



# Special Reports

FINANCIAL TIMES

# Slovenia

The Financial Times proposes to publish this FT Report on December 1, 2009.

(Advertising copy deadline: November 21, 2009).

*We plan to include the following features (please note that this list is provisional):*

## **1. Introduction**

Slovenia has led a charmed life since it exited the chaos of the Yugoslav Federation in 1991 with barely a shot fired. With its high level of integration with the Austrian and German economies, the country has enjoyed almost two decades of near-uninterrupted growth, while a policy of maintaining state control of strategic industries in an economy that was already the most advanced in central and eastern Europe meant Slovenes suffered little of the pain of transition that so afflicted its neighbours in central and eastern Europe. But with western European demand down and state finances more stretched than ever before, the country is facing a period of deep uncertainty. While the streets of the capital Ljubljana are still busy, the signs of the downturn are more visible in many secondary cities, where unemployment has been rising.

## **2. Politics**

When Borut Pahar's centre left government took power almost 18 months ago, it looked as if Slovenia was well-placed to weather the storm of a global slowdown. Now, with government finances under pressure, and state-owned enterprises being forced to make deep cutbacks, the government has its work cut out managing Slovenia's most serious economic crisis since its independence in 1991.

## **3. Economics**

Even late last year, it looked as if Slovenia was weathering the storm of the financial crisis relatively comfortably. With its well-developed small business sector which is deeply integrated with the engine-room of Europe's industrial economy in Austria and southern Germany, most remained optimistic that Slovenia's model of private business with heavy state involvement would emerge from this crisis unscathed as it has from all others. But with the European car industry in the doldrums and Slovenia's many small auto suppliers suffering, and competitiveness under pressure as the eurozone

member sees its competitiveness undermined compared to its neighbours, most now expect the coming years to be difficult.

**4. Banking**

With loan-to-deposit ratios by regional standards and with several major banks still partially controlled by the state, Slovenia's banking sector looks very different from its neighbours'. While those banks with foreign owners are being forced to adjust to their parents' changed circumstances, the local players, including the Nova Ljubljanska Banka, the country's market leader, are also having to adapt, trimming lending as non-performing loan ratios rise.

**5. The Industrial Slowdown**

A look at the impact of the downturn on Slovenia's manufacturing sector.

**6. The Wine Industry**

A look at one of Slovenia's major growth industries.

**7. Regional Profile**

A look at an up-and-coming secondary city.

**8. Tourism**

A look at a popular tourist hot-spot.

**9. Foreign Investor**

A profile of a major foreign investor.

**10. Domestic Company**

A profile of an innovative and fast-growing local company.

**11. Guest Column**

This column, by a prominent local businessman, takes an insider's look at the challenges facing Slovenia in the crisis.

**12. Who's Who**

Pen portraits of six prominent Slovenes who will shape the country's development into the next decade.

## **Editorial Information**

**PLEASE NOTE:** Special Reports are written by FT staff journalists and a small number of selected freelance writers. They will be specialists in the field and already have regular contacts to update them. It is therefore difficult for an unsolicited submission to be so compelling that it forces its way on to a writer's agenda. However, it does happen occasionally. We ask that all submissions be sent to [ftreports@ft.com](mailto:ftreports@ft.com), from where they are forwarded to the appropriate writer. Please also note that due to the volume of material received, it is not always possible to acknowledge or reply to every submission.

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