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**SBRA**  
**Avenue Lloyd George 6 B-1000 Brussels**  
**Tel + 32 2 645 19 10**  
**Fax + 32 2 645 19 17**  
**E-mail: info@sbra.be**

**Members**  
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## Past, present and future demographic developments in EU of children and young people

Latest Eurostat figures released in March, suggest that there were 507 million inhabitants in the EU-28 in 2014. Of these, 79 million were children (aged 0–14), which was 10 million fewer than the number of young people (aged 15–29). As such, one third of the EU-28's population - almost 170 million inhabitants - were under the age of 30 in 2014, with children accounting for a 15.6% share of the EU-28's population and young people for a slightly higher share, 17.7%. The combined share of children and young people (those aged 0–29) in the EU's population fell from a high of 40.6% in 1994 to 33.3% by 2014.

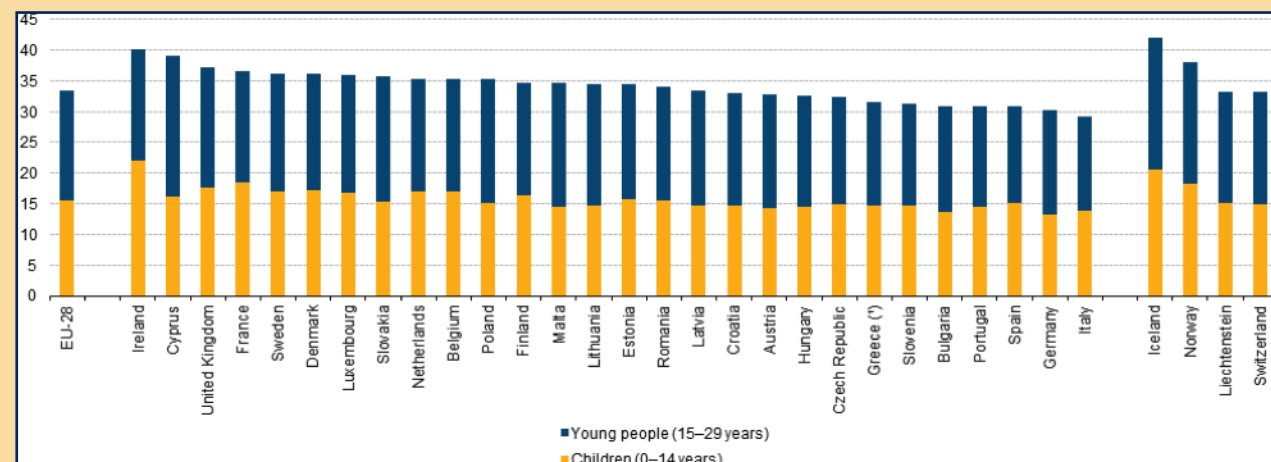
As the share of children and young people in the EU's population decreased, the relative importance of the elderly (65+ years old) grew. In 2014, those aged 65 or more accounted for almost one in five (18.5%) of the EU-28's population. The proportion of elderly persons in the total population climbed at a steady pace from 14.5% of the population in 1994, through 16.4% in 2004 to reach its relative high of 18.5% at the end of the time series. To give some idea of the speed of demographic change, there were 88.6 million children in the EU-27 in 1994 compared with 68.9 million elderly persons. 20 years later, figures for 2014 count 93.9 million people in the EU-28 aged 65 or more, compared with 79.1 million children.

This rapid acceleration in the share of the elderly was accompanied by an increase in the share of persons aged 30–64. People in this age group accounted for 44.9% of the EU-28's population in 1994 rising to 48.2% by 2014; these increasing shares may be attributed to the impact of ageing among the baby-boomer generation, as those born in the 1960s accounted for a growing share of the EU's working-age population. Population projections suggest that the share of the working-age population in the total population will start to decrease in the coming years, as more of the baby-boomer generation moves into retirement.

Ireland and Cyprus stood out as the most youthful nations in the EU-28, as the share of their population aged less than 30 accounted for around 4 out of every 10 people in 2014 (Ireland 40.1 % and Cyprus 39.0 %). Slovenia is found on the lower end of the spectrum, while the share of children and young people was lowest in Italy (29.2%) and Germany (30.1%).

According to Eurostat population projections, by 2080 the number of children and young people in the EU-28 is likely to be 162.2 million, which is 7.8 million less than in 2013. Although the EU-28 total population is projected to keep growing through to 2050, reaching 525.5 million, the share of children and young people in the total projected population will decrease from 33.5 % in 2013 to 30.8 % in 2050. Then, from 2050 to 2080, the share of children and young people is projected to slowly and continuously increase (reaching 31.2 % in 2080).

Share of children and young people in the population, 2014



Source: Eurostat

## Editorial



The privatization process continues to gather momentum, as several companies from the so-called "list of 15" were successfully sold to international investors. Most recently, Žito - the largest Slovenian factory of wheat products - was bought by Croatian food company, Podravka. This unsurprisingly sparked a heated debate, as it was yet another Slovenian company acquired by its Croatian neighbor. Croatian companies have now acquired Žito, Droga Kolinska (food processing company) and Mercator (one of the largest retail chains in the region). The current Slovenian government has gone ahead with the acquisitions which the previous government adopted, in order to remain a reliable international partner.

On a different note, I would like to say a few words about trust. Whom do Slovenians trust?

It is an important question, especially for those already engaged with Slovenia, as well as for those thinking of doing business in Slovenia. Public opinion polls - which asked respondents to mark their levels of trust and respect for state institutions - were initially carried out in 1991 and were repeated in 2012. The findings revealed that trust fell considerably for the Slovenian president; from a remarkable 68% in 1991, to just 34% in 2012. Similarly, the parliament suffered significant losses in trust, falling from 37% in 1991, to just 10% in 2012. The Catholic Church too saw its levels of trust fall from 29% to 19%, owing to a financial scandal over investments. On a positive note, trust for educational institutions has grown from 52% in 1991, to an outstanding 76% in 2012. Unions - as an obvious consequence of the crises - have also seen the level of trust rise, from just 15% in 1991, to 25% in 2012.

A. Prof. Dr. Draško Veselinovič  
 President, Management Board

## SBRA Welcomes New Member – Gorenje Group

With a continent-wide market share of 4%, Gorenje Group is the eight largest manufacturer of home appliances in Europe. In just 60 years, Gorenje has expanded into a multinational corporation and the Gorenje Group now includes 83 companies, 59 of which are located outside of Slovenia. In 2013, Gorenje entered into a partnership agreement with Panasonic, which bought nearly 13% of Gorenje's shares with an investment of 10 million EUR. The two companies have entered into a strategic partnership to share research and development expertise. With an international sales network present on every continent of the globe, which has been expanding for nearly half a century - and 95 percent of total output exported - Gorenje is Slovenia's most internationalized company.



Gorenje's core activity is the business field *Home* which includes products and services for the home: major domestic appliances, small domestic appliances, heating, ventilation and air-conditioning products and services related to the home, including design. Business field *Portfolio Investments* includes other activities of Gorenje, ranging from ecology and ecology-related services, tool-making, engineering, hotels and hospitality, services and trade.

Constantly in search of new, different, and innovative solutions, Gorenje is always open to daring ideas and forms of cooperation. Recently, Gorenje has also expanded its focus on EU-funded R&D projects.

## SBRA Welcomes New Member – Luka Koper

Luka Koper is a public limited company that provides port and logistics services in the port of Koper. The company is involved in international trade and international operations, consistently improving the quality of life of the surrounding area. Its core business covers cargo handling and warehousing services for all types of goods, complemented by a range of additional services for cargo with the aim of providing a comprehensive logistics support for its customers. The company manages the commercial zone and provides for the development and maintenance of port infrastructure.



Port of Koper is a multi-purpose port with the status of entry point for goods designated for European Union (border inspection post). The basic activity carried out at specialized terminals is complemented by a wide range of additional services that are available 24/7 all year long. In addition to Slovenia, the port's major inland markets are Austria, Italy, Hungary, the Czech Republic, Slovakia, Bavaria, Poland and the Western Balkans.

Luka Koper strives for quality services for its clients. For Luka Koper quality means satisfying and anticipating the needs and expectations of its customers: buyers, employees, shareholders and the environment. The company's business is not only to connect but also to be connected. Luka Koper aims to achieve this goal by participating as a member in several specialized associations as well as by active involvement in different EU projects.

## Business Briefs

### 500 Women Entrepreneurs Conference

For the third consecutive year, the 500 Women Entrepreneurs Conference was held in Ljubljana on 18 March 2015. The event was organized by three young entrepreneurs under the slogan "Together we can do more". The event offered the opportunity to connect Slovenian and foreign entrepreneurs, to share experiences, knowledge and ideas. The event brought together participants from various chambers of commerce, clubs, associations, societies and businesses.

### IMF urges continued effort to reduce state role in economy

IMF reiterated that Slovenia needs to continue focusing on reducing the role of the state in the economy. Privatization was one way of reducing the state's role in the economy, which is needed to boost economic efficiency and minimise risk to the taxpayer. In April Dutch brewer Heineken signed an agreement to purchase a majority stake in Pivovarna Laško for EUR 25.56 per share in a deal that values the entire company at about EUR 224m.

### Adria passenger numbers up



Adria Airways carried 203,633 passengers in the first quarter of 2015, an increase of 8% on the same period last year. Last year, Adria carried 1.113 million passengers and managed to emerge from the red. Its net profit topped EUR 921,000 and operating profit of EUR 3m. Adria's fleet is to be joined by another airbus, an A319, by the end of May. The recently announced Maribor-London route, which is to be launched in June, is selling even better than expected.

### Economic growth could reach 2.6% in 2015

The government's economic think-tank, the Institute for Macroeconomic Analysis and Development, has announced that Slovenia's economic growth is to stand between 2% and 2.6% this year, the latter

being on a par with last year's growth. Exports will be the key element, but their growth will be slightly lower than last year, standing at between 5% and 6%. The growth of investments and consumer expenditure is also expected to continue. A turnaround in all segments of the labor market is expected, and projections also indicate an improvement on the financial market.

## Research Briefs

### LIFE for European Forest Genetic Monitoring System



LIFEGENMON is a European project funded by LIFE Programme. In 6 years, a long-term European forest genetic monitoring system is going to be developed. The project's main aim is to find out whether the existing forest tree populations can ensure the survival and adaptability of future tree generations in the changing environmental conditions. The project consists of 6 partners from Slovenia, Greece and Germany and is coordinated by Slovenian Forestry Institute. Its budget exceeds EUR 5.5m. Recently, the project's first official report – the Inception report – was submitted to the European Commission.

The project website and social networks have also been established to support the project's communications. For further information, visit [www.lifegenmon.si](http://www.lifegenmon.si).

### IEDC - Bled School of Management marks two new major events



The beginning of 2015 was marked by two major events: the launch of the new educational program Advanced Management in Tourism and the first IEDC student successfully defending his PhD thesis.

The Advanced Management in Tourism is a new educational program for career advancement in tourism, which covers all major fields in tourism and their emerging trends, combining them with managerial disciplines. It is intended for managers working in the tourism, tourism specialists, government officials working in the tourism sector, as well as for entrepreneurs building their own business in tourism.

In mid-March, the first IEDC PhD candidate, Mr. Iztok Seljak, successfully defended his PhD thesis. Mr. Seljak comes from the 1st generation of PhD students, who started their four-year learning and research process in February 2011.

### Rector's Prizes for the Best Innovation of the University of Ljubljana



On 30 March 2015, the Rector of the University of Ljubljana, Prof. Dr. Ivan Svetlik, together with the managing director of the Ljubljana University Incubator (LUI), Dr. Lidija Honzak, and vice-rector of the University of Ljubljana, Maja Makovec Brenčič, awarded the Rector's prizes for the best innovation of the University of Ljubljana for 2015. The competition for the rector's prize for best innovation has been organised for the fifth year in a row. The prize for the best innovation went to the project titled "Printing Ink for Irreversible Temperature Indicators with Low-Temperature Activation". The authors of all three winning innovations have received support in the commercialisation of their innovations and a financial award from the Rector's fund.

The competition represents an encouragement for marketing all the technological and non-technological innovations and innovative entrepreneurial ideas created at the University of Ljubljana. The purpose of the competition is to encourage innovative individuals to commercialise their innovations - either in the form of their own company or in any other form (e.g. in the form of a patent).

## Regional Briefs

### The Unstoppable Force of Entrepreneurship Development

On 4 March 2015, the Regional Development Agency of Ljubljana Urban Region and Regional Development Center Zasavje organized the 5th conference 'Enterprisingly into the Business World – the Unstoppable Force of Entrepreneurship Development in Slovenia'. The event took place at the Ljubljana castle and hosted roughly 150 young entrepreneurs from all 12 Slovenian regions participating in the 'Enterprisingly into the Business World' program. Parallel to the conference, the budding entrepreneurs presented their business (ad)ventures to government representatives municipality officials, representatives of regional development agencies as well as other visitors at the market of business ideas.

### Slovenia gets its first Library of Things



The Savsko naselje (housing estate) Local Community Centre now hosts the first Library of Things in Slovenia. The special library which instead of books offers various practical items (e.g. tools, sports gear, toys, electronics, home appliances) to its members. Borrowing items not used regularly by a single person is an innovative approach to confronting the economic crisis, since it enables individuals to use items they might otherwise not be able to afford. Next to reducing financial costs, the 'sharing economy' saves space and fosters social capital at the neighborhood level (the space offers opportunities for socializing and cooperation not only through coincidental run-ins, but also through hosting various events). Establishing the Library of Things in Savsko naselje was a collaborative effort by ProstoRož, Slovenia Coworking initiative, the City of Ljubljana,

and the Regional Development Agency of Ljubljana Urban Region with invaluable participation by the local community.

### Online exchange of research assignments



The project MARATON promotes integration of enterprises, especially SMEs, with R&D institutions in order to promote the development of new products, services and technologies with greater added value in order to achieve more efficient and competitive SMEs. Within the framework of the project, a web-based application was developed, called "Online Exchange of Research Assignments". Companies must submit their research assignments into the database to be accessed by students for the purpose of undergraduate and post graduate research, and traineeship in connection with researchers-mentors from R&D institutions. The Exchange is free and open to all and encourages cross-border cooperation. The application also provides a link among businesses (B2B), students and researchers. The added value of the Maraton project is to contribute to the search and recruitment of research personnel and cross-border exchange of business ideas and workforce.

### Ljubljana receives Tourism for Tomorrow Award



Ljubljana was awarded the Tourism for Tomorrow Destination Award at the World

Travel & Tourism Council (WTTC) solemn event on 15 April 2015 in Madrid. The Tourism for Tomorrow Awards are based upon sustainable tourism principles and aim to educate and inspire tourism providers and destinations on how to improve their practice of sustainable tourism. They are regarded to be the highest accolade for sustainability within the global travel and tourism industry. Ljubljana has been long committed to sustainable development as is reflected in the sustainable development strategy of tourism in Ljubljana up to 2020. The Ljubljana stakeholders were given motivation for the mutual economic, environmental and cultural flowering by closing the centre to motor vehicles.

### Designing citizen-oriented public services



With public sector organisations facing numerous societal, environmental, and economic challenges on a daily basis, they have been evolving innovative approaches to addressing citizens' needs. Many of these involve design thinking for developing citizen-oriented public services and policies. To spark knowledge and good practice transfer, cooperation across different sectors and levels of governance, as well as the systemic use of design in public sector, the Regional Development Agency of Ljubljana Urban Region (RRA LUR) and its Regional Creative Economy Centre (RCKE) organized the 'Public Sector toward Development' symposium in February 2015 in Ljubljana. With the support of association Pekinpah, RRA LUR and RCKE highlighted the immense potential of creative industries for economic and societal development. The symposium was geared towards civil servants at national, regional, and local levels and hosted over 60 high-level officials.

Lilijana Madjar, directress of RRA LUR stressed, "Design thinking can transform good ideas into excellent practical solutions for end-users, proof of which are also numerous projects carried out by RRA LUR's own creative centre – RCKE."