

AMCHAM  
& SPIRIT SLOVENIA

*Business Development Delegation  
Las Vegas 2025*

## THE REIMAGINED FUTURE WITH CES 2025

LAS VEGAS, NEVADA,  
JANUARY 6 - 11, 2025



REPUBLIC OF SLOVENIA  
MINISTRY OF THE ECONOMY,  
TOURISM AND SPORT

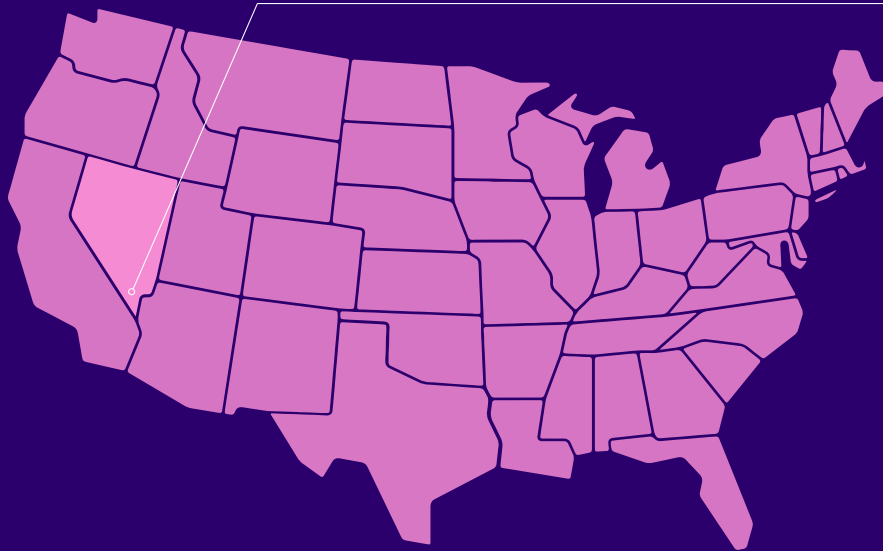


January 6—11, 2025

AmCham & Spirit Slovenia Business Development  
Delegation to Las Vegas, Nevada

# The Reimagined Future With CES 2025

Las Vegas



# THE U.S. EMBASSY IN LJUBLJANA

*is proud to support AmCham Slovenia's business delegation to the 2025 Consumer Electronics Show (CES) in Las Vegas, Nevada.*

**C**ES is globally recognized as the premier technology event of the year, drawing innovators, thought leaders, and entrepreneurs from around the world to showcase the latest advancements in technology and explore cutting-edge solutions to some of the world's most pressing challenges.

As a hub for technological advancement, the next CES provides an unparalleled platform for Slovenian businesses to engage with global industry leaders, learn about the latest innovations, and demonstrate Slovenia's growing leadership in technology and innovation. CES also provides a unique environment for Slovenian companies to connect with U.S. counterparts, exchange ideas, and to expand existing or explore potential commercial opportunities. Slovenian businesses will be at the forefront of global conversations about solutions to critical challenges, from sustainability and climate change to digital transformation and artificial intelligence. It is also an invaluable chance to build the relationships with U.S. investors, partners, and customers who can help bring their innovations to market on an international scale.

The U.S. Embassy is committed to strengthening economic ties between Slovenia and the United States. We are confident that Slovenia's participation at CES will not only promote Slovenia in the global tech community but also contribute to a strong transatlantic partnership and building a sustainable, technology-driven future.



**MELANIA ARREAGA**  
Chargé d'Affaires,  
U.S. Embassy in Ljubljana



## ESTEEMED BUSINESS LEADERS,

*It is my honor to address you as part of the Slovenian business delegation to the Consumer Electronics Show (CES). Your presence here reflects Slovenia's commitment to fostering innovation, embracing emerging technologies, and building global partnerships.*

Slovenia has long been recognized for its ingenuity, entrepreneurial spirit, and technological excellence. Our thriving startup ecosystem, supported by academic institutions and forward-thinking R&D, consistently produces solutions that transcend borders.

The Embassy of Slovenia in the United States strongly supports and promotes business development and internationalisation of globally oriented Slovenian businesses, as well as deepening of bilateral economic relations with the United States, arising from and evolving in the framework of the Strategic dialogue. The Embassy advocates the ambitions and engagement of Slovenian entrepreneurs and companies with strong business abilities and interest in cooperation with US partners, and those detected by their counterparts. They all contribute significantly to strengthening of Slovenian economy and its visibility.

This year's CES highlights advancements in artificial intelligence, sustainable technologies, digital health, robotics, and mobility—areas closely aligned with Slovenia's strategic priorities. By visiting CES, you all can forge valuable connections, gain insights into trends, and explore collaborations to strengthen Slovenia's global tech presence.

The Slovenian delegation represents a diverse cross-section of our technological landscape. From pioneering startups to established innovators, each participant brings unique expertise. This diversity is a key strength, enabling impactful solutions to global challenges.

I encourage all delegates to engage fully in CES's forums, exhibits, and networking opportunities. Whether participating in panels, meeting investors, or exploring markets, the possibilities are unparalleled. Immerse yourselves in the spirit of innovation and collaboration that defines CES.

***I wish you a productive and inspiring experience. May this journey open doors, spark ideas, and solidify Slovenia's role in the global technology landscape. Together, let us innovate, collaborate, and lead toward a connected and sustainable future.***



**H.E. IZTOK MIROŠIČ**

Ambassador,  
Embassy of the Republic of  
Slovenia in Washington D.C.



**REPUBLIC OF SLOVENIA**  
EMBASSY IN WASHINGTON

# A JOURNEY THAT PROMISES INSPIRATION,

*collaboration, and the exploration of new opportunities.*

*I*t is my great pleasure to welcome all of you to this exceptional business delegation to Las Vegas, Nevada, a journey that promises inspiration, collaboration, and the exploration of new opportunities. At the heart of this visit lies the Consumer Electronics Show (CES) – a global hub for groundbreaking innovations, cutting-edge technologies, and visionary companies that continue to shape the future. CES offers insights that inspire businesses to push boundaries and foster transformative ideas.

The delegation- as ours- underscores the vital importance of international exchange and developmental visits. Such initiatives are crucial for nurturing business ties, encouraging knowledge transfer, and strengthening strategic partnerships on a global scale. We say Slovenia is right-sized and boasts exceptional niche companies that are global leaders in their respective sectors. With a robust ecosystem of innovative businesses, we stand as a premium partner for U.S. companies looking for specialized solutions and strategic alliances. Furthermore, Slovenia serves as an excellent gateway to the European market, offering a dynamic business environment, world-class expertise, and unparalleled agility. Our companies are well-positioned to provide cutting-edge technologies, sustainable solutions, and niche products that resonate with the evolving demands of the global economy. As we embark on this delegation, I encourage all participants to embrace the opportunities ahead, foster meaningful connections, and share ideas that drive mutual growth. Let us pave the way for new success stories between Slovenia and the United States.

*Many thanks to all our hosts and partners in Nevada.  
May 2025 be a year of success and great opportunities.*



**AJŠA VODNIK**

MSc, CEO,  
AmCham Slovenia  
Chair, AmChams in Europe



# SLOVENIA - A HUB FOR EXCELLENCE AND PROGRESS

*W*ith great pride and enthusiasm, we are pleased to introduce a distinguished delegation of Slovenian businesses eager to exchange knowledge, forge meaningful connections, and draw inspiration from one of the world's most dynamic business hubs - Las Vegas, Nevada.

This catalog serves as a gateway to Slovenia's innovative and forward-looking business environment. We invite you to explore exciting opportunities for collaboration with our companies, known for their excellence, agility, and global ambitions. Slovenia is renowned for its dynamic market, exceptional emphasis on research and development, and cutting-edge solutions in key sectors, such as advanced mobility, biotechnology, and transformative technological innovations. These competitive advantages pave the way for strong synergies with leading industries worldwide. From life sciences and high-tech manufacturing to the automotive and energy sectors, Slovenian businesses are ready to serve as strategic partners, delivering expertise, innovation, and value to shared endeavors.

I encourage you to meet our delegation—a group of Slovenia's most forward-thinking business leaders and innovators. Their ingenuity, commitment to sustainability and green mindset, have helped position Slovenia firmly on the global stage as a hub for excellence and progress.

At SPIRIT Slovenia Business Development Agency, we are dedicated to facilitating successful partnerships. Our team stands ready to provide strategic insights, industry-specific expertise, and hands-on assistance to support your business interests with Slovenian companies.

We deeply appreciate your warm hospitality and are confident that this delegation will spark valuable collaborations, groundbreaking innovations, and enduring partnerships.

***We look forward to building a prosperous and inspiring future together!***



**ROK CAPL**

Director  
SPIRIT Slovenia Business  
Development Agency





## VIDA DOLENC POGAČNIK

COO & International  
Cooperation Director,  
AmCham Slovenia



# BUSINESS DELEGATION EXECUTIVE



*A*mCham Slovenia, in collaboration with SPIRIT Slovenia, is excited to co-lead The Reimagined Future delegation to Las Vegas, Nevada. This marks the 15th business and development delegation jointly organized with SPIRIT Slovenia. This year, the focus is on CES 2025, the world's largest and most influential technology event. CES is a global hub for innovation, bringing together top industry leaders, startups, and visionaries to show technologies that shape the future. This delegation offers Slovenian businesses a unique opportunity to engage with trends, connect with global decision-makers, and showcase their expertise.

AmCham Slovenia has been a trusted partner in fostering international collaboration and creating global pathways for Slovenian companies to succeed. AmCham connects businesses with resources, knowledge, and op-

portunities to develop in international markets, particularly in the United States by facilitating business delegations, supporting startups, and hosting networking events. Initiatives such as strategic delegations to key U.S. innovation hubs, including Texas, North Carolina, South Carolina, and Nevada, and the Startup Overseas Programs highlight AmCham's commitment to empowering companies through exposure to global best practices and industry leaders.

Through The Reimagined Future delegation, participants will gain insights into new technologies presented at CES, strengthen ties with global partners, and enhance their competitiveness. AmCham Slovenia continues championing cross-border collaboration and innovation, enabling Slovenian businesses to lead and grow.

*Let's Reimagine the Future Together!*

# BUSINESS DELEGATION PARTNER

## *Discover sLOVEnia!*

*W*e are happy to share Slovenia's innovative ideas, creative talent, and smart solutions during this year's delegation to Las Vegas 2025. This visit is a great chance to meet leaders, explore new partnerships, and strengthen business ties with companies shaping the future in technology and other industries.

Slovenia is a trusted and forward-looking business partner. Located in the heart of Europe, our country offers easy access to Southeast European markets, a skilled workforce, and strong research and development support (R&D). These qualities make Slovenia great for innovation, manufacturing, and business growth.

By visiting the Consumer Electronics Show (CES) 2025, our delegation aims to learn about the latest technologies, exchange knowledge, and explore new op-

portunities for collaboration. This will provide a unique opportunity to engage with others, understand trends, and build relationships that can open doors for future cooperation.

The United States is among the most important trade partners and the biggest foreign investor. We value this strong connection and see this visit as another step toward growing partnerships and increasing trade. Breaking into the U.S. market takes time and preparation, and we are proud to support our companies in offering high-quality products and new solutions to meet market needs.

*We thank everyone who has helped us with this mission and shared valuable advice. We look forward to building new partnerships and working together during the visit to Nevada and beyond.*



**DAŠA AVSEC**

Regional secretary,  
Spirit Slovenia



# BUSINESS DELEGATION PARTNER

## *Why Choose Nevada?*

Nevada is renowned for its business-friendly environment, offering low regulation, streamlined licensing and approval processes, and a tax structure that supports growth. As the fastest-growing state in the nation and a leader in private sector job creation, Nevada is a prime destination for businesses.

Located in the Pacific Time Zone, Nevada provides unparalleled market access, neighboring the world's fifth-largest

economy. The state boasts pro-business support, a skilled workforce, an affordable quality of life for families, and a thriving innovation ecosystem.

Home to the lithium capital of America and emerging as a hub for sports business, Nevada is a land of opportunity.

*We warmly invite you to join us in Nevada and look forward to collaborating with you on your journey to success.*

**DIJANA MITROVIC**

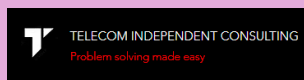
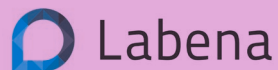
CEO,  
DM Global Consulting

**DM**

GLOBAL CONSULTING

LAS VEGAS

# COMPANIES



# ABELIUM

*A*belium is a high-tech company that specializes in transforming visions into reality by researching complex business problems and developing skills, standards, technologies, tools, models, and solutions.

We've been solving problems and implementing digital solutions for over a decade. Our clients come from different backgrounds, but they are all united by the same ambition - to create a world-changing solution powered by breakthrough technology.

Our team of renowned experts makes implementing information systems, mathematical algorithms, and advanced digital solutions far less challenging.

Every solution is built on the principles of long-term business sustainability.

We strive to improve businesses by introducing them to the digital world and by solving issues on a global scale using innovative applications from interdisciplinary fields of mathematics, data and cutting-edge computer science.

*We deliver business solutions with added value based on years of experience and ongoing research.*



## COMPANY

Abelium d.o.o., Research and Development

## INDUSTRY

IT

## WEBPAGE

<https://abelium.com/en/>

## CONTACT

Jernej Borlinić,  
CPO



#### COMPANY

ACEX, digital solutions, Ltd.

#### INDUSTRY

IT

#### WEBPAGE

<https://acex.si/en/>

#### CONTACT

**Boris Horvat**  
CEO

**Tile Šarlah**  
CFO



## ACEX

*W*e lead complex projects in data-driven industries, energy, finance, and sustainable sectors through digital transformation, value chain digitalization, and enhanced traceability. Our expertise includes managing financial and fintech risks, promoting green investments, managing energy portfolios and developing prediction models, algorithms, and oracles using advanced mathematical and statistical methods.

We focus on signal modelling, time-series predictions, machine learning for decentralized systems, creating interactive analytical and network dynamics tools. Our specialization in Web 3.0, decentralized protocols, automation, cybersecurity, smart algorithms and DevOps allows us to drive innovation. Committed to the green transition, we invest in and support regional sustainability projects, energy use optimization, fostering digital transformation and creating high-value businesses.

*By laying the foundations for a greener economy, we contribute to a sustainable future for society.*

# A1

*A*1 Slovenija is a part of A1 Telekom Austria Group, leading provider of digital services and communications solutions in Central and Eastern Europe. Together we are offering a state-of-the art network infrastructure and strive to empower digital life of more than 24 million users in areas of communications, payment, entertainment services and integrated business solutions. In Europe, the Group operates also in Austria, Bulgaria, Croatia, Slovenia (A1), Belarus (velcom), Republic of Serbia (Vip mobile)

and Republic of Macedonia (one.Vip). Headquartered in Vienna, the Group is a European unit of América Móvil, one of the world's largest wireless services providers.



**COMPANY**  
A1 Slovenija

**INDUSTRY**  
Digital services and communications solutions

**WEBPAGE**  
[www.a1.si](http://www.a1.si)

**CONTACT**  
Dejan Turk,  
CEO



**COMPANY**  
D2S d.o.o.

**INDUSTRY**  
Energy Sector

**WEBPAGE**  
[www.d2s-energy.com](http://www.d2s-energy.com)

**CONTACT**  
Msc. Damjan Stanek,  
Founder

## D2S

Existing critical infrastructure, including electricity, telecommunications, and transportation infrastructure, has served users well for centuries. Today, however, it faces new challenges arising from security and reliability requirements, environmental concerns, demographic changes, the evolution of consumer services, and the rapid development of new technologies.

*D2S, with its network of partners and diverse experience in infrastructure, helps companies meet these challenges, introduce new technologies, and identify viable business opportunities.*







**COMPANY**  
Forvis Mazars

**INDUSTRY**  
IT Assurance and Advisory

**WEBPAGE**  
[forvismazars.com/si/en](https://forvismazars.com/si/en)

**CONTACT**  
Uroš Žust  
Partner

## FORVIS MAZARS

*A*t Forvis Mazars, our IT assurance advisors take an integrated, risk-based approach to provide deep insight into technology risks. We offer extensive sector experience across a broad spectrum of technology consulting and assurance solutions, covering IT audit, information security, cyber security, IT legislation and regulation compliance, data protection, IT risk management and IT due diligence services.

**forvis  
mazars**

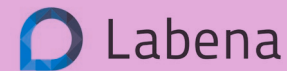


# LABENA

Established in 1993, Labena Group is a family-owned business headquartered in Slovenia, with offices in Croatia, Serbia, Bosnia & Herzegovina, North Macedonia, and Montenegro. Initially focused on sales and service of specialized equipment for the pharmaceutical, food, and materials industries, as well as research and academia, Labena has evolved into a dynamic organization with four main pillars:

- Distribution, Servicing, and Application Support for Laboratory Equipment,
- Contract Research and Development Organization for (Bio)Pharma and Biotech,
- Laboratory and Commercial Interior Design, including Furniture Production and Installation,
- Labena Ventures, a Corporate Ventures Accelerator.

In 2016, Labena acquired a CRO laboratory certified for GMP and accredited by EMA and FDA. Starting with 12 employees, the lab specialized in drug manufacturing protocols and pharmaceutical testing. Today, it employs over 55 people, including 20+ PhDs, driving innovation in pharmaceutical development.



**COMPANY**  
Labena d.o.o.

**INDUSTRY**  
Biotechnology

**WEBPAGE**  
<https://labena.si/>

**CONTACT**  
Borut Čeh,  
CEO



#### COMPANY

Labena Ventures d.o.o.

#### INDUSTRY

Biotechnology

#### WEBPAGE

<https://labenaventures.com/>

#### CONTACT

Boštjan Čeh,  
Head of Business Development

# LABENA VENTURES

*L*abena Ventures empowers CEE startups to scale globally. We take high-potential startup ventures on a fast-paced learning journey to help them explore and access business opportunities. Through highly-customized programmes, mentoring dedicated experts, as well as access to our vast network of business partners and investors, we help startups from all stages and across various industries on their way to international success.

Labena Ventures, program aimed at scouting the most promising innovative startups and emerging companies throughout the Biotech, Pharma and Health value chains.



# MARAND

*M*arand is a forward-thinking enterprise software solutions company specializing in digital transformation for telecommunications, digital service providers, and financial institutions. Founded with a mission to empower businesses through innovative technological solutions, the company has established itself as a leader in developing flexible, customer-centric software platforms.

At the core of Marand's approach is a deep commitment to understanding and solving complex business challenges through cutting-edge technology. The company offers a comprehensive suite of CSP software solutions, including a AI assisted unified product catalog, customer inventory management, configure-price-quote systems, customer relationship management, and billing platforms.

Technically distinguished by its cloud-native microservices architecture, Marand holds prestigious certifications including TM Forum Ready for

ODA status and a golden badge for TM Forum Open API compliance. The company's team of certified professionals in Java, Oracle, Scrum methodology ensures high-quality, standards-compliant software development.

The company serves a diverse range of markets, including telecommunications companies, internet service providers and insurance companies. With a strategic objective of enabling business agility and supporting digital transformation initiatives, Marand continues to be at the forefront of technological innovation.

*The company's professional services team specializes in comprehensive business analysis, ensuring that each solution is precisely tailored to the specific needs of their clients.*



MARAND

## COMPANY

Marand d. o. o.

## INDUSTRY

Information and Communication Technologies

## WEBPAGE

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

## CONTACT

Andrej Marčič,  
Founder





#### COMPANY

Red Pitaya d.o.o.

#### INDUSTRY

High-tech electronics

#### WEBPAGE

[www.redpitaya.com](http://www.redpitaya.com)

#### CONTACT

Mateja Lampe Rupnik,  
CEO

## RED PITAYA

*R*ed Pitaya is a pioneering company in the high-tech electronics industry, providing affordable, high-performance test and measurement tools for engineers, educators, and industry professionals.

At the core of our innovation is the Red Pitaya board—an open-source, reprogrammable device that serves as an oscilloscope, spectrum analyzer, Bode analyzer, and more, all in one portable solution. Designed to replace expensive lab instruments, it is ideal for prototyp-

ing, testing, and educational applications. Trusted by global leaders across diverse industries, Red Pitaya combines precision, flexibility, and affordability, empowering professionals to explore new possibilities and turn their ideas into groundbreaking solutions.



# ROBOTINA

*T*ECHNOLOGY: Based on 30 years' experience in outstanding industrial control technology Robotina is proud to provide industrial grade IOT backbone technology: Cybro-3 IIOT controller platform, EDGE software with entangled digital twins and HIQ Universe, the Cloud based enabling platform.

DC IQ for DATA CENTRES: Battery monitoring and management (BTMS) optimize DC power supply and dramatically reduce risk of failure. Artificial Intelligence failure prediction, accurate state of charge and state of health calculation, virtually eliminate failures and reduce maintenance expenses and risk. DC IQ and BTMS protect investment, reduce expenses and risk and improve TIER ranking of any data centre. Product can be used whenever power reliability is critical: telecom, energy, airports, banks, defence, etc.

Smart Spaces for HOSPITALITY & SMART OFFICES contribute to digital transformation of spaces used for business. We turn every space into smart space, create entangled digital twins and facilitate digital services.

xEMS and COS use advanced analytics, rules and Machine learning to reduce energy consumption, improve maintenance and benefit from Smart grids and variable energy pricing.

GRMS is the World's most advanced Guest room management system with twins on EDGE device and it is easy integrated with various PMS. Digital Keys and Touch or scan functionality create unique and smooths Guest experience.



COMPANY  
ROBOTINA d.o.o.

INDUSTRY  
Control technology & Digital transformation  
of Spaces, Energy and Industry

WEBPAGE  
[www.robotina.com](http://www.robotina.com)

CONTACT  
Devid Palcic,  
CEO



#### COMPANY

Simbioza Genesis, social enterprise

#### INDUSTRY

Education (ICT, non-formal education)

#### WEBPAGE

[www.simbioza.eu](http://www.simbioza.eu)

#### CONTACT

Ana Pleško,  
CEO&Co-founder

## SIMBIOZA

Simbioza is a Slovenian social enterprise focused on promoting intergenerational cooperation and increasing digital literacy. Its mission is to bridge the digital divide and empower people of all ages, especially older adults, with essential digital skills.

Through innovative projects such as Simbioza Mobiln@, Slovenia's first mobile classroom, the organisation brings digital education to rural areas, and the Simbioza BTC City Lab project, which serves as a hub for lifelong learning, active ageing and social engagement.

Simbioza has also developed Magda, Slovenia's first mobile application specifically designed for older adults, providing user-friendly access to essential services and information.

With a strong focus on inclusivity, Simbioza also leads initiatives such as »Girls Do Code!« to inspire young girls to pursue STEM careers.

*Simbioza promotes digital literacy and inclusivity, reducing gender and generational gaps in technology. Recognised at the European Digital Skills Awards, Simbioza plays an important role in digital literacy and inclusivity in Slovenia.*

**SIMBIOZA**  
MED GENERACIJAMI



**COMPANY**  
Telecom Independent Consulting

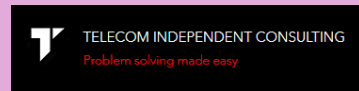
**INDUSTRY**  
Telecommunications, IT,  
Cybersecurity, Consulting

**WEBPAGE**  
[www.tticonsult.biz/](http://www.tticonsult.biz/)

**CONTACT**  
Tomaž Tomšič,  
Owner/Founder

# TELECOM INDEPENDENT CONSULTING

Since 2019, clients have turned to Telecom Independent Consulting as the professional telecom and IT consulting firm that's ready to deliver tailored solutions and tackle challenges head-on. Combining years of experience in the ICT industry we help established operators as well as new entrants attract new clients, roll-out new products, address new markets, and streamline their current business.





#### COMPANY

Vernar consulting d.o.o.

#### INDUSTRY

Business consulting

#### WEBPAGE

[www.vernar.com](http://www.vernar.com)

#### CONTACT

Liza Cerne  
CEO

# VERNAR CONSULTING

*V*ernar Consulting d.o.o. is the leader in the field of consulting and developing the potential of companies and their employees to achieve business excellence. For decades, Vernar consulting d.o.o. has been using proven approaches to encourage business partners to develop their human potential, which is key to achieving the company's goals and strategy.

Its services include business and legal consulting, employee profiling with the best international tools, employee training, and recruitment.











AmCham Slovenia

INTERNATIONAL  
COOPERATION



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