

Ambassadors of Slovenian economy discuss the Red Dot Award

Successful Slovenian companies are ambassadors of Slovenia as a technologically advanced, creatively oriented, and green country. Yesterday's meeting of Slovenian economy ambassadors in Portorož, organized by the public agency SPIRIT Slovenia, was on functional and excellently designed products. Skaza is one of the companies that is also an ambassador in the communication campaign "I FEEL SLOVENIA. GREEN. CREATIVE. SMART."



Foto: STA/Nace Hočevnar

At the meeting, the winners of the Red Dot Award, including Skaza, Elan - Winter Sports Division, ELAN - Nautical Division, EQUA, GOAT STORY, Donar, and Alpina, shared their thoughts on the added value of the awarded products, how to capitalize on them, and the vision for the future that paves the way for the next award for quality and design. Niko Medved, Deputy Director of Plastika Skaza, emphasized that Skaza's awarded innovation, the Red Dot Organko Daily, brings reputation and trust to Skaza internationally and positively influences the product choice of customers seeking functional solutions and proof of quality.



Niko Medved, Deputy Director of Plastika Skaza

Rok Capelj, Acting Director of SPIRIT Slovenia, highlighted that Slovenian economy ambassadors represent 41 companies that create high-value products through knowledge and innovation while promoting Slovenia's global market competitiveness.

Matjaž Han, the Minister of Economy, Tourism, and Sports, added that these ambassadors promote the genuine values that help position Slovenia at the heart of the global map and encourage the younger generation to develop creativity in sustainability.



Matjaž Han, Minister of Economy, Tourism, and Sports

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