

Boštjan Skalar

Acting Director of SPIRIT, the Slovenian Public Agency for Entrepreneurship, Innovation, Development, Investment and Tourism.

He was born in Ljubljana, Slovenia in 1971. He was spending his youth in his home town where he also finished primary school and secondary school of electronics. He finished the Faculty of Organizational sciences in Kranj, specialized in HR and later on also the Faculty of Economics in Maribor where he graduated in marketing. He is fluent in English, Croatian and Serbian and passive in German and also Turkish language.

From 1994 he started his business carrier in private company in textile sector responsible for international trade but mostly for former Yugoslavia. In this period he studied in above mentioned Faculty of Economics where he was able to combine experiences from the real sector and theoretical knowledge from the study. After 5 years he started to work in automobile sector (Kia Motors) as area manager for former Yugoslavian markets. His next job was in a printing industry where (MK print) he had the same position of area manager but now his carrier started to direct more towards international trade since he was responsible for Scandinavian and UK market. In year 2000 he joined to a big Slovenian company that is a leader in sector of cladding materials (Trimo) and his position was again area manager for Scandinavia, Switzerland, France and of course Turkey where he established a lot of important contacts and friendships. His activities were focused mostly on development of markets in this region, leading the people on the markets, preparation of marketing and sales strategy for each market with organizing the sales net, negotiations with big potential strategic buyers and making long term relationships, market and competition analysis, supervising of costs and payments, attending the fairs, marketing of products etc. In the years 2009 and 2010 he was the Head of the office in Istanbul (Japti – Public Agency for Entrepreneurship and Foreign Direct Investments) establishing the office and organizational processes to start helping Slovenian companies to work with Turkey. He felt in love to this beautiful country after 10 years of constant monthly travelling there and trying to develop the market. Turkey became a passion for him so that is why he moved out of real sector and accepted the position in the Trade office of Embassy of the Republic of Slovenia in Istanbul. As a Consul for Economic affairs he was trying to help both Slovenian and Turkish companies to start business relations and to expand the trade volume between the countries. His activities were focused mostly on helping Slovenian companies to enter the Turkish market in all phases of business process and also to Turkish companies in opposite way, searching for opportunities for FDI in both directions. As a Consul for Economic affairs he was responsible also for the promotion of the Republic of Slovenia in Turkey, the cooperation with local institutions, basic market researches, organization of business delegations and the support the visits of high level officials to Turkey. His job was mostly business oriented but his aim were also to connect the two nations that are some how very much similar although on the other hand also very different.

He is also authorized assessor of business excellence in European institution EFQM. Is a member of Slovenian-Turkish business council. He is suppose to become one of the founders of Slovenian-Turkish friendship association.

From 2013 he is the acting director of SPIRIT Slovenia, Slovenian Public Agency for Entrepreneurship, Innovation, Development, Investment and Tourism.

Boštjan Skalar activities in the new Agency SPIRIT Slovenia are focused on ensuring an efficient supporting environment with synergies between the key pillars of the economy, that is entrepreneurship, innovation, development, investments and tourism. As director he is responsible for the promotion of Slovenia in foreign markets, for the promotion of the national brand I FEEL SLOVENIA, for a better competitiveness of the Slovenian economy, for the development of entrepreneurship and innovation, which also includes the area of technology, internationalisation and foreign direct investments and promotion and development of tourism.