

There Is No Better Business Reference than a German Reference 🔑



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23.04.2015 22:30 / Finance 80/2015

German Economy Award



“For us, the German Economy Award is the ultimate reference!” stated **Damjan Širca**, Director of the awarded company Epilog, openly demonstrating his enthusiasm about the award. Epilog develops information solutions for warehouses, with their annual average export share in Germany over a number of years amounting to approximately 50%. Yesterday, for the third consecutive time, the **Slovenian-German Chamber of Commerce** together with the Embassy of the Federal Republic of Germany in Slovenia granted an award recognising the most important technical, entrepreneurial and intellectual innovations of companies in Slovenia.

“In our line of business, references are of the utmost importance in acquiring new orders; that’s how it is all over the world. However, German references are the most highly valued everywhere, as German customers are regarded as the most demanding. This is why I believe that this award will help open new doors for us in the German market, as well as in other markets”. Our newspaper will eagerly follow how Epilog capitalises upon their award in the future as well. The competition between Slovenian companies operating in Germany is huge, with such heavyweights as **Gorenje** and **Lek** amongst the finalists for the present award. How did Epilog beat them?



As the German economy is based on small and medium-sized companies, as well as family-run companies, the jury of the Slovenian-German Chamber of Commerce this year unanimously decided to grant the award to Epilog. Photo by: **Irena Herak**

“To my mind, we have received this award because we have been exporting to the German market in the category of services bringing high added value. Due to our specialised solutions, innovation, quality and reliability, we are successful in this demanding market as well, despite the competition of much stronger German and other global companies working in the field of informatics in warehouses. In addition, we are a socially responsible company, which probably tilted the scale in our favour”, says Širca.

Being Small is Sometimes an Advantage

The decision on which company should gain the award was not easy, as the candidates included larger and more visible companies. “As the German economy is based on small and medium-sized companies, as well as family-run companies, the jury this year unanimously decided to grant the award to Epilog”, was the argumentation of the selection jury at the Slovenian-German Chamber of Commerce. After the jury had perused the applicants’ substantial submissions stating their achievements, innovations, projects, figures and comparative advantages with regard to other competitors, the dice fell. The laurel was granted to the winner on account of their 90% exports and an

innovative product that upgrades global trends, such as Industry 4.0 and the Internet of Things.

The Seminar Abounded in Information

The award ceremony was the final part of the Day of the German Economy, within the scope of which the Chamber yesterday morning organised a seminar with workshops for companies entering the German market. The invitation to the event promised that experts would be speaking in detail about the administrative, legal, tax and other aspects of operation in Germany. And when Germans say that something will be detailed, they mean it! The first thing that comes to mind when working one's way through the necessary steps to establish a company is that the density of German procedures can easily compete with the demanding paperwork in Slovenia. On the other hand, unlike in Slovenia, in Germany nobody complains that things "don't work". When talking to German investors coming to Slovenia, I note that nobody complains about the Slovene procedures necessary for operation.

"The procedures, as such, are similar to those elsewhere in Europe, but everyone finds it difficult to understand why it takes such a long time before anything moves", commented **Simon Pöpperl**, Deputy Director of the Slovenian-German Chamber of Commerce, on the difference between the German and Slovene business environments. **Daniela Kocet Puhon** from the business centre First in Murska Sobota, Slovenia, which also advises companies entering foreign markets, confirms that acquiring the right documentation in Germany can be complicated. "However, the largest difference lies in the fact that in Slovenia nobody monitors an entrepreneur after registration as to whether they comply with the laws and regulations, whereas in Germany inspection services can pay you a visit on the very day you start operating", added Daniela Kocet Puhon.

This article was published in the printed version on 24 April 2015, Nr. 80/2015.