



European Union  
European Regional  
Development Fund



# AGENDA

## STUDY VISIT MARIBOR



Maribor Development Agency  
15<sup>th</sup> and 16<sup>th</sup> March, 2017

## Day 0: 14<sup>th</sup> March 2017

19.00 Dinner (project partners only)

## Day 1: 15<sup>th</sup> March 2017

9.00 – 9.30 Press Conference

9.30 – 10.00 Registration and Welcome Coffee

10.00 – 10.15 Welcome by **Mr. Mihael Leskovar, MRA**, executive Director

10.15-10.45 General overview of the regional policy for internationalisation of SMEs  
Ministry of Economic Development and Technology, DG Tourism and Internationalisation, **mag. Polona Jerina, Head of Division for internationalization and foreign direct investment, mag. Ana Božičnik, Senior Officer**

10.45-11.00 **Coffee Break**

**Presentation of identified Good Practices**  
**Role of diplomacy in internationalisation of SMEs**

11:00 – 11.20 GP#1: Slovenia`s Economic Diplomacy – Ministry of Foreign Affairs, Directorate for economic and public diplomacy, Department for Bilateral Economic Cooperation, **mag. Franc But, Ambassador**

11.20 – 11.40 **Financial support for internationalisation of SMEs**  
GP#2: Export Credit and Investments Insurance  
GP#3: Financial Services for Exporters  
GP#4: Funding of foreign subsidiaries  
GP#5: Analysis and information services for exporters  
SID Bank, **Mr. Roman Rojc, Executive Director**

11.40 – 12.00 GP#6: Equity financing in the form of seed and venture capital – Slovene Enterprise Fund, **mag. Andreja Črnčič, Adviser for EU and international cooperation**

12.00 – 12.20 GP#7 – Trade finance products – NLB BANK, Ms. Polona Žižmund, **Deputy General Manager**

- National agency for internationalisation**
- 12.20 – 12.40 GP#8: Export Window; GP#9: Business partnerships; GP#10: ITM; GP#11: Fairs; GP#12: Slovenian business clubs; GP#13: Market research; GP#14: New measures; GP#15: Individual fairs – SPIRIT, **Ms. Alenka Hren, Project manager**
- 12.40 – 13.00 Case study (linked to: GP#12): Slovene American Business Association, Cleveland, **Mr Jurček Žmauc, President**
- 13.00 - 14.00 Networking Lunch**
- 14.00 – 14.20 Case study (linked to: GP#13): Tiko Pro d.o.o., **Ms. Tjaša Kovačič Milošič, CFO**
- Regional and Local environment**  
**Role of Chambers in internationalisation**
- 14.20 - 14.40 GP#16 – Internationalisation Services - Chamber of Commerce and Industry of Štajerska, **Ms. Mojca Tominšek, Senior Expert**
- 14.40 - 15.00 GP#17 – Cross-border services – Regional Chamber of Crafts and Small Business Maribor, **Ms. Leonida Polajner, Director**
- 15.00 - 15.20 GP#18 – GoGlobal – Tovarna podjetov, **Mr. Jure Verhovnik, Head of the University Incubator**
- 15.20 - 15.40 Coffee Break**
- 15.40 - 16.00 GP#19 – IPR Services for internationalisation - TehnoCenter (University Maribor), **dr. Anton Habjanič, director**
- 16.00 - 16.20 GP#20 – Services for internationalisation - Styrian Technology Park, **mag. Matjaž Fras, Project manager**
- 16.20 - 16.40 GP#21 – Slovenian EEN Consortium and Internationalisation – **Mr. Vladimir Rudl, Head of Unit**
- 16.40 – 17.00 Wrap up conclusions
- 19.00 Dinner**

## Day 2: 16<sup>th</sup> March 2017

**9.00 - 13.00 Study visit to SMEs (Bus transfer from the City Hotel)\***

Company 1: Krebe-Tippo d.o.o.

Company 2: IOS d.o.o.

Company 3: Geberit Slovenia

**13.00 – 15.00 Lunch**

**15.00 – 18.00 Project Coordination Team Meeting:**

Overview of the Implementation of the project

PPs report on EE with the inputs for the Report no. 2

Discussion and Conclusions

**19.00 Dinner**

\*See appendix for brief introduction to the 3 in-situ study visits to SMEs.

Good practice study visit (in-situ)

## Case: Krebe-Tippo

Krebe-Tippo d.o.o. is a company over fifty years of tradition and experience in producing industrial washing and processing equipment. The company is constantly evolving and expanding, as well as following the changes in the market.



Our mission is to create high-quality and user-friendly solutions for processing laundry in close cooperation with our customers.

Our vision is to become the most flexible and innovative manufacturer of industrial machinery processing laundry.

The brands of HIMO – PRIMAT – TIPPO started manufacturing laundry equipment in 1956. It received the ISO 9001 certificate of quality in 1999.

In the recent years, the company has cooperated with various international companies in Europe:

- Salesianer Miettex is a Romanian family enterprise with branches: Austria, Romania, Serbia, Slovenia, Croatia, Czech Republic, Hungary and Slovakia. Krebe-Tippo equipped their new laundries based in Austria and Romania,
- ExpoDetergo is a fair specifically oriented to latest technology and innovative products in the field of laundry. Krebe-Tippo introduced its brand new concept of smart laundry process "516" at the fair in Milan in 2014,
- In cooperation with Kosovo based company Renelual Tahiri in the vicinity of Prizren and equipped their new laundry with two PCH-351 washing machines.
- Krebe-Tippo also equipped the Brolli laundry in Austria with two professional barrier washers: washer PCHS 161 and washer PCH 2001;

And outside Europe:

- Krebe-Tippo equipped a laundry in Riyadh, Saudi Arabia - Al-Rahden Company with 9 professional industrial washers installed in their new laundry,
- Krebe-Tippo washing machines are also the basis of the WASHSTATION, a new self-service laundry in New Zealand, designed to be attractive and comfortable for the user.

Good practice study visit (in-situ)

## Case: IOS

IOS is a research and development organisation that deals with the measurement, research, education and supply of scientific and professional information concerning renewable energy, environmental protection, sensors and new materials. It has 24 employees (mostly Ph.D.s) and 6 contractual partners.



IOS's strategy is to continually acquire new expertise and apply it to the economic and research area, both home and international.

The institute's mission is to use highly educated personnel and laboratories with the most advanced equipment possible in order to bring state-of-the-art technology into the economic environment.

The main activities of IOS fall into the following 4 categories:

**Sensors** - development of optical chemical sensors and biosensors, which do not require a reference cell to set, are small and practical, do not interfere with the magnetic field and can also be connected to optical fibres.

**Environmental Protection** - specialized to offer pilot plants for renewing special pollutants (heavy metals, endocrine inhibitors, phytopharmaceutical, pharmaceutical pesticides, etc, ...).

**Nanotechnology** - IOS continually develops new nanomaterials and nanotechnologies with the aim of aiding the development and study of technologically intriguing inorganic (metal and non-metal) oxide materials with specific physical properties arising from structural and chemical phenomena on the nanostructural and atomic level.

**Renewable energy** - promoting the concept of energy self-sufficient wastewater treatment and offer the technology for the efficient biogas production from the organic matter in wastewater, organic waste and other substrates thereby activating a massive energy potential.

## References

**Slovenia:** AMI, ČD-SHW, ECHO, Em.tronic, Energetika MB, Hach Lange, Hanna Service, IEI, Institute of Public Health Maribor, Jožef Stefan Institute, Karton Količevo, KIV, Kostak, Messer Slovenia, Mettler Toledo, Mlekarna Celeia, Municipality of Solčava, Mikro+Polo, Perutnina Ptuj, Pivovarna Laško, Pivovarna Union, Public utility company Velenje, RENI, Snaga, Tekstilna, TMI Košaki, TÜV Süd Sava, University of Maribor, University of Nova Gorica, VIPAP, ZEL-EN;  
**EU28:** B2AM Ltd. (HU), BOS1 SRL (IT), Brodarski institute Zagreb (HR), Dublin City University (IR), Friedrich Schiller University (DE), Goma-Camps stationery (ES), Istituto di Ricerca sulle Onde Elettromagnetiche Nello Cerrara (IT), Joanneum institute (AT), Karl Franzens University (AT), Kompetenznetzwerk Wasserressourcen (AT), Messer Group (DE), Messer Iberica de Gases (ES), ROTREAT Abwasserreinigung (AT), Safibra s.r.o. (CZ), University of Pecs (HU), University of Regensburg (DE), Wedeco Visa Water Technology (AT);  
**outside EU28:** Department of Chemistry and Biochemistry (US), EMPA (SZ) UCSD, Georgia Institute of Technology, Applied Sensors Laboratory (US), NATRON – HAYAT (BA), University of Belgrade (RS).

Good practice study visit (in-situ)

## Case: Geberit Slovenia

The beginnings of Geberit Slovenia production dates back to 1960, when Metalplast was founded in Maribor and moved to Ruše in 1965. It joined the Geberit group in 1997. It was in 2015 that the production line was moved to the new facilities.



*Our vision:* Through innovative sanitary solutions, we aim to bring about sustainable improvements to quality of life standards.

*Our mission:* We continuously further develop our products, systems and services and set new standards in our capacity as the market leader in sanitary technology.

*Our strategy:* The strategy of Geberit is based on our vision and our mission and is embedded in our brand values. These rest on four pillars:

- *Focus on sanitary technology*
- *Commitment to innovation*
- *Selective geographical expansion*
- *Continuous optimization of business processes*

The globally operating Geberit Group is a European leader in the field of sanitary products. Geberit operates as an integrated group with a very strong local presence in most European countries, providing unique added value when it comes to sanitary technology and bathroom ceramics. The production network encompasses 35 production facilities, of which 6 are located overseas. The Geberit family is headquartered in Rapperswil-Jona, Switzerland, with more than 12,000 employees in over 40 countries, with Geberit Slovenia.

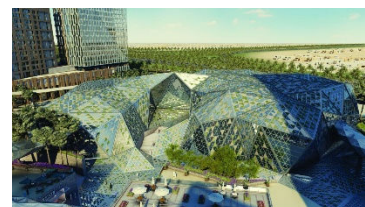
## References



Parkroyal on Pickering,  
Singapore



De Rotterdam,  
Rotterdam



The King Abdullah  
Financial District, Riyadh