

Gz.at INVITATION TO PARTICIPATE IN A BUSINESS FORUM ON THE OCCASION OF FIS WORLD CUP IN CROSS COUNTRY SKIING – PLANICA 2019

December 20, 2019, Planica Nordic Center

The public agency SPIRIT Slovenia and the Ministry of Economic Development and Technology, in cooperation with the Ski Association of Slovenia, are organizing a **promotional business forum on 20. December 2019**, prior to the 2019 FIS World Cup cross country race in Planica that will take place from 21. December to 22. December 2019. The forum will focus on business opportunities relating to the sporting events and competitions that will take place in Planica in the next four years – until and including the 2023 Nordic Championships.

Business opportunities will be presented by the municipality of Kranjska Gora and the Ski Association of Slovenia. Director of Seefeld Nordic Championship 2019 will also take part to share his valuable experience on how to prepare for the Championship and what opportunities are available to businesses. The Ski Association of Slovenia will prepare the FIS Nordic World Ski Championships as a "smart event" and will also present some business opportunities in this regard.

The purpose of the event is to present projects related to sporting events in Planica, Pokljuka and Kranjska Gora; exchange of experience; and an opportunity for business networking between Slovenian, Austrian and Italian companies.

For the business forum participants **Ski Association of Slovenia will also have some VIP tickets available** to watch the races on Saturday, December 21st and Sunday, December 22nd.

Detailed program for the event:

- 09:30** Arrival and Registration
- 10:00** Introduction and opening:
 - Municipality of Kranjska Gora: Mr. Janez Hrovat – Mayor
 - City of Trbiž: Mr. Renzo Zanette – Mr. Renzo Zanette
 - Planica Nordic Center: Jelko Gros – Director of the Sports Institute of the Republic of Slovenia
 - Ski Association of Slovenia: Franci Petek PhD. – Director
- 10:15** Presentation SPIRIT: Vid Habjan - Head of Foreign Direct Investment Promotion Sector (SPIRIT Slovenia)
- 10:30** Presentation of major sporting events under the auspices of the Ski Association of Slovenia until 2023 and potentials for cooperation: Director of the Winter Sports Promotion Institute SLOSKI - Tomaž Šušteršič
- 10:45** Experience and best practice examples from the last Nordic World Championship Seefeld 2019: CEO - Christian Scherer

- 11:00** Integration of the local community into the organization of the Nordic World Cup 2023 and development opportunities: Director of the Public Tourism Office Kranjska Gora - Blaž Veber
- 11:15** Q&A with speakers
- 12:00** Guided tour of the Nordic center and the cross-country skiing tracks that are being prepared for the competition - NC Planica representative
- 12:30** Business lunch and networking
- 14:00** Conclusion

We invite **all interested business representatives** to attend the Planica Economic Forum and to submit an electronic application **by December 18, 2019 at the latest**. Contact: office@sgz.at.

Transport and hotel accommodation costs are covered by the participants.

For more information, please contact Marija Dragovic on 059 089 501, or send an e-mail to marija.dragovic@spiritslovenia.si.

With kind regards,

Ajda CUDERMAN
director