



POMURSKI TEHNOLOŠKI PARK

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Director



KDO SMO:

- ✓ Družba registrirana leta 2003
- ✓ d.o.o. (neprofitnega značaja)
- ✓ Lastniki: RRA Mura, Mestna Občina Murska Sobota, Občina Ljutomer, Občina Odranci

STORITVE:

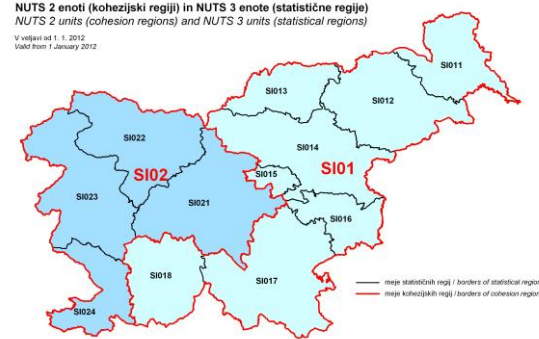
- ✓ Vzpodbujanje **nastajanja novih podjetij**
- ✓ Vzpodbujanje raziskovalno razvojnih aktivnosti za **obstoječa podjetja**

REZULTATI:

- ✓ Število ustanovljenih podjetij do danes: **142**
- ✓ Število zaposlenih po AJPEŠ: **več kot 550**
- ✓ Prihodki podjetij v 2013: **čez 100 mio EUR**
- ✓ Odstotek preživetja podjetij: **85,1%**
- ✓ Učinek na proračun pomurskih občin: **300.000 EUR / letno**

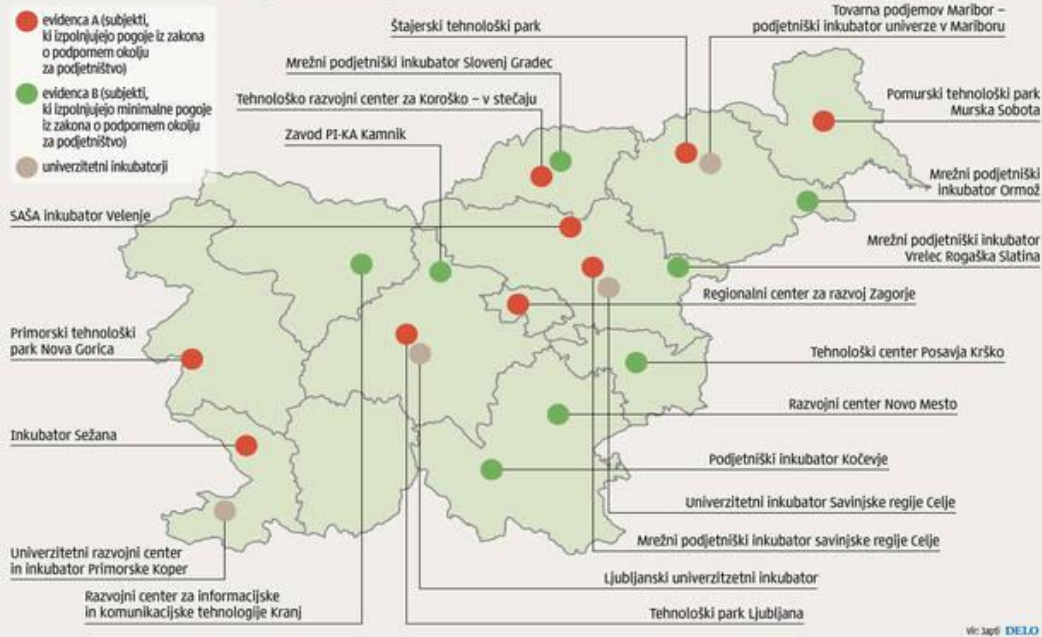


NUTS 2 enoti (kohezijski regiji) in NUTS 3 enote (statistične regije)
NUTS 2 units (cohesion regions) and NUTS 3 units (statistical regions)
V veljavi od 1. 1. 2012
Valid from 1 January 2012



Vir: Statistični urad Republike Slovenije, Geografski inštitut Republike Slovenije
Source: Statistical Office of the Republic of Slovenia, Surveying and Mapping Authority of the Republic of Slovenia

Podjetniški inkubatorji v Sloveniji



Pomurje
TECHNOLOGY PARK

INFRASTRUCTURE

- A1) Location MURSKA SOBOTA
- A2) Location LJUTOMER
- A3) Location ODRANCI

► START:UP CENTRE

- B1) Start:up Geek House
- B2) Business Planning Center
- C3) Start:up Slovenia competition
- B4) Start:up Mentor Programme

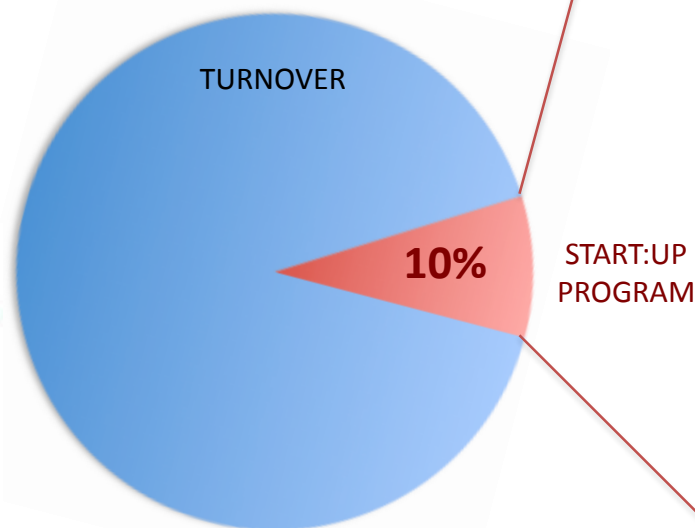
► GO:GLOBAL - services for growth

- C1) Entrepreneurial MBA programme
- C2) 1:1 mentoring programme
- C3) Lean product development
- C4) Become investment ready
- C5) Entering foreign accelerators
- C6) Monitoring Start:up companies
- C7) Platform for global growth

► FINANCING

- D1) Subsidies
- D2) Credits and Guarantees
- D3) Student scholarship

INITIATIVE
**START:UP
SLOVENIA**



All technology parks in SLO are based on infrastructure and start:up services! **WE ARE NOT!**

Don't get stuck in the middle!

10% Differentiation

Porsche, Ferrero



80% Stuck in the middle

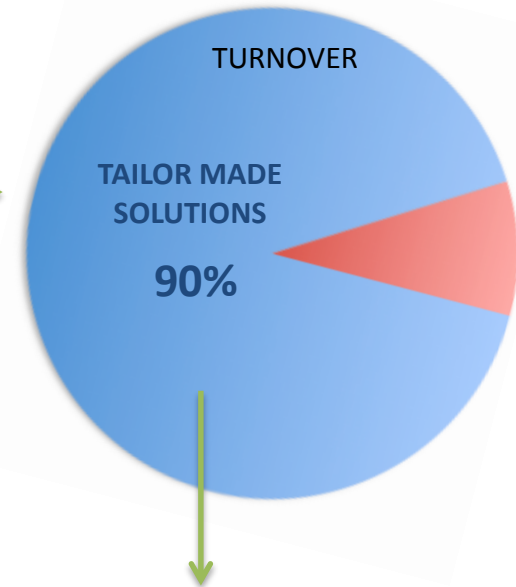


10% Cost Leaders

Aldi



Scherer, H. Jenseits vom Mittelmaß. Unternehmenserfolg im Verdrängungswettbewerb, Gabal Verlag, Offenbach 2009, S.39.



TAILOR-MADE SOLUTIONS



Mechatronics

(mechanical, electrical, ICT and control engineering)

Metal & Polymer

(automotive industry, kitchen appliances)

Health & Food

(products, technologies, design, branding)

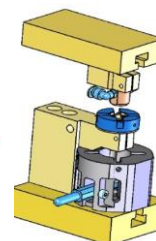
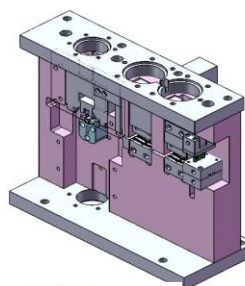
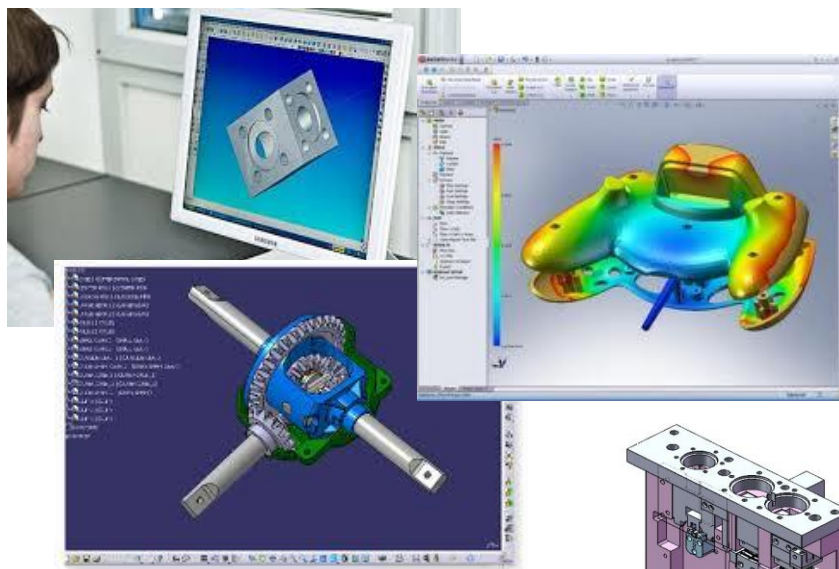
ICT

(business tools, telecommunication - digital broadcasting)

Own RD department registered at
national research agency

Institute for applicative biotechnology

Institute for advanced technologies and communications



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Consumers and users of products and technologies from technology park members



Hvala za pozornost!

