

- high-quality products
- renewable energies
- tourism

# RegioMarket



## Alpine Space

Optimizing Regional Marketing and networking for development of a corporate marketing and branding strategy for the entire Alpine Space



Product Group Food, Final Conference, 13th/14th February 2008

Report by project partner

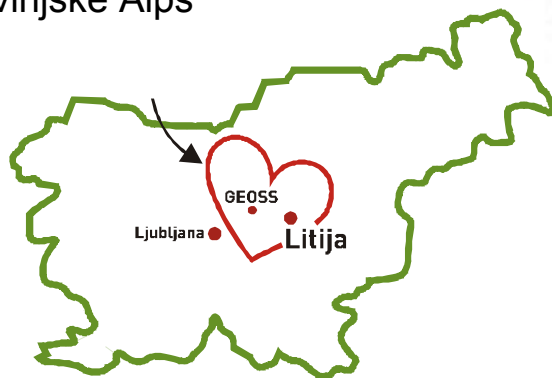
**DEVELOPMENT CENTRE LITIJA**

Saša Ceglar



## Our Region

- Central Slovenia – 14 municipalities
- 1.195 km<sup>2</sup> (6% of Slovenian territory), 160.000 inhabitants
- 3 natural regions: Sava plain, Posavsko hills, Kamniško Savinjske Alps





## Our Region





## Our Region





## Challenges before RegioMarket

- Rich cultural heritage including culinary specialities but no protected products
- Diverse NGO structure but no common coordination
- High rate of daily commuters to Ljubljana
- No (regional) quality systems for products&services
- Unrecognised, not connected tourist offer
- Unused potentials, undiscovered natural values
- No common identity of the region



## Steps in RegioMarket

1. Regional SWOT analysis
2. Promotion and start of a protection process for “jetrnica” sausage
3. Development of a regional brand “Srce Slovenije”/Heart of Slovenia
4. Regional marketing concept for the region Heart of Slovenia
5. Implementation activities

## Results of RegioMarket Activities (1)

- Evaluation of jetrnica sausages within traditional regional event “Zasavčeva Klobasarija in Bunkucarija”, January 2007





## Results of RegioMarket Activities (2)

- Developed regional brand “Srce Slovenije”/Heart of Slovenia – umbrella brand







## Results of RegioMarket Activities (3)

- Web site [www.srce-slovenije.si](http://www.srce-slovenije.si)





## Results of RegioMarket Activities (4)

- Promotional brochure “Welcome to the Heart of Slovenia”





## Results of RegioMarket Activities (6)

- Presentation at regional events (fair in Postojna, Levstik hiking from Litija to Čatež,...)
- Excursion to Vulkanland, Austria





## Lessons Learnt

- Derive from the concrete area and its needs when preparing a project
- Efficient project management – consider in description of project activities
- Use assistance of NCP and LP
- Speciality of work in a partnership – transnational activities, knowledge transfer, cultural differences
- Inclusion of the region in EU dimension
- Make the most of it!



## Remaining Challenges and Plans

- Continuation of started activities:
  - Upgrade of existing quality criteria – regional level, implementation
  - Elaboration of a brandbook - “Srce Slovenije”
  - Qualification of bidders
  - Strengthening of common identity

RegioMarket has opened new possibilities:

- New established partnerships
- New transnational projects 2007-2013
- New friendships

## Remaining Challenges and Plans



## At the end...







**Center za razvoj Litija d.o.o.**

**Development centre Litija, Slovenia**

[www.razvoj.si](http://www.razvoj.si)

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***Thank you all project partners,  
special thanks to LUBW***

