



# Report on study excursion of the Master program „International Management“

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Verein zur Förderung der

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# General information



The focus of the one day excursion to Slovenia this year was on the region Pomurje and its international activities. Pomurje region is situated in the north east of the country bordering Austria, Hungary and Croatia, and represents 6.6% of the country's total land surface. Murska Sobota with its 20.080 inhabitants is the regional city centre and is about 60 km away from Maribor, 190 km from the capital city Ljubljana and 90 km from Graz (Austria). The whole excursion was conducted under the motto:

*“Company-Creation-Culture”,*

thus all three aspects should be covered within the field trip.

- Company: was represented by visiting one of the most important companies in the region with the international orientation, i.e. Radenska d.d.
- Creation: related to supporting infrastructure for business activities with a particular focus on raising attractiveness of the region for international investors, i.e. regional chamber of commerce (Pomurska gospodarska zbornica) and its cooperation partners
- Culture: concerned with historic and economic development of the region, i.e. Pomurje museum Murska Sobota

# Map of destination



# Schedule – 8.11.2012



- **Radenska d.d.**
- **PGZ – Pomurska gospodarska zbornica**
  - Regional chamber of commerce Pomurje region
  - Center for internationalization: Chamber of commerce Ljubljana
  - Regional development agency Mura
- **Pomurje museum Murska Sobota**

# Radenska d.d. – profile



The main activity of the company is production and filling mineral waters and non-alcoholic beverages. Main products and trademarks: water and flavoured water under the following trademarks: Radenska Classic Kraljevi vrelec, Radenska Light Kraljevi vrelec, Radenska Naturelle, Radenska Still, Primaqua, Oaza, Radenska Plus. Non-alcoholic beverages under the following trademarks: Ora, Stil, ACE, Ledeni čaj, Sprint, Pepsi.



The managing director of the company is Milan Hojnik. The excursion was guided by the PR manager Mr. Milan Verdev.

The largest shareholder of the company is Pivovarna Laško, d.d., Laško.

Main export markets: Croatia, Italy, Austria, Kosovo, Bosnia and Herzegovina, the USA, Canada, Slovakia, etc.

The operation in Radenska is arranged according to the following standard requirements: ISO 9001, ISO 14001 and HACCP.



# Radenska d.d. – Program/Impressions



- Description of the company
- Description of natural spring water retrieval process
- Movie about Radenska's historic development
- Tour across production lines
  - Soft drinks
  - Natural waters
- Product sample tasting



# PGZ – profile



The objective of PGZ is to foster business cooperation of companies which have a reputation in the region and beyond, and want to actively involve them in shaping the business environment at different levels.

- **MISSION:** Grouping companies with a reputation in the region and beyond, and which want to be actively involved in shaping of the business environment at various levels.
- **VISION:** To become and remain the most powerful non-governmental organization in the region, that clearly and recognisably communicates its views, suggestions and activities and which with social responsibility includes in the regional development.
- **PGZ is:** The most influential giver of the opinions, whose structure represents 80% of capital and income of the region.



- **Description of the regional chamber Pomurje**
  - Mr. Robert GRAH (director)
- **Introduction of activities of the Center for internationalization (assigned to National chamber of commerce Ljubljana)**
  - Ms. Mag. Masa REPEZ (deputy director)
- **Description of activities of the RRA Mura (Regional development agency Mura)**
  - Mr. Franc GÖNC (advisor of the director)





# Pomurje museum Murska Sobota – profile



The Pomurje museum Murska Sobota hosts a permanent exhibition which shows the history of seventeen premises region along the Mura, from prehistory to the nineties. All of this especially in terms of the geographical limits of today's Slovenia. Visitors enjoy exhibits of archaeological, art-historical, ethnology and general historical character.

## Description of rooms

Room 1, 2,3: Life on the banks of the Mura river, Prehistoric Tin

Room 4, 5: Early Middle Ages, Middle Ages

Room 6: The Romanesque and Gothic Periods

Room 7: The 16th and 17th Centuries

Room 8, 9: Vernacular Pottery and Guilds, The 18th Century

Room 10, 11: The Baroque reception-room, The 19th Century

Room 12, 13: Vernacular dwelling culture, Time period between World Wars

Room 14, 15: World War two; The Post-World-War-two time Period



**Pomurski muzej**  
**Murska Sobota**

## Prizes For Permanent Exhibition

Special Prize, European Museum of the Year Award, 1999

Valvazor-Prize for Curators, 1998: Janez Balažic, Metka Fujs, Branko Kerman, Nataša Konestabo, Franc Kuzmič, Irena Šavel Citation of Merits, Municipality of Murska Sobota, 1998 Special Prize for Design, BIO 1998: Quadrant Design, Snežana Madič, Bojan Klančar



# Pomurje museum Murska Sobota – impressions







**Thank you!**

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