



Predsednica Republike Slovenije

NATAŠA PIRC MUSAR

**Govor predsednice Republike Slovenije Nataše Pirc Musar
na Dewesoftovi merilni konferenci 2026
Delavski dom Trbovlje, 20. april 2026**

Velja govorjena beseda

Spoštovani dr. Jure Knez,
cenjeni visoki gostje,

dober večer in dobrodošli v Sloveniji.

V veliko čast mi je, da ste me povabili medse in da lahko nocoj z vami zrem v prihodnost podjetja, ki stavi na podjetniški pogum, inovativnost in odgovornost do ljudi, okolja ter širše skupnosti.

Ko govorimo o prihodnosti, je nujno poznati tudi preteklost, temelje, na katerih gradimo. Naj vam povem zgodbo lokalnega okolja, ki nas nocoj gosti.

Zasavje, kjer danes živi približno 50.000 prebivalcev, je bilo nekoč ena najnaprednejših regij, znana po rudarjenju in močnih podjetjih. A po prehodu v samostojno državo leta 1990 je regija hitro izgubljala svojo moč. Tovarne so se druga za drugo zapirale, brezposelnost je presegla 30 odstotkov, posledice rudarjenja in težke industrije v naravi so bile očitne. Številni so se izselili. Dolina je zapadla v apatičnost, iz katere se je zdelo, da ni izhoda.

A ostalo je tisto, česar niti najtežje razmere ne spremenijo: to so prave vrednote, inovativni ljudje, delavnost in pogum. To ni bilo le gospodarsko vprašanje, temveč vprašanje identitete in prihodnosti. Kako naj regija z močnim vplivom preteklosti zgradi novo razvojno zgodbo? Kako naj mladim pokaže, da ni treba zaradi ambicij drugam?

Peščica zanesenjakov v regiji je ves čas verjela, da lahko Zasavje postane središče tehnološke revolucije in prostor, kjer bo prijetno živeti.

35 let pozneje je zgodba drugačna.

Today we are facing the beginning of a new era. With the decline of heavy industry, nature has breathed again and transformed the appearance of these places. The companies in Zasavje have not only refurbished old factories, but their power now extends beyond their historical strength. Zasavje is today known as the technology valley of Slovenia.

Personally, Dewesoft's story inspires me for another reason as well. Because of its unusual business philosophy. It is a company that finances itself. In 25 years it has never gone to a bank for a loan. Instead, it invests almost all of its profits back into development and infrastructure, but also back into the local community. At the same time, the founders, Dr Jure Knez and Andrej Orožen, have invited employees into ownership. Creating such a culture of connection, belonging, and shared responsibility is an achievement in itself.

I am also following with great interest the next chapter of Dewesoft's story: the City of Acrobats.

The City of Acrobats is a promise to young people that a future is being built here for them. On 100,000 square metres of what is today still a degraded area above Trbovlje, a technology park is emerging for the next generation of innovators, entrepreneurs, and engineers. By design, it will be open to everyone who has the desire to create and change the world for the better. This is not just an investment in infrastructure. It is an investment in a confident future for Zasavje and Slovenia.

A strong foundation is being built here. I am proud that we are working together with the City of Acrobats on an important project named "5 Core Values of Slovenia". In today's world, where common sense is not always to be taken for granted, such strong local environments are key to the future.

This is where I see the greatest significance of this story. It is not only about a successful technology company growing in a former mining region. It is about the fact that this same region no longer thinks primarily about what it has lost, but about what it can become. All of Europe needs stories like this today. We need more places that give young people hope for the future. We need more companies that know how to connect global ambitions with local responsibilities.

And we need more confidence that exceptional things can happen here.