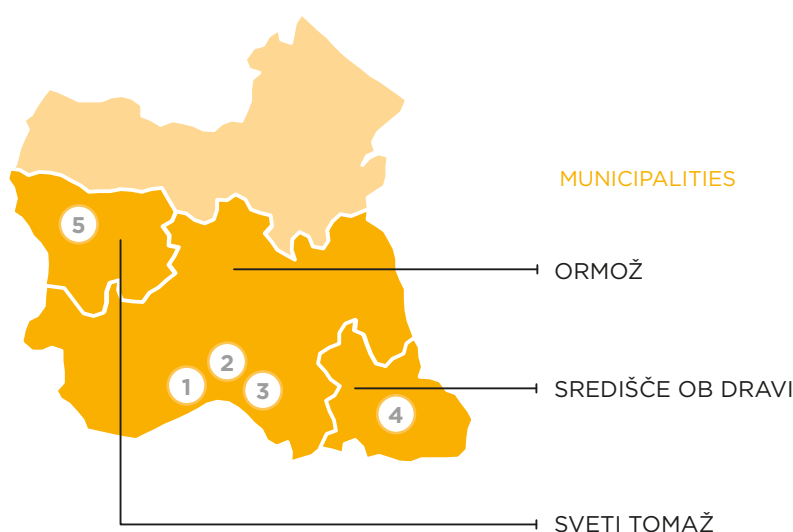
JERUZALEM DESTINATION

BUSINESS ZONES
IN JERUZALEM (THE ORMOŽ
ADMINISTRATIVE UNIT) **5**

AREA
212.47 km²

POPULATION
78 / km²

BUSINESS ZONES
105 ha



Municipalities	Municipality of Ormož, Municipality of Sveti Tomaž and Municipality of Središče ob Dravi
Zones	Ormož industrial zone, Ormož – clay pit, area of former sugar mill, Lipje business zone, Sveti Tomaž industrial zone
Total surface	105 hectares of business zones with possibilities of expansion, adapted to the needs of investors
Price range	from 10 to 20 EUR/m ²
Planned activities	Industrial manufacture, Production at the artisan level, Food processing, Warehouses for all types of goods, Wholesale and retail sale for mass consumption, General services, Automobile port, Catering service, Business incubator, Technology park, A solar power plant supplying buildings

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
- Rail freight corridor (RFC 6): Barcelona – Marseille – Milano – Ljubljana – Budapest – Zahony

Ormož

1

Ormož business zone

Zone surface **15 ha**

Municipal infrastructure



Distance to



25 km



1 km

Contact

MUNICIPALITY OF ORMOŽ

Ptujska cesta 6, 2270 Ormož

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www.ormoz.si

Ormož

2

Business zone Ormož - clay pit

Zone surface **67 ha (30+37) ha**

Municipal infrastructure

The business zone does not yet have the full community infrastructure.

Distance to



25 km



1 km

Contact

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Ormož

3

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

Zone surface **22 ha**

Municipal infrastructure



Distance to



25 km



own industrial railway track

Contact

Jurij Dogša

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Središče ob Dravi

4

Lipje business zone (Središče ob Dravi)

Zone surface **4.2 ha**

Municipal infrastructure



Distance to



25 km



1 km

Contact

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Sveti Tomaž

5

Sveti Tomaž business zone

Zone surface **1.4 ha**

Municipal infrastructure

The business zone does not yet have the full community infrastructure.

Distance to



25 km



13 km

Contact

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Director of Municipality Administration

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ELECTRICITY



WATER



SEWERAGE



PHONE



OPTICAL NETWORK



GAS



THE ORMOŽ MUNICIPALITY PUBLIC DEVELOPMENT AGENCY

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

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.



THE ORMOŽ MUNICIPALITY PUBLIC DEVELOPMENT AGENCY



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ORMOŽ REGIONAL CHAMBER OF CRAFT AND SMALL BUSINESS

Ormož Regional Chamber of Craft and Small Business defends the interests of crafts and entrepreneurship in micro and small companies.



ORMOŽ REGIONAL CHAMBER OF CRAFT AND SMALL BUSINESS



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DEVELOPMENT CENTRE MURSKA SOBOTA (RCMS)

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.



DEVELOPMENT CENTRE MURSKA SOBOTA (RCMS)



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- **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**



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