



# WP1: RURAL ENTREPRENEURSHIP

## CASE STUDY REGION: GORIŠKA, SLOVENIA

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# FOCUS

(1) WHY GORIŠKA?

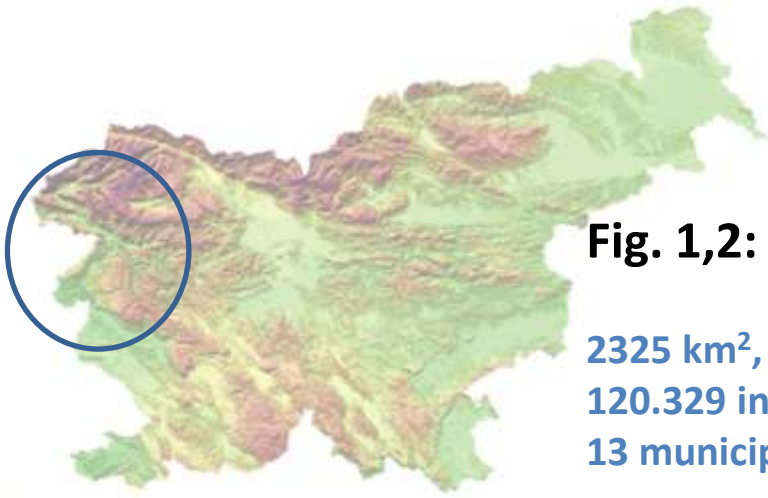
(2) BUSINESS STRUCTURE AND BUSINESS ENVIRONMENT.

(3) FACTORS INFLUENCING/GENERATING EMBEDDEDNESS  
OR INTERNATIONALIZATION.

(4) USEFUL FINDINGS

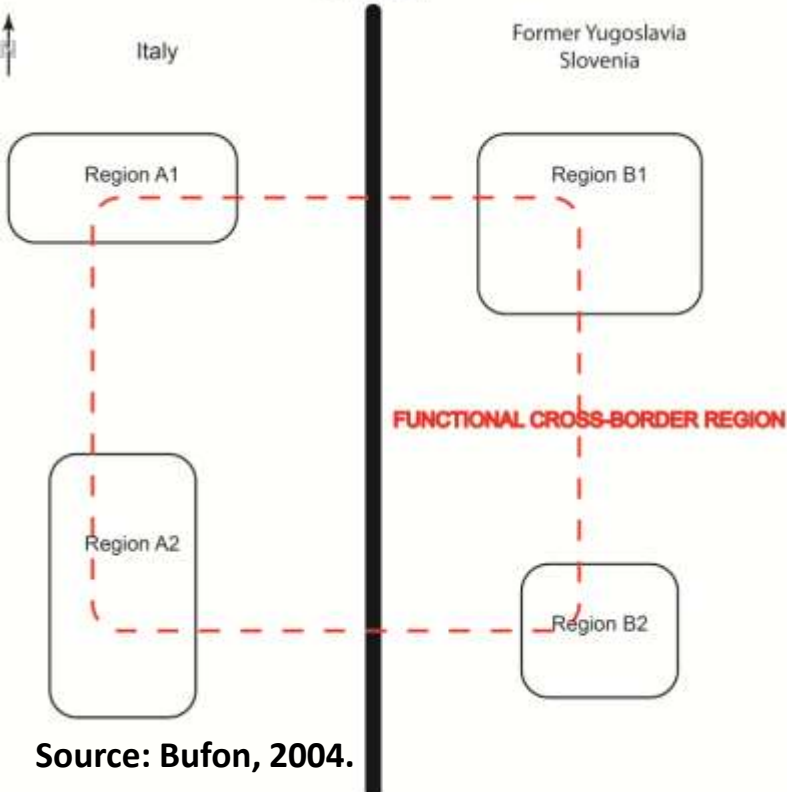
... from Goriška and DERREG methodology.

# (1) WHY GORIŠKA?

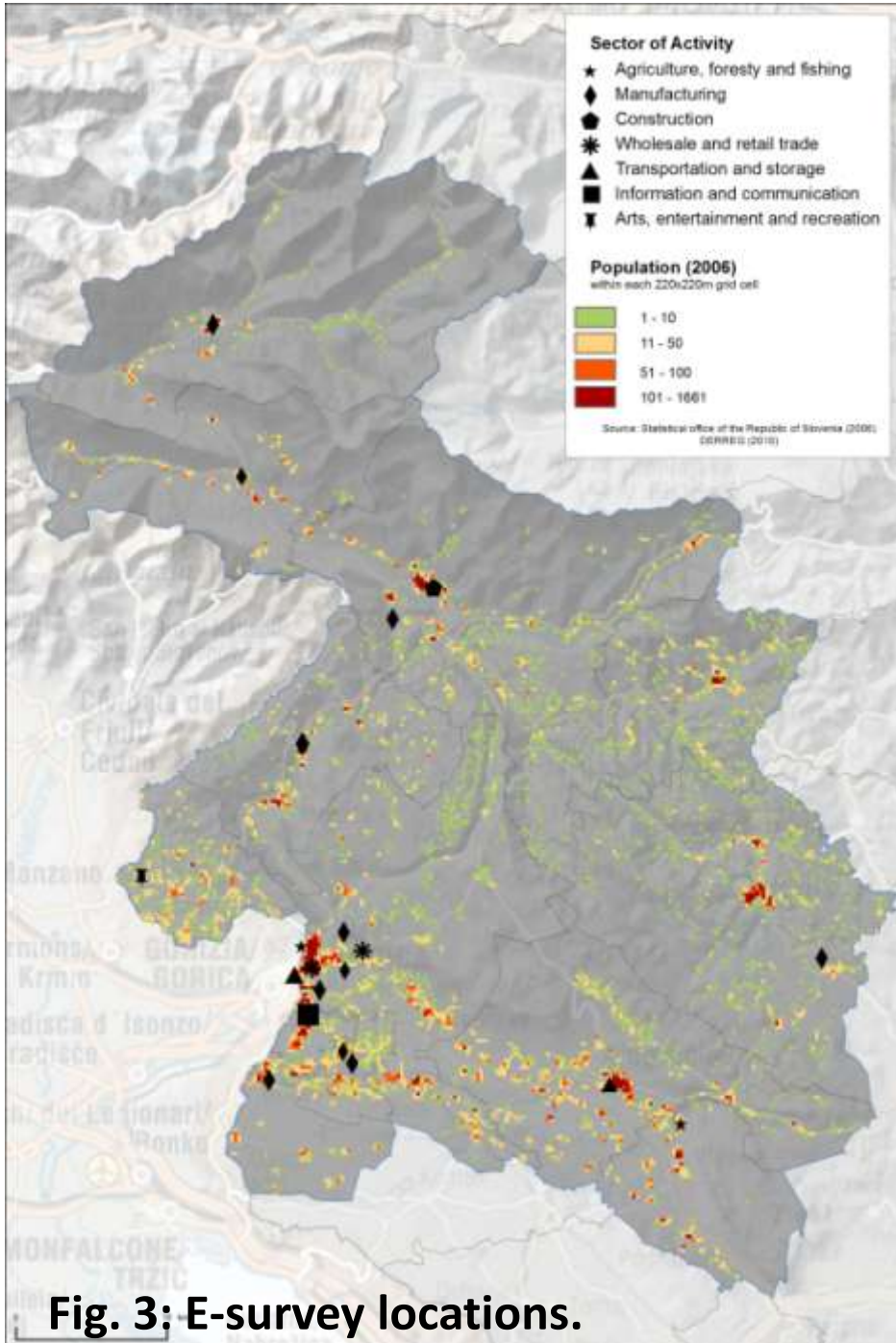


**Fig. 1,2: Goriška.**

2325 km<sup>2</sup>,  
120.329 inh.,  
13 municipalit.

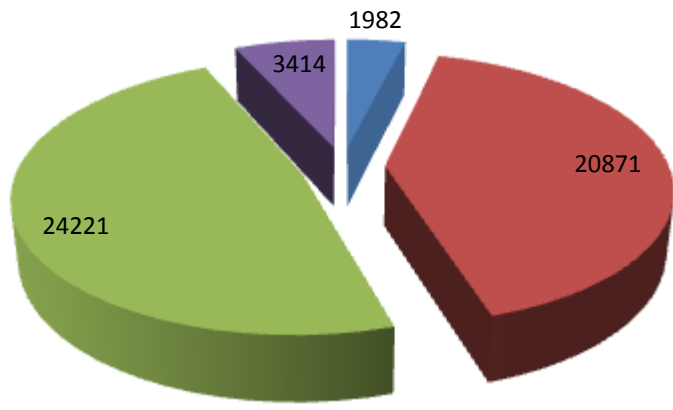


Source: Bufon, 2004.



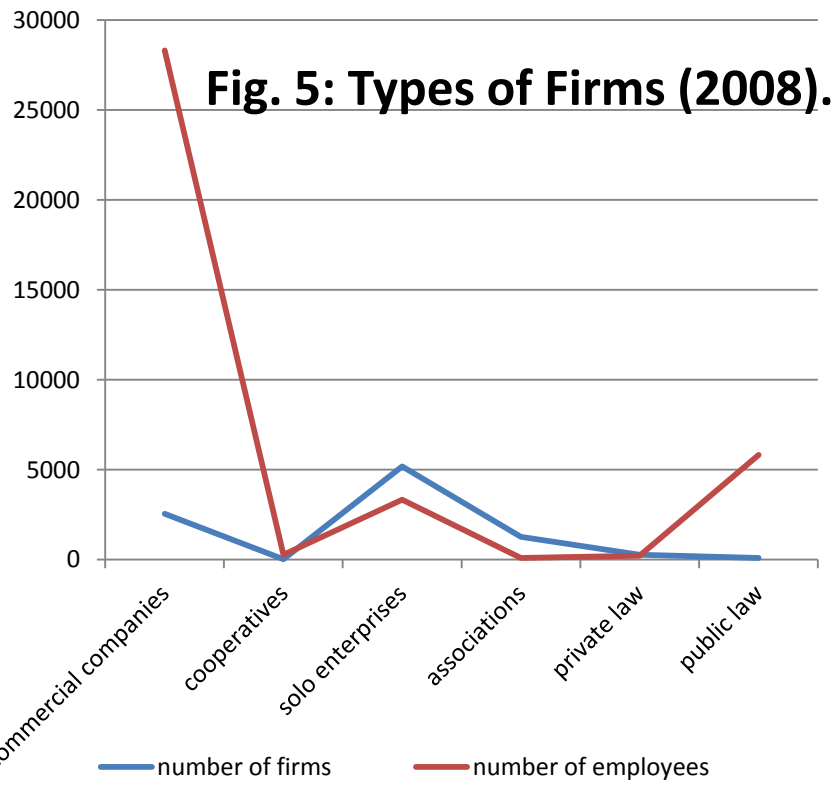
**Fig. 3: E-survey locations.**

**(2a) BUSINESS STRUCTURE.**

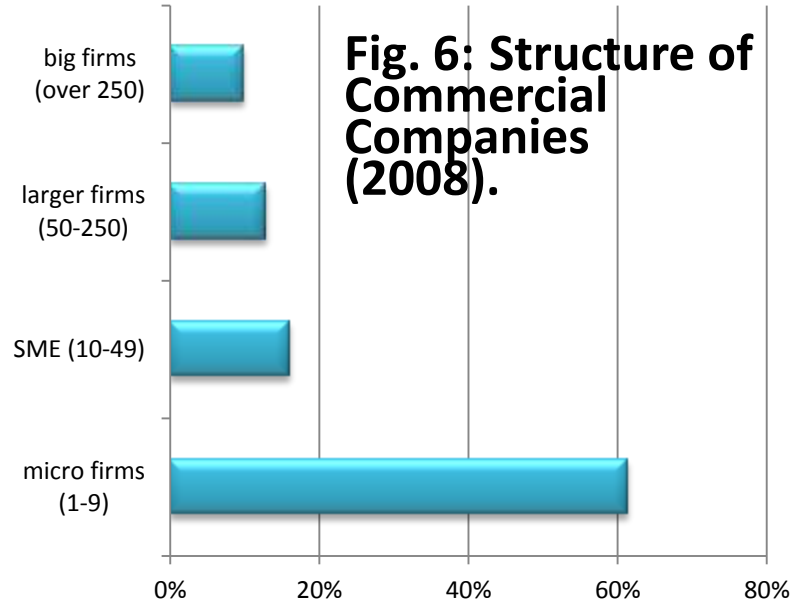


**Fig. 4: Persons in Employment (2002).**

■ agriculture ■ manufacturing ■ services ■ unknown



**Fig. 5: Types of Firms (2008).**



**Fig. 6: Structure of Commercial Companies (2008).**

## (2b) BUSINESS ENVIRONMENT.

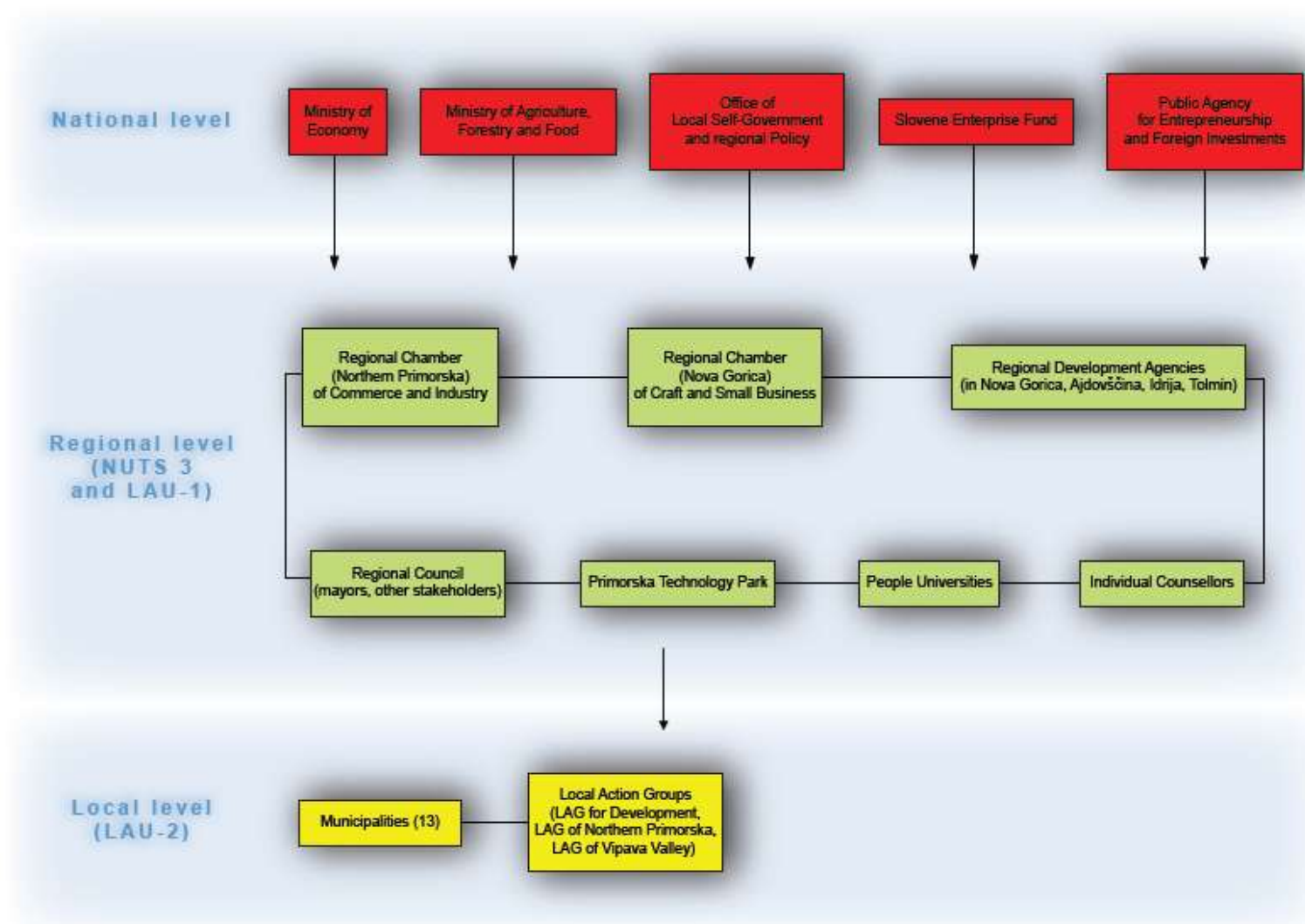
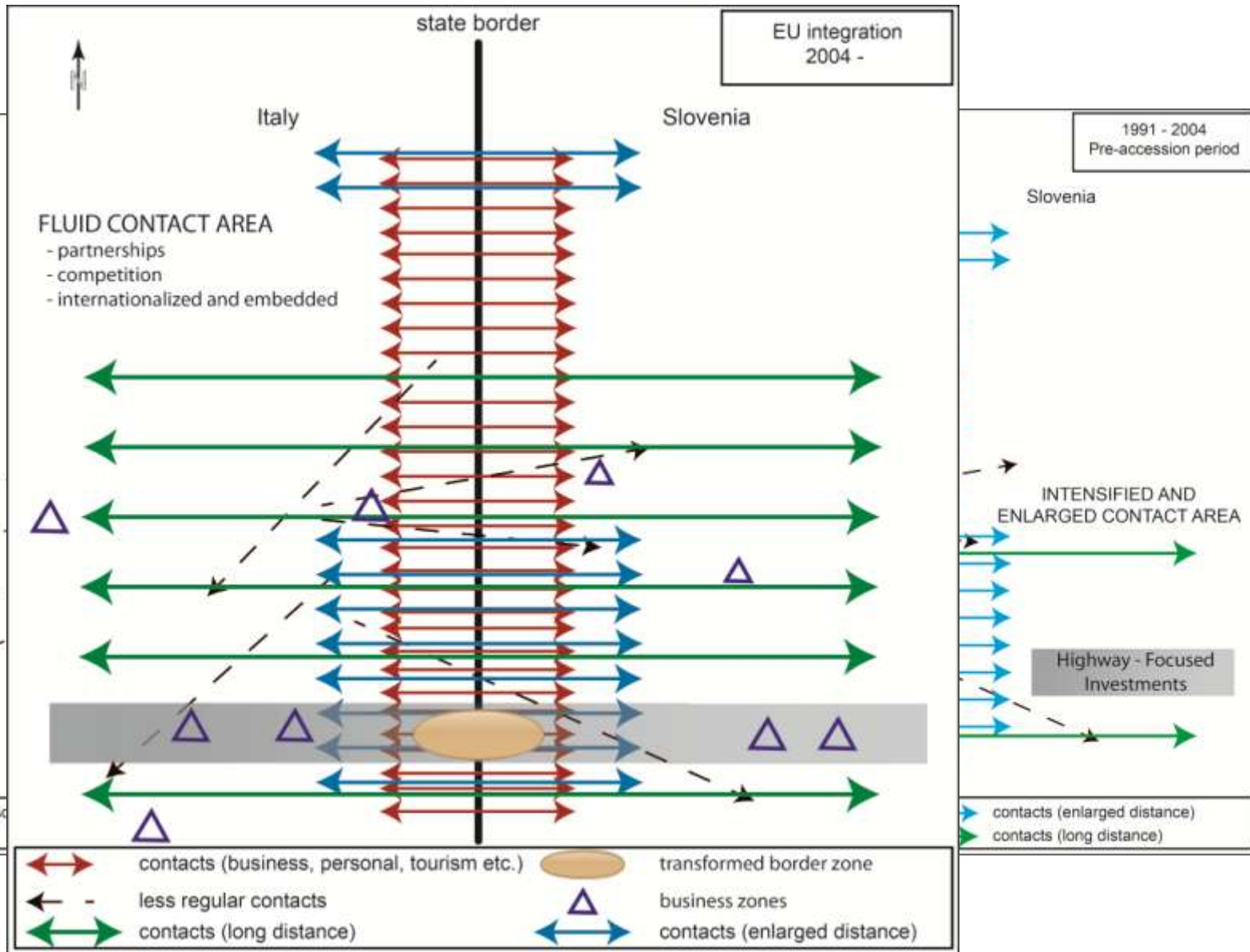


Fig. 7: Business Networking in Goriška region.

### (3) FACTORS INFLUENCING RURAL BUSINESS DEVELOPMENT



# FINDINGS

## (1) WHY GORIŠKA?

## (2) BUSINESS STRUCTURE AND BUSINESS ENVIRONMENT.

## (3) FACTORS INFLUENCING/GENERATING EMBEDDEDNESS OR INTERNATIONALIZATION.

## (4) LESSONS ...

from Goriška and DERREG methodology.

- INNOVATIVE, PIONEERING ROLE, CLOSE TO DYNAMIC MARKETS, ENTREPRENEURSHIP MENTALITY.
- POLARIZED, FRUITFUL-SUPPORTIVE.
- OPEN AND FUNCTIONAL (TRANS-) BORDER AREA, BILINGUISM, “PROXIMITY” (geographical, cultural, linguistics, operational), FORMAL AND INFORMAL BUSINESS INITIATIVES.
- INTERNATIONALIZATION OF BUSINESS (SMEs mostly national – bilateral – European; large firms interact worldwide).



**-EMBEDDEDNESS GENERATES AND FEEDS INTERNATIONALIZATION, BUT AT THE SAME TIME BROADER INTEGRATION STIMULATES, FACILITATES AND GENERATES LOCAL/REGIONAL ECONOMY.**

**-THE REAL ROLE OF GLOBALIZATION IS DIFFUCULT TO ASSESS.**

**-RECOMMENDATIONS: MORE SUPPORT FOR JOINT REPRESENTATION OF THE REGION, STRONGER SUPPORT GIVEN TO THE SECTORS THAT ARE RELEVANT IN THE REGION, CLEAR LIST OF DEVELOPMENTAL PRIORITIES IN THE REGION, MORE ACTIVE AND APPROPRIATE OPERATION OF SUPPORTIVE AGENCIES.**

