

OPPORTUNITIES TO INCREASE THE VALUE OF SLOVENIA’S TRADE IN GOODS WITH THE PACIFIC RIM COUNTRIES – THE CASE OF AUSTRALIA

DEJAN ROMIH

UNIVERSITY OF MARIBOR, SLOVENIA

E-mail: dejan.romih@uni-mb.si

MAŠA MIKOLA

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY, AUSTRALIA

E-mail: masa.mikola@rmit.edu.au

KLAVDIJ LOGOŽAR

UNIVERSITY OF MARIBOR, SLOVENIA

E-mail: klavdij.logozar@uni-mb.si

Abstract: Slovenia is, like many other countries, especially small ones, dependent on exports and imports of goods and services. European countries are Slovenia’s main trade partners, together accounting for almost 90 per cent of the value of Slovenia’s trade in goods. There are various reasons for this, such as the relatively short distance between Slovenia and other European countries. If Slovenia wants to increase the value of its trade with non-European countries, it should adopt a number of measures, such as increasing the effectiveness and efficiency of its trade promotion. In this paper the authors discuss opportunities to increase the value of Slovenia’s trade in goods with the Pacific Rim countries by focusing on the specific case of Australia.

Keywords: trade, trade relations, Pacific Rim countries, Australia, Slovenia.

JEL classification codes: F29, F41, F59.

1 Introduction

Slovenia is dependent on exports and imports of goods and services. There are various reasons for this, such as a lack of natural and other resources (e.g., fossil fuels). In 2013, the value of Slovenia’s trade in goods amounted to €43,824.3 million, which is 124.2 per cent of the value of Slovenia’s gross domestic product (GDP)¹ and an increase of 1.6 per cent over the previous year. In the same year, the value of Slovenia’s exports of goods amounted to €21,627.6 million, which is 61.3 per cent of the value of Slovenia’s GDP and an increase of 2.7 per cent over the previous year. The value of Slovenia’s imports of goods amounted to €22,196.7 million, which is 62.9 per cent of the value of Slovenia’s GDP and an increase of 0.5 per cent over the previous year.

2 Slovenia’s trade in goods with other countries, mainly European ones

In this chapter, the authors deal with Slovenia’s trade in goods with other countries, mainly European ones, such as Germany which is Slovenia’s most important trade partner. After all, Germany is Europe’s largest and the world’s 4th largest economy in terms of GDP.²

Various European countries are Slovenia’s most important export partners (see Table 1). There are various reasons for this, such as the relatively short distance between Slovenia and these countries, which reduces logistics costs and provides Slovenia with competitive advantage over more distant trade partners, in exporting to these markets.³ In 2013, the value of Slovenia’s exports of goods to European countries amounted to €19,503.9 million,

¹ In 2013, the value of Slovenia’s gross domestic product amounted to €35,274.9 million.

² See the World Bank (2014a). In terms of GDP at purchasing power parity, Germany is the world’s 5th largest economy (see the World Bank (2014b)).

³ The average distance between Slovenia and other European countries, measured as the average airline distance between Ljubljana and other European capital cities, is 652 miles (1,049.2 kilometres). The standard deviation is 375.3 miles (603.9 kilometres). The average distance between Slovenia and its three most important trade partners (i.e., Austria, Germany and Italy) is 313.8 miles (505 kilometres). The standard deviation is 133 miles (214.1 kilometres).

which is 90.2 per cent of the value of Slovenia’s exports of goods, 55.3 per cent of the value of Slovenia’s GDP and an increase of 3.1 per cent over the previous year. In that year, Slovenia’s most important export partners among European countries were Austria, Bosnia and Herzegovina, Croatia, the Czech Republic, France, Germany, Hungary, Italy, Poland, the Russian Federation, Serbia and the United Kingdom. In 2013, the value of Slovenia’s exports of goods to these countries amounted to €15,959.2 million, which is 81.8 per cent of the value of Slovenia’s exports of goods to European countries, 73.8 per cent of the value of Slovenia’s total exports of goods, 45.2 per cent of the value of Slovenia’s GDP and an increase of 3.1 per cent over the previous year.

Table 1: Slovenia’s exports of goods by country groups, 2013

	Million €	Per cent
European countries	19,503.9	90.2
Asian countries	1,065.8	4.9
North American countries	478.8	2.2
African countries	368.4	1.7
South American countries	103.1	0.5
Other countries	107.6	0.5
Total	21,627.6	100.0

Source: Statistical Office of the Republic of Slovenia (2014).

European countries are also Slovenia’s most important import partners (see Table 2). In 2013, the value of Slovenia’s imports of goods from these countries amounted to €19,124.1 million, which is 86.2 per cent of the value of Slovenia’s imports of goods, 54.3 per cent of the value of Slovenia’s GDP and an increase of 0.3 per cent over the previous year. In that year, Slovenia’s most important import partners among European countries were Austria, Belgium, Croatia, Czech Republic, France, Germany, Hungary, Italy, the Netherlands, Poland, the Russian Federation and Serbia. In 2013, the value of Slovenia’s imports of goods from these countries amounted to €16,303.7 million, which is 85.3 per cent of the value of Slovenia’s imports of goods from European countries, 73.5 per cent of the value of Slovenia’s total imports of goods, 46.2 per cent of the value of Slovenia’s GDP and a decrease of 1.2 per cent over the previous year.

Table 2: Slovenia’s imports of goods by country groups, 2013

	Million €	Per cent
European countries	19,124.1	86.2
Asian countries	1,790.1	8.1
North American countries	535.1	2.4
Other countries	443.2	2.0
African countries	162.5	0.7
South American countries	141.7	0.6
Total	22,196.7	100.0

Source: Statistical Office of the Republic of Slovenia (2014).

In 2013, the value of Slovenia’s net trade in goods amounted to -€569.1 million, which is -1.3 per cent of the value of Slovenia’s total trade in goods (see Table 3). In that year, the value of Slovenia’s net trade in goods with European countries amounted to €379.8 million, which is 1 per cent of the value of Slovenia’s trade in goods with these countries. Furthermore, in that year, the value of Slovenia’s net trade in goods with African countries amounted to €205.9 million, which is 38.8 per cent of the value of Slovenia’s trade in goods with these countries. In the same year, the value of Slovenia’s net trade with American (both North and South), Asian and other countries amounted to -€1,154.8 million, which is -24.8 per cent of the value of Slovenia’s trade with these countries.

Table 3: Slovenia’s net trade in goods by country groups, 2013

	Million €	Per cent
European countries	379.8	1.0
African countries	205.9	38.8
South American countries	-38.6	-15.8
North American countries	-56.3	-5.6
Other countries	-335.6	-60.9
Asian countries	-724.3	-25.4
Total	-569.1	-1.3

Source: Statistical Office of the Republic of Slovenia (2014).

In 2013, Germany was Slovenia's most important trade partner among European countries, followed by Italy and Austria (see Tables 4 and 5). In that year, the value of Slovenia's exports of goods to Germany amounted to €4,449.1 million, which is 22.8 per cent of the value of Slovenia's exports of goods to European countries, 20.6 per cent of the value of Slovenia's total exports of goods, 12.6 per cent of the value of Slovenia's GDP and a decrease of 0.2 per cent over the previous year.

Table 4: Slovenia's exports of goods by European country, 2013

	Million €	Per cent
Germany	4,449.1	22.8
Italy	2,493.3	12.8
Austria	1,843.8	9.5
Other European countries	10,717.7	55.0
Total	19,503.9	100.0

Source: Statistical Office of the Republic of Slovenia (2014).

In 2013, the value of Slovenia's imports of goods from Germany amounted to €4,242.5 million, which is 22.2 per cent of the value of Slovenia's total imports of goods from European countries, 19.1 per cent of the value of Slovenia's imports of goods, 12 per cent of the value of Slovenia's GDP and an increase of 4.7 per cent over the previous year.

Table 5: Slovenia's imports of goods by European country, 2013

	Million €	Per cent
Germany	4,242.5	22.2
Italy	3,462.0	18.1
Austria	2,520.4	13.2
Other European countries	8,899.3	46.5
Total	19,124.1	100.0

Source: Statistical Office of the Republic of Slovenia (2014).

If Slovenia wants to increase its trade performance, it should increase its competitiveness, which is low in comparison to the competitiveness of some other small European countries, such as Estonia, Latvia and Lithuania (see Table 6). There are various reasons for this, such as economic mismanagement in Slovenia.

Table 6: Competitiveness ranking, 2014

Rank	Country	Score
1	United States	100.0
2	Switzerland	92.4
3	Singapore	90.3
30	Estonia	64.4
34	Lithuania	62.0
35	Latvia	61.9
55	Slovenia	46.3

Source: IMD World Competitiveness Yearbook 2014 (2014).

3 Slovenia's trade in goods with the Pacific Rim countries, mainly Australia

In this chapter, the authors deal with Slovenia's trade in goods with the Pacific Rim countries, mainly Australia, which is the world's 12th largest economy in terms of GDP.⁴

3.1 Slovenia's trade in goods with the Pacific Rim countries

Some Pacific Rim countries, especially China, the Russian Federation and the United States, are important trade partners for Slovenia. They are also some of the world's largest economies. In 2013, the value of Slovenia's exports of goods to the Pacific Rim countries amounted to €1,949 million, which is 9 per cent of the value of Slovenia's total exports of goods, 5.5 per cent of Slovenia's GDP and an increase of 2.7 per cent over the previous year. In 2013, Slovenia's most important export partners among the Pacific Rim countries were Australia, Canada,

⁴ See the World Bank (2014a). In terms of GDP at purchasing power parity, Australia is the world's 20th largest economy (see the World Bank (2014b)).

Chile, China, Columbia, Hong Kong, Indonesia, Japan, Malaysia, Mexico, the Republic of Korea, the Russian Federation, Singapore, Taiwan, Thailand, the United States and Vietnam. In that year, the value of Slovenia's exports of goods to these countries amounted to €1,924.2 million, which is 98.7 per cent of the value of Slovenia's total exports of goods to the Pacific Rim countries.

In 2013, the value of Slovenia's imports of goods from the Pacific Rim countries amounted to €2,119.8 million, which is 9.6 per cent of the value of Slovenia's imports of goods, 6 per cent of the value of Slovenia's GDP and an increase of 0.5 per cent over the previous year. In 2013, Slovenia's most important import partners among the Pacific Rim countries were Canada, Chile, China, Ecuador, Indonesia, Japan, Malaysia, Mexico, the Republic of Korea, the Russian Federation, Taiwan, Thailand, the United States and Vietnam. In that year, the value of Slovenia's imports of goods from these countries amounted to €2,093.1 million, which is 98.7 per cent of the value of Slovenia's total imports from the Pacific Rim countries.

In 2013, there were a number of Pacific Rim countries with which Slovenia did not trade. These were the following island countries: American Samoa, Cooks Islands, East Timor, Guam, Kiribati, Marshall Islands, the Federated States of Micronesia, Nauru, Niue, Northern Mariana Islands, Palau, Pitcairn Islands, Samoa, Tokelau, Tonga, Tuvalu, Vanuatu, and Wallis and Futuna. There were various reasons for this, such as a lack of knowledge of these countries, which are some of the world's smallest economies in terms of GDP.⁵

3.2 Slovenia's trade in goods with Australia

Australia is one of Slovenia's less important trade partners. There are various reasons for this, such as the long distance between the two countries.⁶ In 2013, the value of Slovenia's exports of goods to Australia amounted to €77.6 million, which is 4 per cent of the value of Slovenia's total exports of goods to the Pacific Rim countries, 0.4 per cent of the value of Slovenia's exports of goods, 0.2 per cent of the value of Slovenia's GDP and an increase of 23.7 per cent over the previous year. In 2013, the value of Slovenia's imports of goods from Australia amounted to €5 million, which is 0.2 per cent of the value of Slovenia's total imports of goods from the Pacific Rim countries, a negligible percentage of the value of Slovenia's total imports of goods, a negligible percentage of the value of Slovenia's GDP and an increase of 86.4 per cent over the previous year.

If Slovenia wants to increase its trade with Australia, it should increase the networking of traders and other stakeholders from both countries, including their representatives. It should also increase the number of its honorary consuls in Australia, where Slovenia currently has an embassy in Canberra and two consulates, one in Melbourne and one in Sydney. Both of them are led by an honorary consul.

Due to Slovenia's and Australia's relative geopolitical positions, it is not surprising that trade between these two countries is marginal at this stage. In fact, one of the main reasons that there is any trade between these two countries at all is because of the networks of Slovenian diaspora members in Australia and their enduring ties with Slovenia as well as their interests in Slovenian products. In 2013, the value of Australia's net trade in goods with Slovenia amounted to -A\$48.3 million (Australian dollars), or -€31.3 million. In the same year, the value of Australia's exports of goods amounted to A\$38.2 million (€24.7 million), while the value of Australia's imports of goods amounted to A\$86.5 million (€56 million). Slovenia is Australia's 78th most important export partner and 64th most important import partner, while Australia is Slovenia's 29th most important export partner and 57th most important import partner.⁷

In terms of Australia's trade relations at large, the trend in Australia over the last fifty years has been to invigorate relations with the Asian region, starting with the labour government of Gough Whitlam in the early 1970s. This policy was continued by the liberal government of Malcom Fraser and the successive labour governments of Bob Hawke and Paul Keating, which came into power in 1991 and began actively opening Australia 'to the region' along the neo-liberal, free market economic policy lines, whose dominance was emerging around this time on a more or less global scale. This primarily meant the opening of Australia's market to trade with countries within the Asian region, most decisively China. Today, China is Australia's most important trade partner in regard to the import of goods and services and the export of goods (but not services), along with the largely established (though only recently formalized through free trade agreements)⁸ export markets of Japan and the Republic of Korea. Paul Keating famously announced an 'Asian Century' in an attempt, amongst other things, to open up new Asian markets, such as Australia's 'not

⁵ See the World Bank (2014a).

⁶ The distance between Slovenia and Australia, measured as airline distance between their capital cities, is 9,971.7 miles (16,047.9 kilometres).

⁷ See Australian Government, Department of Foreign Affairs and Trade (2014).

⁸ A set of bilateral trade agreements have been signed between Australia and countries in Asia, including free trade agreements with the Republic of Korea in April 2014 and with Japan in June 2014.

insignificant' neighbour Indonesia⁹, as well as Papua New Guinea and other Pacific islands, which were previously ignored by Australia, due primarily to racial discrimination and xenophobia. The second most important trade partner, and symbolically the most significant (particularly in the area of importing services) for Australia is the United States, with whom Australia has been not only economically, but also strategically aligned since WWII. This alignment has been framed primarily, yet not exclusively, through the ANZUS Treaty (The Australia, New Zealand and United States Treaty), which is a military alliance treaty signed between these three countries in 1951.

Other movements and political relations between countries in the Australasia and Pacific regions have always underpinned such agreements and trade relations. For instance, the increase in economic relations between Australia and the Asian countries have gone hand in hand with a global political focus on the Asian region, first as a hotbed of conflicts following the repositioning of geopolitical forces after WWII, and then in the 1980s and 1990s as fresh neoliberalizing capitalist models of economic progress, known as the 'Asian Tigers'; as a number of Asian countries, such as Singapore and Malaysia, joined the global neo-liberal boom (and subsequent bust). An earlier example of the confluence of trade and politics in the region can be seen when, in the 1970s, Australia joined the Vietnam War, which resulted in thousands of Vietnamese refugees forming strong economic communities in Australia, that still persist today.

The European Union overall is not the primary focus of Australia's trade relations, even though it is not insignificant. In 2013, EU Member States accounted for 6.9 per cent of the value of Australia's exports, and 17.4 per cent of the value of Australia's imports. This means that there were considerably more imports of both, goods and services from the EU Member States than there were exports. This can be attributed to close connections between Australia and many EU Member States again reflecting various diasporas and Australia's moniker as a 'migration nation'. The EU Member States that primarily constituted these waves of migration, and which are reflected in trade relations/statistics, are the Netherlands, Germany and some other European countries (including Slovenia), most of whom migrated during the decades after WWII.

European migrants (other than the British, who colonized Australia in the 18th century) settled in Australia in larger numbers, initially as displaced people right after WWII. Later, economic migrants became attracted by the promise of economic success and the concurrent promotion of Australia as a land of beach-goers with tanned bodies and quarter acre blocks of land where anyone with the right attitude and work ethic could build their Australian dream. Many migrants from the former Yugoslavia endured long ship voyages from refugee camps in countries neighbouring Yugoslavia after the war, to come to work primarily as manual labourers in the growing industries and large construction schemes being built in Australia during that time; for instance the Snowy Mountain Hydroelectric Scheme in New South Wales, which is by far the largest engineering project ever undertaken in Australia. After months or even years of heavy physical labour outside Australian metropolitan areas many of the post-war migrants moved to the cities, particularly to Melbourne and Sydney. Whilst there, many worked in car-producing industries such as at Ford and General Motors Holden; or in food processing factories like Rosella, Four'n'Twenty and Arnotts. Some of these migrants later established their own private businesses, a trend that was heavily represented in the Italian and Greek communities, as well as communities migrating from the former Yugoslavia, and later on also in the Turkish and Lebanese communities.

Amongst European migrants in Australia, the Italians and Greeks were not only more numerous, but also more visible than Croats, Serbs, Slovenians, Bosnians or Macedonians. Particularly the Italians established close networks based on ethnicity and links to the hospitality based service industry – restaurants and cafés – and have therefore gained much visibility and recognition within the broader Australian public. Their activity has also been closely linked to trading with fresh food, which again has impacted on the general Australian public, including many migrants from other European countries purchasing their fruits and vegetables at fresh food markets. This presence of Italian and Greek migrants, which has introduced new ingredients and flavours into the arguably bland Anglo-Australian cuisine, sparked an interest in trading Italian and Greek products linked to these two specific cuisines, and Australia's widening palate with increasing culturally diverse exposure. In this way, the presence of Italian migrants in Australia, for instance, directly influenced the lifestyle and eating habits of Australia's population at large, and encouraged trade between these two countries.

Similar developments are noticeable in some other ethnic communities in Australia. For instance, after the Vietnamese arrived in large numbers during the 1970s, Vietnamese restaurants and fresh food markets offering typical Vietnamese food and other products started to appear and serve a growing Vietnamese community as well as other Australians. In the last ten to fifteen years, Vietnamese restaurants in Melbourne have become very popular between both members of Vietnamese diaspora and other Australians. As the food and hospitality industry, particularly in Melbourne, and increasingly Sydney, are generally regarded as one of the most important aspects of the city as an identity marker, it is surprising how little Eastern and Southern European presence there is in the hospitality industry in these major cities (the Greeks being an obvious exception). Apart from certain precincts and neighbourhoods which

⁹ Indonesia is a large market, with a population of almost 238 million, and so Australia's limited utilization of the proximity to such a market on grounds of historical xenophobia was the basis of Keating's push towards closer economic and military ties with Indonesia, regardless of their less than perfect human rights record.

more specifically offer, for instance, bread and pastries baked according to Eastern European recipes; a few specialized delicatessen shops; or a few Polish, a couple of Hungarian and one Croatian restaurant, there is little of this presence visible in metropolitan Melbourne. Slovenians and Slovenian products are currently not promoted as such and are practically invisible in the metropolitan Melbourne area.

According to the latest 2011 Australian Census, there were 6,099 Slovenia-born people in Australia (a very small percentage of Australia's 21.5 million), which was a fall of 1.9 per cent from the 2006 Census. Victoria had the largest number of Slovenian born residents with 2,436, followed by New South Wales (1,988), Queensland (688) and South Australia (429) (ABS 2011). The greatest proportion of Slovenians in Victoria is settled in Melbourne.

Besides the country of birth question, the Australian Census also incorporates a question on ancestry. In this question, the number of people claiming Slovenian ancestry is considerably higher. Altogether, there were 17,150 people reporting Slovenian ancestry in Australia in 2011¹⁰, which means that more than 10,000 people who were not born in Slovenia identified themselves as Slovenians.¹¹ Therefore, there is a mix of first and subsequent generations of Slovenians in Australia, identifying in some form with Slovenia and/or Slovenian culture.

The reason for why this is of significance whilst we talk about bilateral relations, diplomacy and trade between Slovenia and Australia, particularly in the context of Slovenian import products in Australia, is that trade always depends on the flexibility of the exporting market and the demand in the importing country. Slovenian companies thinking of successfully trading within Australia should consider the presence of ethnic Slovenians in Australia, and also refer to the successful precedents mentioned above, in regard to the Italians, Greeks, Turks, Lebanese and Vietnamese, which helped establish bilateral markets. The relative distance between the two countries can work in favour of Slovenian products if they are introduced and promoted intelligently, playing on the 'exotic' as a marketing plus, just as it can when Australia markets itself to Slovenia. There is a desire for Slovenian products between Slovenian migrants in Australia and people identifying with Slovenian culture, who do not necessarily travel to Slovenia very often, due to factors such as the sheer distance between the countries and related high costs of travel. It is also important to note that bringing certain products, particularly food and beverages back to Australia, is limited for individual passengers on commercial flights due to strict customs regulations at Australian borders.

Certainly there is the potential for smaller, specialized companies in Slovenia offering high quality products to reach a broader Australian market by building networks with, and relying on, migrants who are familiar with the characteristics and specifics of Australia's market environment. As Lara Černetič, who is a recent migrant to Australia and a business and international trade expert mentioned in an interview for a Slovenian Australian blog/newspaper, 'there is an opportunity here for Slovenian companies. Some are already present on Australia's market but not sufficiently. It is my estimate that this market still offers many opportunities, especially in pharmaceuticals, information technology, renewable energy sources, the chemical industry, biotechnology, machinery, etc.'¹² Consumables such as Slovenian gourmet and fine food produce, including Slovenian wine made by smaller wine producers in Slovenia, for example, could also be very successful imports to Australia, a country that likes its wine but is limited in its experience of the high quality of Slovenian or Croatian wine varieties. Such wines would be considered 'boutique', and could fetch high profit margins if marketed correctly. Australia is a highly consumption-oriented economy with high purchasing power due to relatively large sections of the populace having high disposable incomes, especially in metropolitan areas. As already mentioned, a focus on the service, and more recently, fine food industries in Australian cities, certainly provides the room for the import markets of specialized quality products to blossom. Some Slovenians have already been successful in this way.¹³

4 Conclusion

There are many opportunities to increase the value of Slovenia's trade with the Pacific Rim countries, such as Australia, which is one of Slovenia's less important trade partners. Trade between Slovenia and Australia is marginal at this stage, mainly due to the countries' relative geopolitical positions, and the lack of a trading history. In this paper, we argued that the Slovenian diaspora in Australia is one of the main reasons that there is any trade between the aforementioned countries. Individuals with Slovenian ancestry, particularly Slovenian migrants who settled in Australia

¹⁰ See Australian Government, Department of Immigration and Citizenship (2014).

¹¹ The last 2011 census gave two options of ancestry identification, which means that people could report multiple ancestries and Slovenian could be only one of the reported ancestries in any given case.

¹² See Čuk (2013).

¹³ For instance, about four years ago pastry chef Klemen Popit and his wife Malči Turšič opened a bakery business in one of Sydney's most affluent areas, which has been very successful and currently employs of team of thirteen pastry chefs. It is interesting that the business is now exporting fine food French-style patisseries back to Slovenia and is looking to expand its market into Asia (see Čuk (2014)).

more recently, are significant players in trade relations between Slovenia and Australia - countries with very different histories and traditions of trade and foreign policy.

Besides providing a concrete link between the two countries, which would otherwise be much more abstract and unattainable, Slovenian migrants also present a market, which is – although relatively small – generally well networked across the multicultural Australian environment. Furthermore, this community is generally rooted in larger metropolitan areas, which, depending on the industry, tend to have higher purchasing power for most products and industries. Establishment of consulates and the naming of honorary consuls in Australian cities, besides the Slovenian embassy and an ambassador (currently recalled) in Canberra, which seems to be the current diplomatic trend, should be seen as only one step in establishing more lively and productive economic and cultural relations between the two countries. It should also be presented as being mutually beneficial, and marketed as such, expanding the awareness of Slovenia as a significant, albeit small, economic partner through the diaspora and into the general Australian consciousness. This will only happen if the creation of trade relations is approached simultaneously from the bottom-up (through migrant networks and entrepreneurs), as well as the top-down (via the embassy and the consolidation and expansion of consulates across the entire country, with trade as a focus). It should not be overlooked that Australia's market is in many ways also a jumping ground to other markets in the region, such as that of New Zealand, the Pacific island countries and the burgeoning neighbouring markets of South-East Asia. The opportunities are certainly available; it is more a question of priority, strategy and will.

References

- [1] **Australian Government, Department of Foreign Affairs and Trade.** (2014). *Slovenia: Fact Sheet*. Retrieved from <https://www.dfat.gov.au/geo/fs/slov.pdf>.
- [2] **Australian Government, Department of Immigration and Citizenship.** (2014). *Community Information Summary. Slovenia-born.* Retrieved from http://www.dss.gov.au/sites/default/files/documents/02_2014/slovenia.pdf.
- [3] **Čuk, Metka.** (2013). Lara Černetič on how to do business in Australia. *The Slovenian*. Retrieved from <http://www.slovenian.com/2013/11/lara-cernetic-on-how-to-do-business-in.html>.
- [4] **Čuk, Metka.** (2014). Pastry chef Klemen Popit and his wife Malči Turšič of DeToni Patisserie and Bakery on their love of making sweets. *The Slovenian*. Retrieved from <http://www.slovenian.com/2014/01/pastry-chef-klemen-popit-and-his-wife.html>.
- [5] **Statistical Office of the Republic of Slovenia.** (2014). *Exports and imports by countries, Slovenia, monthly*. Retrieved from http://pxweb.stat.si/sistat/en/MainTable/tbl_2401721.
- [6] **The World Bank.** (2014a). *Gross domestic product 2013*. Retrieved from <http://databank.worldbank.org/data/download/GDP.pdf>.
- [7] **The World Bank.** (2014b). *Gross domestic product 2013, PPP*. Retrieved from http://databank.worldbank.org/data/download/GDP_PPP.pdf.