



Business delegation of the Slovenian Furniture companies in the USA

Chicago

June 13. - 15. 2022



REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT
AND TECHNOLOGY



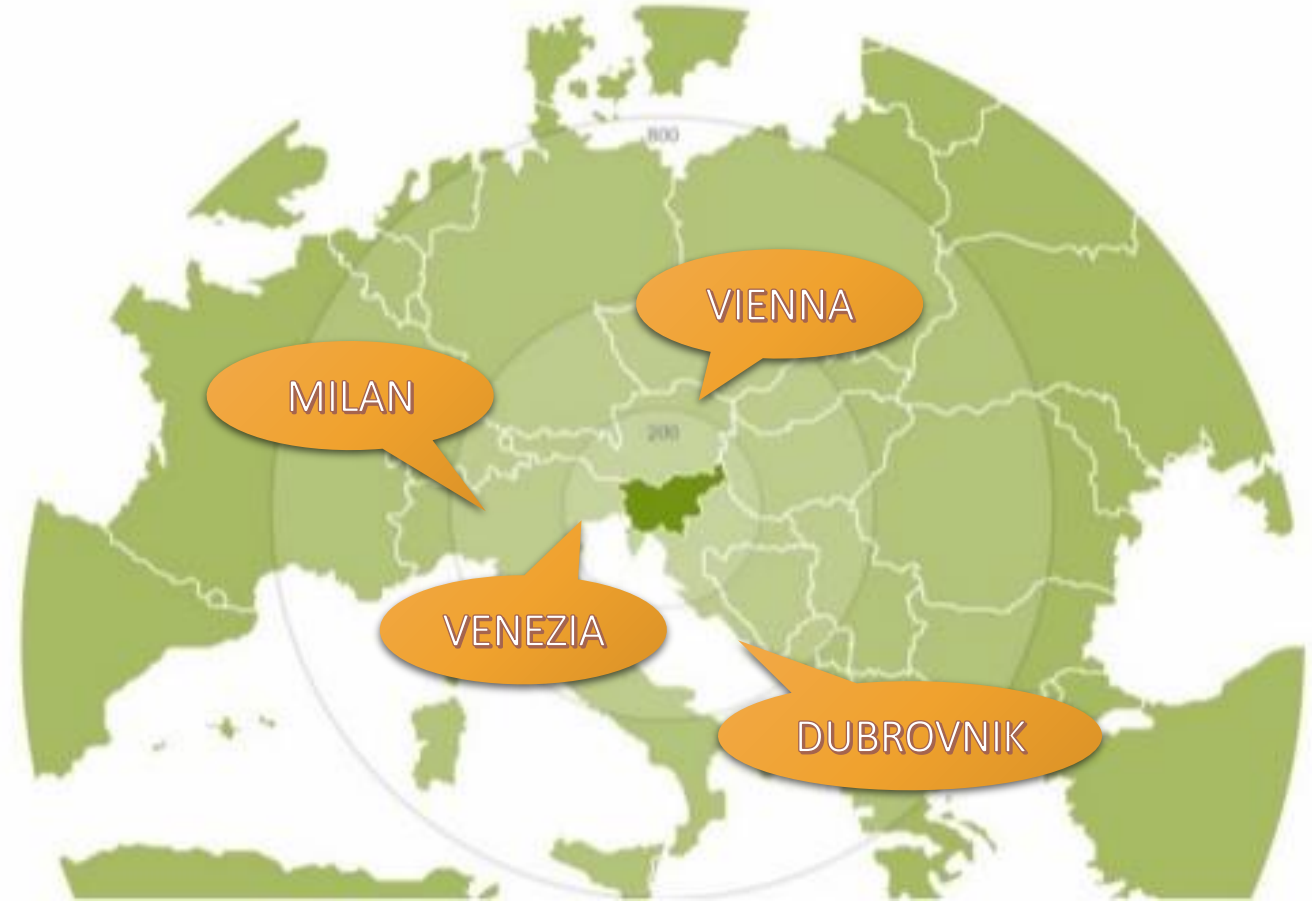
The delegation is partially co-financed by the Directorate of Woodworking at Ministry of Economic Development and Technology of Republic of Slovenia.

I FEEL SLOVENIA

Green. Creative. Smart.



AT THE CROSSROADS OF THE MAIN EUROPEAN ROUTES



I FEEL
SLOVENIA

Green. Creative. Smart.

Friendly growth environment (2021 est.)

GDP, real growth rate

8,1 %

GDP

56 bn \$

GDP per capita
(OECD, high-income)

26,000 \$

EU, euro-area, OECD
member

89% of EU-28 average



I FEEL
SLOVENIA

Green. Creative. Smart.

High dependance on exports (2021 est.)

Export share in GDP

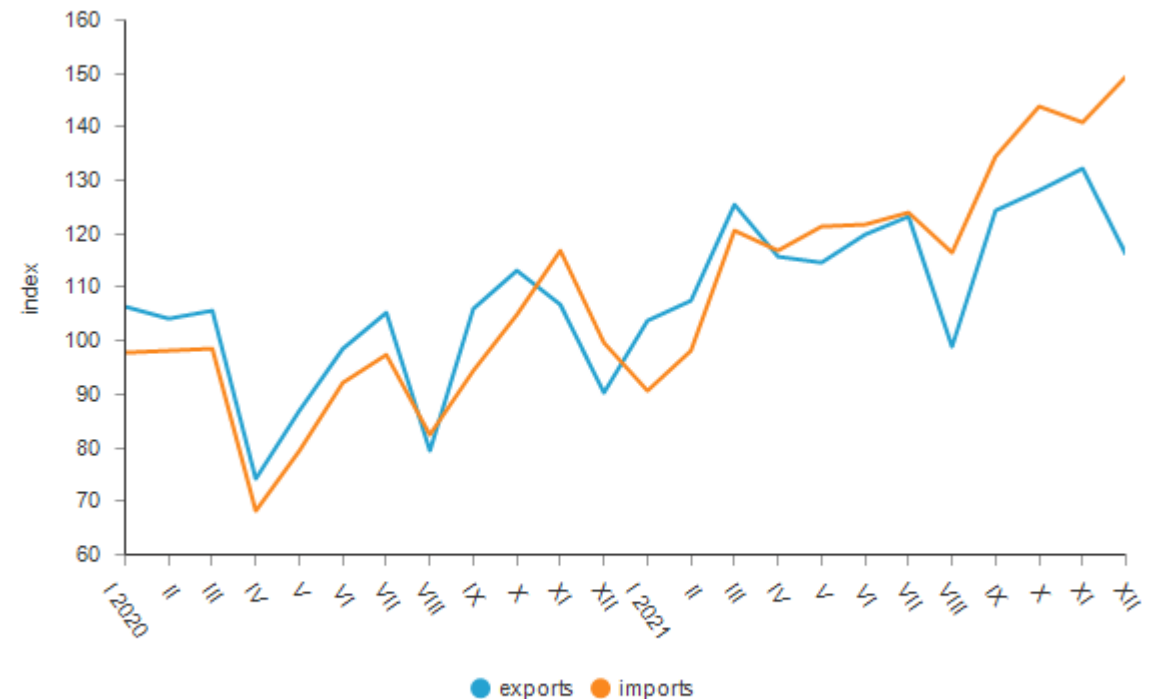
86%

Value of Export

42 bn \$

Slovenia exported most goods to;

- Germany (17.3%),
- Switzerland (13.4%),
- Italy (10.7%),
- Croatia (7.9%) and
- Austria (6.6%)

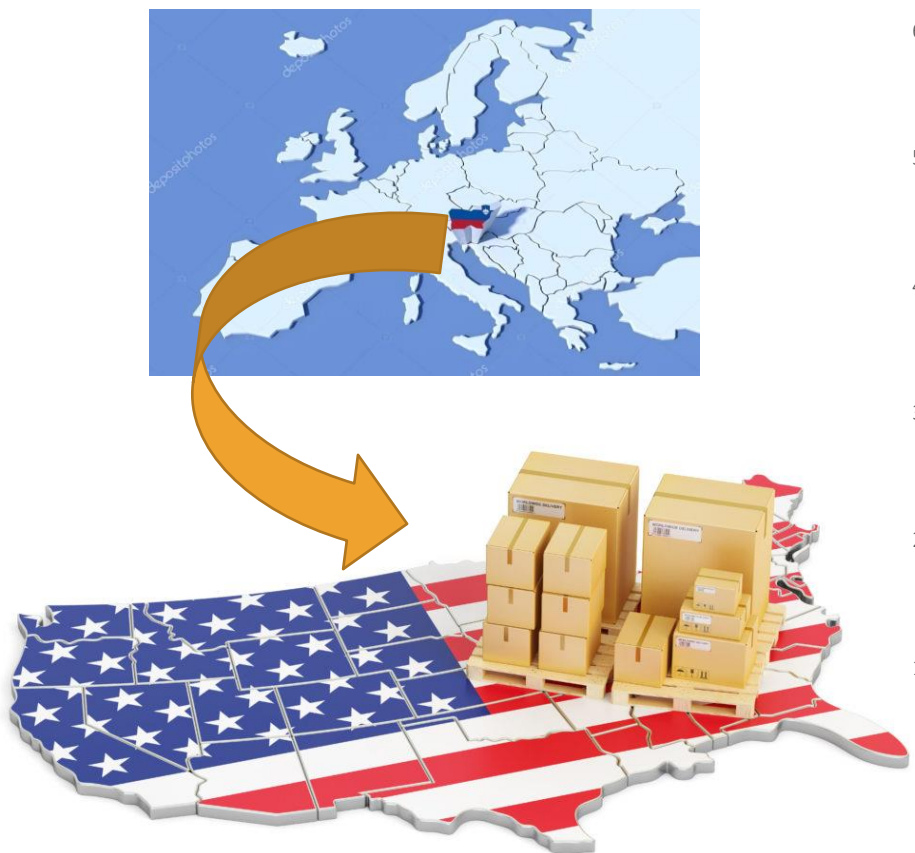


I FEEL
SLOVENIA

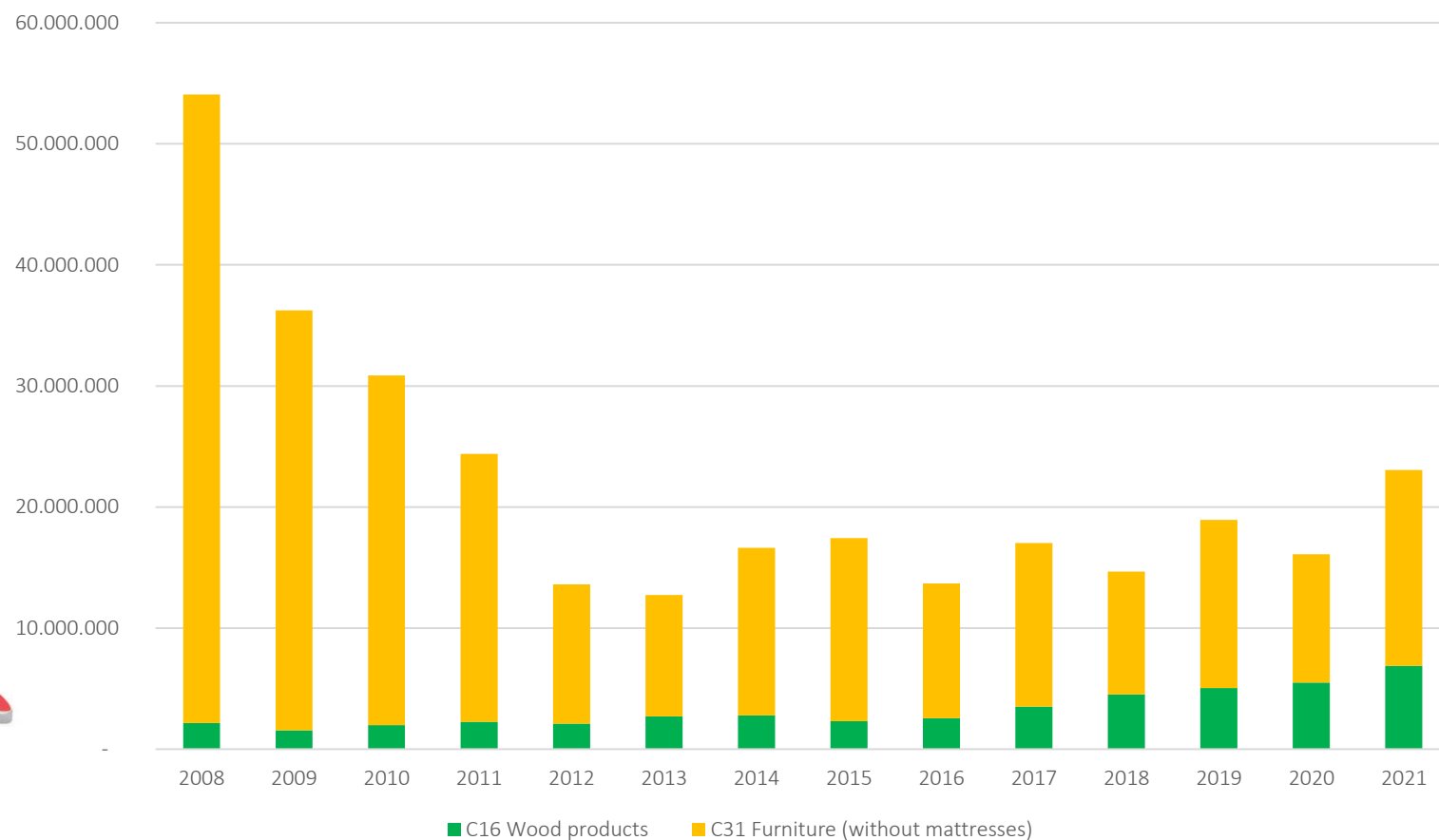
Green. Creative. Smart.

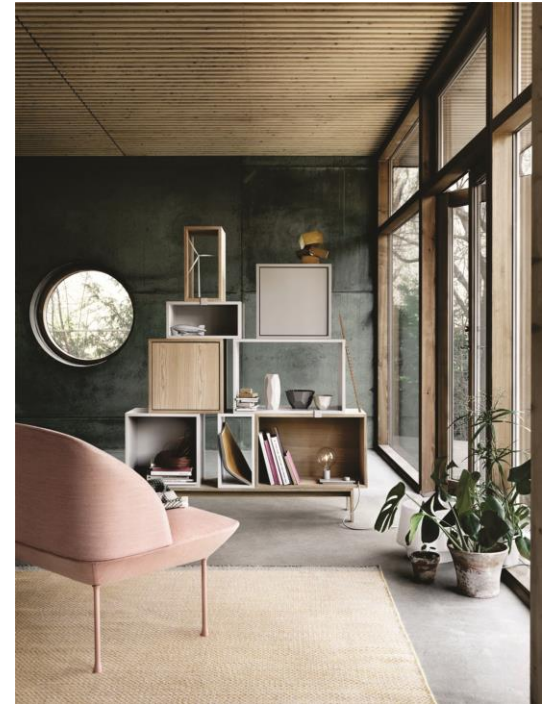
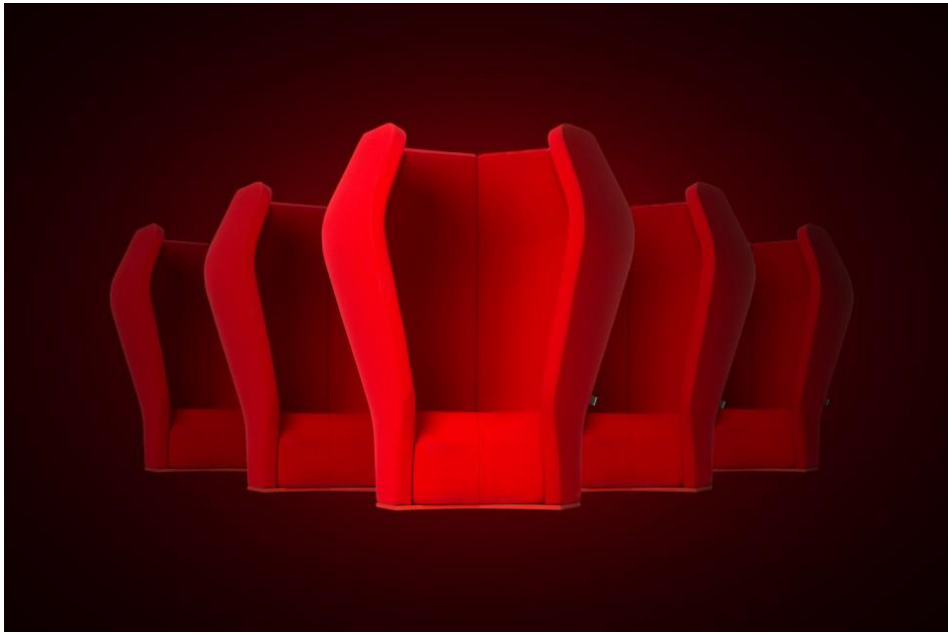
Export of Slovenian Furniture and wood products in USA

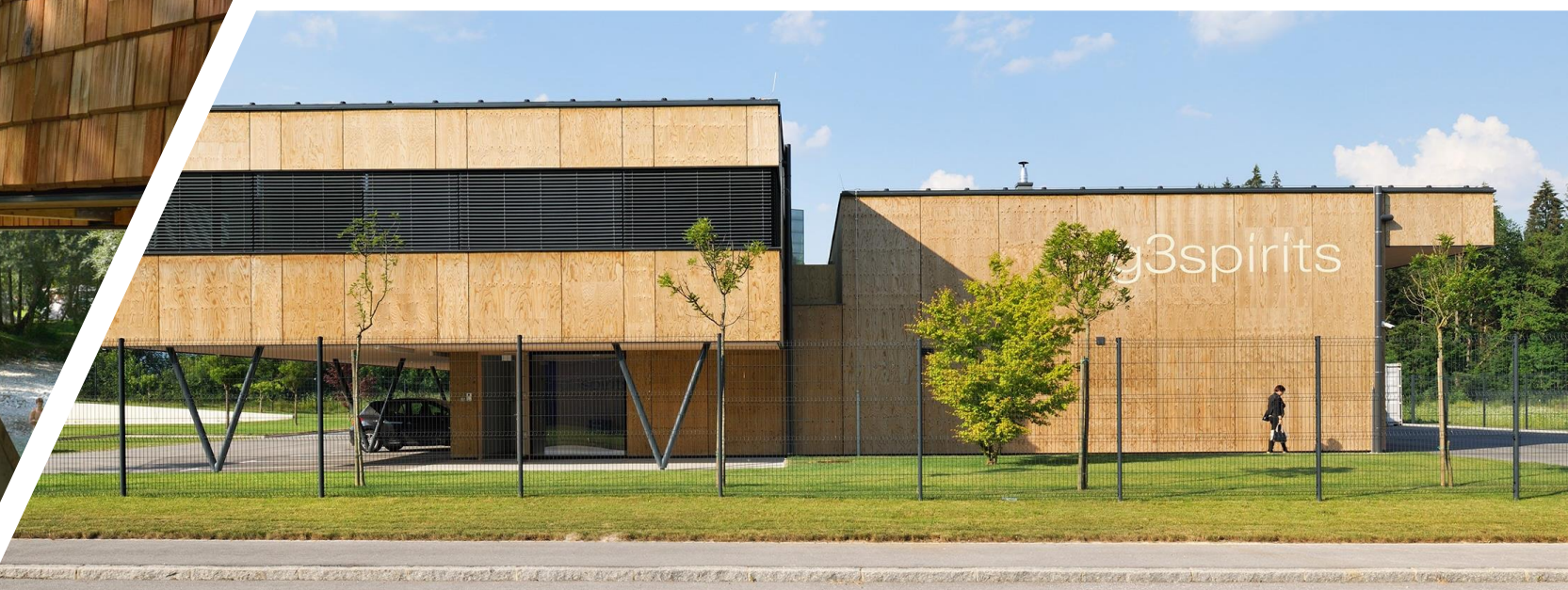
Slovenian Export of wood and furniture in 2021 reached 23 million \$



EXPORT, US, ACTIVITY OF PRODUCTS, 2021, USD









GOALS

Target market segments include;

Interiors, Office furniture, (Semi) Products for the furniture industry, Hospitality.

Targeted contacts are;

Interior designers, Architects, Contractors and Furniture retail chains, Furniture brand companies, Agents.



PROGRAM

June 13. 2022

The NeoCon fair visit + meetings

Presentation of the business environment in US

Common dinner for invited

June 14. 2022

The NeoCon fair visit + meetings

Presentation of the business environment in US

June 15. 2022

Scheduled business meetings



COMPANIES

**High quality European products,
Custom made, High reliability.**

- 1. VUDEX d.o.o., Slovenia**
- 2. Furniture Potocnik s.p., Slovenia**
- 3. Murales d.d. , Slovenia**
- 4. Donar d.o.o. , Slovenia**
- 5. L.ask d.o.o. , Slovenia**
- 6. Wood Industry Cluster Slovenia with mandate of eight European Furniture clusters from Sweden, Spain, Czech Republic, Romania and Bulgaria.**

VUDEX

We supply furniture

MAIN PRODUCTS:

We manufacture beautiful **wooden furniture** . We can source your designs, design to your requirements or propose our existing products for you to select from. We supply **furniture to retail chains and big contractors**. Among our clients you can find top retailers like John Lewis, M&S, Habitat France, Mater Design, Senator group and many more. We use predominantly beech and oak.

LOOKING FOR:

Contractors and Furniture retail chains
Furniture brand companies that need
manufacturing solutions

CONTACT:

Mr IGOR STEPANCIC

E: igor@ceta.si

W: <https://vudex-furniture.com>



POTOCNIK

od 1895



MAIN PRODUCTS:

Kitchens, interior doors and custom-made furniture. Unique custom made furniture which combines innovative design and functionality..

LOOKING FOR:

Interior designers, architects.

CONTACT:

Mr ALES POTOCNIK

E: ales@pohistvopotocnik.si

W: www.pohistvopotocnik.si



MURALES

MAIN PRODUCTS:

Solid wood furniture - chairs and tables. Our strengths are **high quality, modern design, stability of products and reliability by making business deals (due dates).** Final customers are manufacturers of solid wood furniture, wholesales, salesmen, buyers of solid wood furniture and engineering of interior.

Looking for

Cooperation with manufacturers of solid wood furniture.

Series of solid wood chairs and solid wood tables for new customers and deliver products for intermediate.



CONTACT:

Ms KATJA J.MIHORIC

E: katja.jmihoric@murales.si

W: www.murales.si



DONAR

MAIN PRODUCTS:

Responsible design for sustainable furniture. Earth.Intelligence.Comfort.

It's a decision to make the environment and society your main business partners and clients.

That's our reason to use responsible design for the production of sustainable furniture.

At Donar we don't want to make sustainability an option we want to make it the only option.

Using trash as an industrial material of the future is our call.

Future is here.

LOOKING FOR:

Architects/Architectural Studios,

Interior designers, Contract,

Furniture dealers/Retail chains/Distributors.

CONTACT:

Mr IVAN UKMAR

E: ivan.ukmar@donar.si

W: www.donar.si



Lask^{fl}

MAIN PRODUCTS:

Solid wood chairs and tables as well as wooden components and semi-assemblies. We have a heritage of product design and manufacturing skills, and now working with notable design/contract practices to develop market-leading contemporary products. Working mostly with sustainable hardwoods we also have a specialist plywood line and combinations with other materials such as metal and upholstery.

LOOKING FOR:

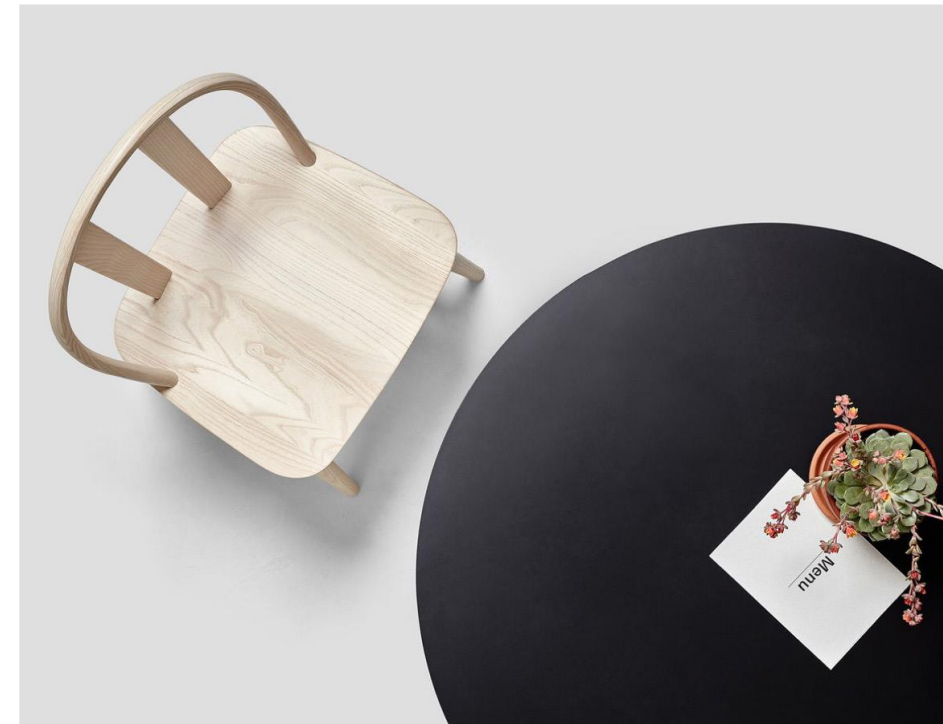
Contractors and Furniture Retail Chains; Design Practices or Brands requiring specialist development.

CONTACT:

Mr ALEKSANDER LIEBER

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W: www.lask.si



WOOD INDUSTRY CLUSTER



MAIN PRODUCTS:

In addition to other activities, the Wood Industry Cluster Slovenia supports Slovenian furniture manufacturers in appearance in foreign markets. It has been operating since 2000 and is established by industry, research institutes and the state. It has the mandate of eight European furniture clusters from Sweden, Spain, Czech Republic, Romania and Bulgaria to explore "hot spots" of furniture in US and obtain general information about the US market and specific about furniture market.



LOOKING FOR:

Information about the US and Furniture market.
Key persons who are willing to become Ambassadors of European furniture clusters in the US.

CONTACT:

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Business delegation of Slovenian Furniture companies in the USA

Organized by



CONTACTS for Business meetings:

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Supported by



<https://eng.gzs.si>



The Slovenian-American
Business Association

www.sloaba.com



Project of eight European
Furniture clusters

www.fgoi.eu