

Overview of existing websites

Website	Target groups	Purpose	The goal of the renovation
spiritslovenia.si	Primary: Slovenian companies, tender applicants, public sector partners; Secondary: media, consultants, general public	Unified presentation of the agency, programs, news and events; quick access to applications/tenders; informing the economy about different opportunities.	Consolidation of all websites under the umbrella brand SPIRIT. Quick access to the information you are looking for, a single entry point for all companies and partners, both domestic and foreign.
sloveniabusiness.eu	Primary: foreign investors, companies, buyers of Slovenian services/products and partners to Slovenian companies; Secondary: journalists, diplomatic network, advisers	Promotion of the Slovenian economy and Slovenia as an investment location; presentation of sectors/case studies; Get contacts	Easily add foreign language content including different fonts/alphabets of the world and number and date notations. Improving the user experience, introducing interactive tools, introducing a chatbot. Optimization for LLM, using AI in CMS to optimize texts for LLM and SEO optimization.
podjetniski-portal.si	Primary: entrepreneurs and SMEs; Secondary: support institutions, consultants	Providing operational information for entrepreneurs (steps, programs, tenders); registration for events; Notification	Easier search for information and tenders according to various criteria. Easier access to programs. Signing up for the MSP handbook more visible – getting subscribers. Intuitive navigation and JTBD page layout system
izvoznookno.si	Primary: export SMEs; Secondary: departments, agencies, economic network, journalists and media outlets	Market information (countries, industries, opportunities); events/registrations; specialized procedures, education and training of companies on opportunities in foreign markets.	Easier and faster access to key information for SMEs, technical overhaul – automatic update of statistics; adaptation of the e-newsletter to the needs of SMEs – simplify registration

Scope of existing sites

Website	Languages	Monthly visit	Content migration (fully, partially, rewrites, archiving)
spiritslovenia.si	At the moment, SLO After refurbishment: slo and ang	500-1,500 per month	Static content: inventory required and partial migration and renovation of obsolete content News: Migration of current and archive to the period Events: Migration of Current and Archive to Period Calls: 100% migration + archive 10 years Archive: rules described in Annex 2
sloveniabusiness.eu	At the moment, Ang. After redesign: ang, de, it, fr+ possibility of other alphabets and typography	5,000–6,000 per month	Static content: 100% migration of published content Business opportunities: are drawn from the database, download current News: part of them is drawn from the STA (30 days), own news, download current and archive for 5 years + links Events: download current and archive for at least 5 years + links Forms and search engines: databases, investment opportunities, suppliers – ensure 100% download and operation Graphs: download tables, graphs and interactive tables Photos: download all existing Web links: Ensure that all downloaded web links work Archive: editor's decision
podjetniski-portal.si	At the moment, SLO After redesign: slo in ang (AI generated translations with mandatory human control)	1.1.2024 -31.12.2024 Views: 921,792 Active users 329,990 1.9.2025 -30.9.2025 Views 95,624 Active users 45,132	Static Content: Review and Purify Contents (SPIRIT) News: download for a year (archive for 1 year ago) -2025 Events: carried over for one year (archive for 1 year ago) -2025 Manual and programs: full migration + + archive (for 3 years) -2025, 2024 and 2023
izvoznookno.si	At the moment, SLO After redesign: slo in ang (AI generated translations with mandatory human control)	2024: 25,000 per month 2025: 10,000 per month	Static content: 100% migration, content is constantly updated, 150 current posts per month Business opportunities: migration of current + 10 years archive on demand (not publicly available) News: migration of current events + 10 years archive on demand + a certain part of events publicly available according to current affairs Events: migration of current events + 10 years archive on demand + a certain part of events publicly available by topicality Archive: Access only by portal editors. The archive must be for a period of 10 years

Visual identity

The CGP manual and brand hierarchy will be provided by the client. The purpose of the project is not to set up a new visual identity, it remains within the existing CGP rules and the rules of the brand hierarchy.

- When consolidating websites, it is necessary to prioritize user experience and a single entry point.
- An evolutionary approach to design is desirable.

Visual material – paintings, videos, iconography:

- Own photos and videos that need to be used – 2 packages of corporate photos, own photos of ambassadors of the Slovenian economy, GCS (green, creative, smart) campaign.
- Iconography for all pages exists, all copyrights are held by SPIRIT, and within Lot 1 the iconography will need to be sensibly harmonized or unified
- Business Slovenia uses its own and generic photos from leased databases, it is necessary to download all existing photos. The icons were prepared by the designer and are the property of the agency
- Export window – need external photos that relate to specific trends in industries and access to the photo database is required → access to the photo database is part of the call under Lot1
- Enterprise portal - transfer of existing photos, no need for new ones.

Wishes regarding visual refreshment/renewal: visually refine, simplify for easier accessibility to all visitors of the website. Transparency and functionality are at the forefront.

Page Volume – Evaluation of Typical Pages and Forms Spirit

1. Home / landing. spiritslovenia.si
2. Sectional landing (e.g. Fields of Work, Internationalization, Foreign Direct Investment). spiritslovenia.si 1 spiritslovenia.si 2
3. News (/novice). spiritslovenia.si
4. Detailed news (/novica/{id}). spiritslovenia.si 1 spiritslovenia.si 2
5. List of events (/events). spiritslovenia.si
6. Event detail (/dogodek/{id}). spiritslovenia.si 1 spiritslovenia.si 2
7. List of calls (/calls, including archives by year/month). spiritslovenia.si
8. Tender detail (/call/{id}). spiritslovenia.si
9. Publications –list (/publications). spiritslovenia.si
10. Static information pages (e.g. Governing Bodies, Business Card, Public Information, Privacy Policy, Contacts and Locations).
11. Jobs –list (/vacancies-for-jobs). spiritslovenia.si
12. Records/directory records (e.g., records of contractors for transfer of ownership). spiritslovenia.si

Estimate of minimum number of templates:12. (Note: The detail publication is resolved as a novice/detail in places; if it is a separate type, the number rises to 13.)

Form types – Spirit

Internal web forms: predominantly redirects

External forms/applications: 2 main types (Enterprise Event Portal, JRP for e-applications)

Document forms for transfer: several types (application, offer, checklist, statements) [Document](#)

Typical pages – Podjetniški portal

1. Home/Portal Landing. [Corporate Portal](#)
2. Sectional landing (e.g., programs). [Corporate Portal](#)
3. List of news (/news) with archive by year. [Corporate Portal](#)
4. Detailed news/article (detail). [Entrepreneurial Portal 1](#) [Entrepreneurial Portal 2](#)
5. List of events (/events). [Corporate Portal](#)
6. Events/notifications within the program packages (detail under Programs). [Corporate Portal](#)
7. List of tenders (/tenders). [Corporate Portal](#)
8. Tender Detail. [Corporate Portal](#)
9. Software set – landing (e.g. InnoLink, RRI hub). [Entrepreneurial Portal 1](#) [Entrepreneurial Portal 2](#)
10. A software sub-web with content subpages (e.g. SPOT: video, materials). [Corporate Portal](#)
11. Directory/list displays (SPOT advisors by region). [Entrepreneurial Portal](#) [Entrepreneurial Portal](#)
12. Profile page of the contact person/advisor (detail). [Corporate Portal](#)
13. Guides/how-to articles (e.g. establishment of a limited liability company). [Corporate Portal](#)
14. About Us / Presentation Page. [Corporate Portal](#)
15. Contact (information page). [Corporate Portal](#)
16. My online guide – landing (description of the e-newsletter). [Entrepreneurial Portal](#) [Entrepreneurial Portal](#)

Types of forms – Podjetniški portal

Internal online forms: newsletter sign-up

External forms/applications: registration for events via external forms

Document forms for download: different document applications or external systems

Typical Pages – Izvozno okno

1. Home (landing/portal)—aggregate of content by sections (navigation and structure seen from other subpages of the same template).
2. Sectional "landing" (entry pages of lots), e.g. Export Aid, International Business, Countries, Industries, Business Opportunities. Example of a landing page for a portal presentation. [ExportPortal](#)
3. News/Announcement List (Current –listing)—timed announcements and news. [ExportPortal](#)
4. Detailed news / article (detail) – content page with date, program, invitations, etc. [ExportPortal 1](#) [Export Portal 2](#)
5. Calendar of events (yearly/monthly scrolling)—A list of events with date, location, and links to details. [ExportPortal](#)
6. Detail—A structured record of the client, deadline, language, source of documentation. [ExportPortal](#)
7. List of business opportunities (listing) – a filtered set (including a subsection of NATO tenders). [ExportPortal](#)
8. Country profile – tabbed content (business environment, industries, duties, company forms, visit, opportunities, newspapers, consultant). [ExportPortal 1](#) [Export Portal 2](#)
9. Content guides (e.g. International Business – articles/guides)—a long article format with subheadings, images, and references. [ExportPortal](#)
10. Tools/utilities – e.g. Currency converter with interactive input and calculation. [ExportPortal](#)
11. About the portal / presentation page – mission, vision, list of consultants, etc. [ExportPortal](#)
12. [Test of export possibilities](#)
13. [Selection of markets.](#)

Estimate of minimum number of typical templates:13

(Note: Trade Shows/Economic Delegations/Educations often share the template with the Current or Events Calendar)

Form Types - Izvozno okno

1. Login to E-info (login) – username, password, registration/forgotten password links. [ExportPortal](#)
2. Registration for E-info (newsletter/notification) – fields for company/function/e-mail, CAPTCHA, consents and a selection of thematic sections of information. [ExportPortal](#)
3. Contact/Inquiry "Expert Answers" – Company, Name/Surname, Function, Email, Subject, Question, CAPTCHA, Consents. [ExportPortal](#)
4. Registration for the event (application form) – independent registration forms for specific events (/Application form?id=...; currently closed, but visible path and confirmation message). [ExportPortal](#)
5. Thematic applications/specific forms (if applicable) – e.g. gathering interest for events, supplementary statements or documentary forms for NATO announcements (links to signed statements/docs.). [ExportPortal](#)

Estimation of the minimum number of form types: 7-10 (1-4 are permanent; 5 are specific, related to different work areas).

Typical pages – Slovenia Business

1. Home
2. Sectional landing (e.g. Why Slovenia, Invest in Slovenia, Buy from Slovenia, Industries and technologies, Business environment, News and events, About us). A uniform template type for section landing pages with the possibility of flexible design according to the type of content and adding links to relevant other portal content.
3. List of events (/business-events). [Slovenia Business](#) and event detail (detail with tabs Agenda/Registration/Related links, Companies, etc. – flexibly add the necessary different subheadings – bread crumbs). [Slovenia Business](#) filters by industry
4. Business News List (/business-news) and Detailed Business News (detail). [Slovenia Business](#)
5. List of "Hot topics" and detailed hot topic news (filters by industry or topic, date, the possibility of adding photos, videos, etc.)
6. Success stories – list (with filters by industry, types (ambassadors), dates) and story detail (possibility to add photos, videos, links to SM, share, etc.) (The list is visible; details open as a content detail.) [Slovenia Business](#)
7. Industries & Technologies –landing (hub) [Slovenia Business](#)
8. Details of industries/technologies (e.g. ICT, Electrical & electronics, Automotive, Healthcare...). Slovenia Business (the ability to add flexible elements – icons, lists, videos, photos, links to other relevant content, etc.)
9. Business environment–article detail (e.g., Establishing a company). [Slovenia Business](#) (possibility of adding interactive tools, graphs, pdfs, videos, photos, etc.)
10. Investment opportunities – list and detail of the opportunity (structured project data). [Slovenia Business](#)
11. Business locations with a google map (provide rights), on which business zones are drawn, which can then be viewed in detail on subpages
12. Slovenian suppliers search engine, list of hits, viewing of individual hits (text, photo, video), selection of relevant hits with the possibility of creating an e-catalog and saving, printing, sharing
13. Publications – list with downloads (PDF).[Slovenia Business](#), the ability to filter by sectors, dates, languages... (adding cover page, full pdf, description, link, etc.)
14. About Us (includes content + contact block/form).
15. Terms of use, Accessibility, Privacy.

16. Landing pages for individual [events](#) and [projects](#) in several languages (e.g. SI/EN/JAP), the ability to flexibly add various visual elements

Note: (some detail pages may technically share the same "detail" type, but functionally cover different content sets).

Form types – Slovenia Business

1. Contact form ("Contact form" on About us; includes consent and optional newsletter sign-up) + CRM link
2. Newsletter sign-up form (dedicated News letter page) + CRM link
3. Registration for the event (Registration tab on the event page –when open. The form must be able to independently add any number of fields, of different types (code list, text, etc.), for a different number of days of the event; all fields related to CRM and the mailing system. Possibility of feedback to the registrants about the event: name of the event, location, additional information, save to calendar, etc. The possibility of two-stage confirmation – e.g. registration for the event, the confirmation is sent to the e-mail, which must confirm that he has indeed registered.
4. Company profile: companies applying for events must be able to create their profile in English/foreign language (logo, address, contacts, photos, content, references, etc.) to create e-catalogues for individual events. Uploads can be updated by the company based on the type of event and the content requested.