



Celje

Municipality of Celje

**INVESTMENT
OPPORTUNITIES**



Investment Opportunities Celje 2025

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Foreword

Dear Sir/Madam,

Enclosed is a document presenting some of the current investment opportunities in Celje, specifically related to the assets of the Municipality of Celje.

Celje is more than just a beautiful city with a rich history and a strong entrepreneurial tradition – Celje is a city of opportunities. As a regional hub with a strategic location and a well-developed business environment, it offers excellent prospects for businesses and investors. With a vision of sustainable development, systematic investments in infrastructure, and strong support for innovation and digitalization, we are creating a dynamic environment where ambition, knowledge, and progress converge.

Our goal is clear and ambitious: to establish Celje as a leading business, financial, and economic center in this part of Europe. Our vision extends beyond local boundaries – through strategic spatial planning, targeted infrastructure investments, and innovation-driven growth, we aim to strengthen Celje's role as a key economic player in the region. Celje already demonstrates economic strength and is committed to further growth and transformation into a modern and competitive business environment.

Why invest in Celje?

EXCELLENT TRANSPORT CONNECTIVITY

Celje is situated at the crossroads of key European transport corridors, enabling quick access to major economic centers in the region, the Balkans, and the broader EU market. Ongoing investments in logistics, railway infrastructure, and sustainable mobility will further enhance this advantage.

HIGH-VALUE JOB CREATION

Celje offers access to a highly educated, skilled, and motivated workforce across various technological and industrial

sectors. Close collaboration between businesses and educational institutions fosters research and development activities, accelerates knowledge transfer, and creates conditions for new, high-value jobs shaping the future.

SUPPORT FOR DEVELOPMENT AND INNOVATION

With its technology park, business incubator, research centers, and strong ties to academic institutions, Celje is a dynamic hub of innovation where knowledge, creativity, and entrepreneurship intersect. The city presents outstanding opportunities for companies focused on smart technologies, digital solutions, and Industry 4.0.

HIGH QUALITY OF LIFE

Celje combines the benefits of a vibrant urban environment with proximity to nature. Continuous investments in social and municipal infrastructure – including playgrounds, sports facilities, renovated roads, cycling paths, pedestrian walkways, and educational, sports, and cultural institutions – make Celje an attractive place to live. Investors in Celje not only gain a thriving business environment but also a city that offers high living standards, attracting top-tier talent.

Now is the right time to invest in Celje!

Through strategic investments and a clear economic vision, Celje is shaping a new development story where innovation, business success, and high quality of life go hand in hand. Our vision is clear – to attract ambitious entrepreneurs and investors and jointly create a future that transcends local boundaries.

Don't miss this opportunity – get in touch with us and discover how Celje can become a key partner in your business success!

Jernej Stanič
Coordinator in the Office for
Development, Projects, and Economy

Turška mačka Hotel

Boutique Hotel Opportunity in the City Center

957m²

total area

Hotel Turška Mačka (The Turkish Cat Hotel), located at Gledališka Street 7 in Celje, is owned by the Municipality of Celje. The building consists of four floors – a basement, ground floor, and two upper floors – with a total area of 957 m². Access to the building is provided from Gledališka Street. Due to its current condition, the property requires a complete renovation, presenting an opportunity for investors looking to develop a modern hotel or tourism concept in the heart of the city. The current spatial planning regulations also allow for an extension of the existing building.



Restaurant Majolka

Prime Opportunity in the City Center

676m²

total area



Bistro

+ Arcade Courtyard

Restaurant Majolka, located at Prešernova Street 3 in Celje, is owned by the Municipality of Celje. The commercial building comprises a ground floor and a partially elevated section of a corner row building at Glavni trg 1, Glavni trg 2A, and Prešernova Street 3. Access is provided from Prešernova Street.

The total indoor area amounts to 676 m², and the restaurant also benefits from an arcade courtyard, which allows for the establishment of an outdoor dining area. The property requires a complete renovation, offering a prime opportunity to develop a modern hospitality concept in one of the city's most recognizable locations.



Golovec Jug (Golovec South)

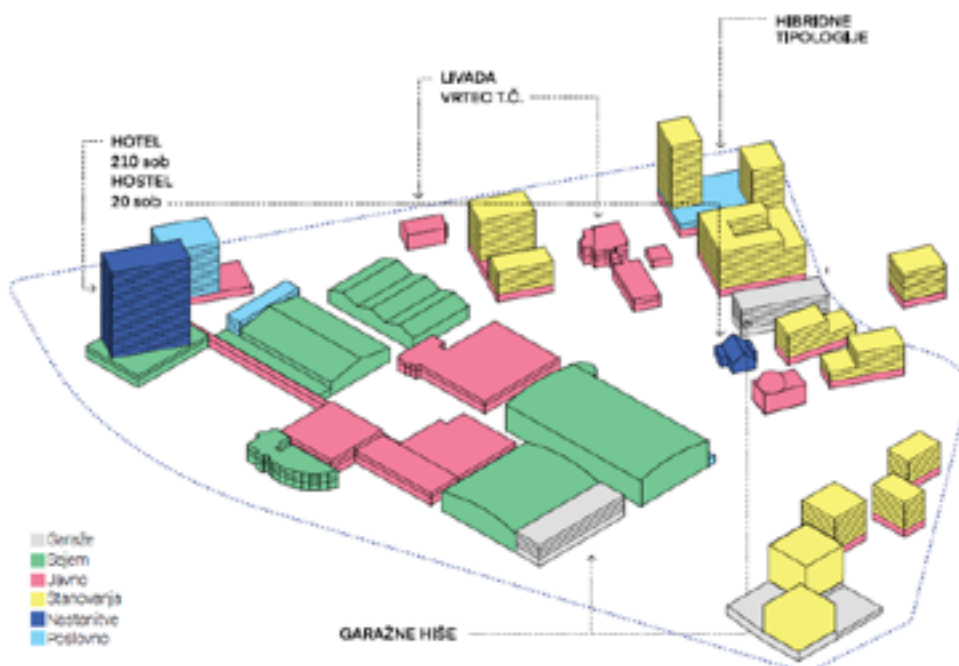
Congress Hotel Development Opportunity



A1

access to the highway

The Celje Fairground area is located north of Celje's city center, near the industrial zone and major transport routes, ensuring excellent accessibility. It is situated along Mariborska Road, in close proximity to the A1 highway, providing high visibility and convenient access. The largest landowners in this area are the Municipality of Celje and Celjski sejem d.d. Key facilities within the area include exhibition halls, a congress center, Golovec Hall, a swimming pool, and a bowling alley. The entire site represents a strategic location with significant potential for further development, as it connects industrial, residential, sports (Golovec Hall, Zlatorog Arena, Arena Stadium), and commercial infrastructure (shopping centers CityCenter, Planet, EK, and Inpos Center) while enabling business expansion and new investment opportunities.



Lake Šmartinsko

Holiday Resort Development Opportunity

6,1 ha

total area



Accommodation

houses, hotel, or guesthouse



Swimming areas

with a barrier across the bay



Sports

facilities

The holiday resort area at Lake Šmartinsko covers 6.1 hectares and is partially owned by the Municipality of Celje, with the remaining portion in private ownership.

The holiday resort area is designated for the development of vacation apartment houses (three rows of holiday apartments, with a maximum of 8 single-story houses and up to 15 two-story houses), a hotel or guesthouse with up to 30 rooms, a bathing area with a barrier across the bay, waterfront promenades, piers for swimming and boat docking, parking facilities, sports areas, hospitality establishments, renovation of an existing farm, and the construction of an exhibition and business center.

A revision of the National Spatial Plan (DPN) is planned to consolidate the entire holiday resort within the area co-owned by the Municipality of Celje.



Srce Sever

Business-Residential Development Opportunity

1,5 ha

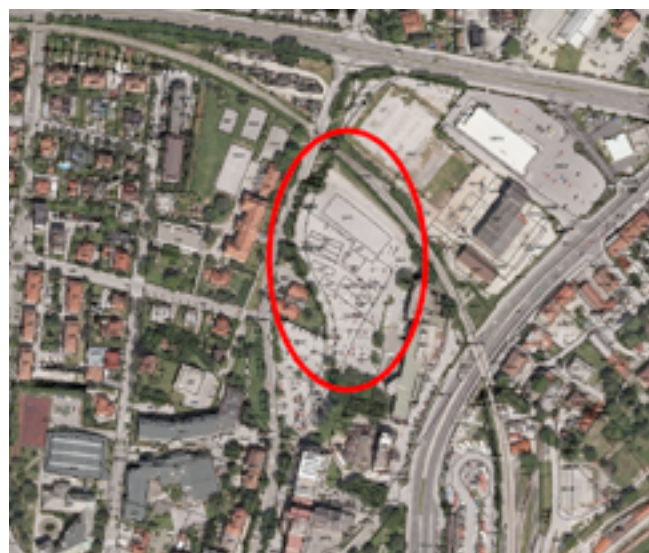
total area



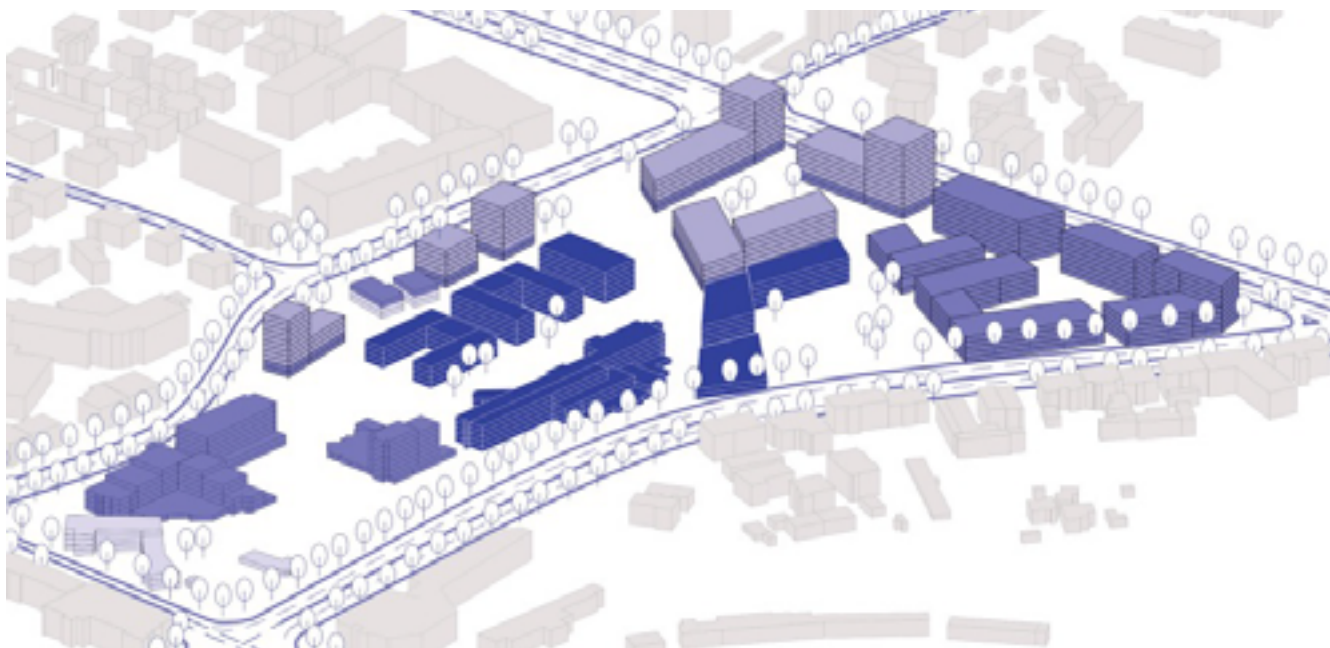
The area (Heart North) spans approximately 1.5 hectares and is primarily owned by the Municipality of Celje.

Two business-residential buildings are planned for this location.

- ~ The northern business-residential building on Vrunčeva Street is envisioned as a combination of a larger underground garage, a ground-floor commercial area, and a multi-story business-residential section. The building's height parameters include a basement, ground floor, and four floors (three floors in the southern part).
- ~ The southern business-residential building on Vrunčeva Street is designed with a height of four floors above ground and an optional basement level, which could accommodate a multi-story garage.



Professional studies for a new Detailed Municipal Spatial Plan (OPPN) for this area have already been prepared.



Rakusch

Business-Residential Development Opportunity

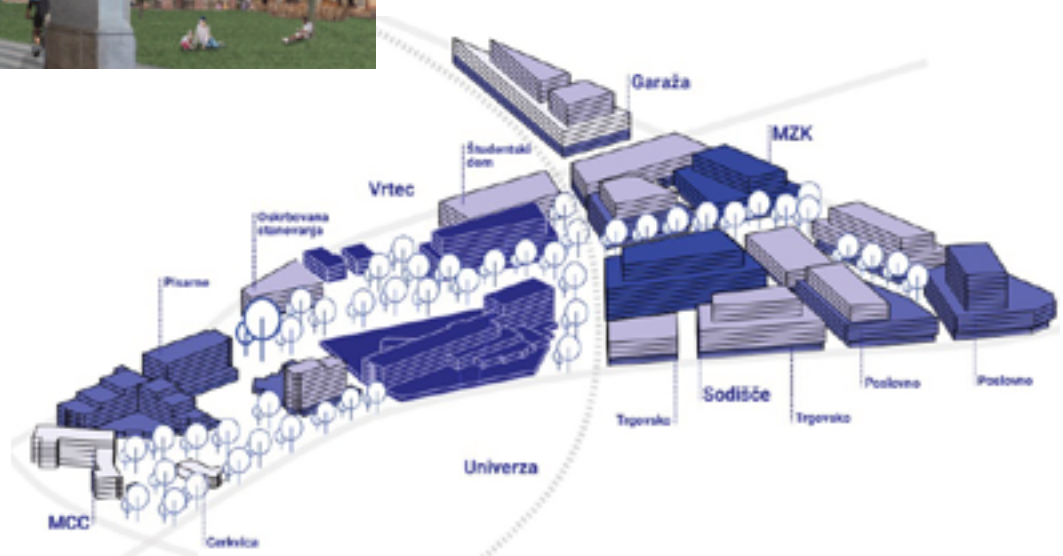
1,4 ha

total area



The area covers 1.4 hectares. The site of the burned-down Rakusch Mill (approximately 0.89 ha) is owned by the Municipality of Celje, while the remaining part is in private ownership.

A new Detailed Municipal Spatial Plan (OPPN) is required for the Rakusch area, with the intention of developing business-residential buildings and a retail facility. (Lidl, which is another landowner in the area, has also expressed interest in modifying the existing OPPN.)



Aškerčeva (Block 9)

Business-Residential Development Opportunity



**City
center**



Construction

Garage, offices,
housing

In the undeveloped part of the block along Aškerčeva Street and the area of buildings at Aškerčeva 3 and 3a, which are planned for demolition, the construction of one or more perimeter buildings is envisioned to complete the block, aligning with the height of the adjacent buildings to the south. The ground floor and first floor of the buildings must be designated for non-residential purposes, while the upper floors may be either residential or non-residential, depending on the permitted activities outlined in the regulations.

The planned construction site is predominantly owned by the Municipality of Celje, with some private ownership.



Sončni park

Modern Residential Community Development Opportunity

6 ha

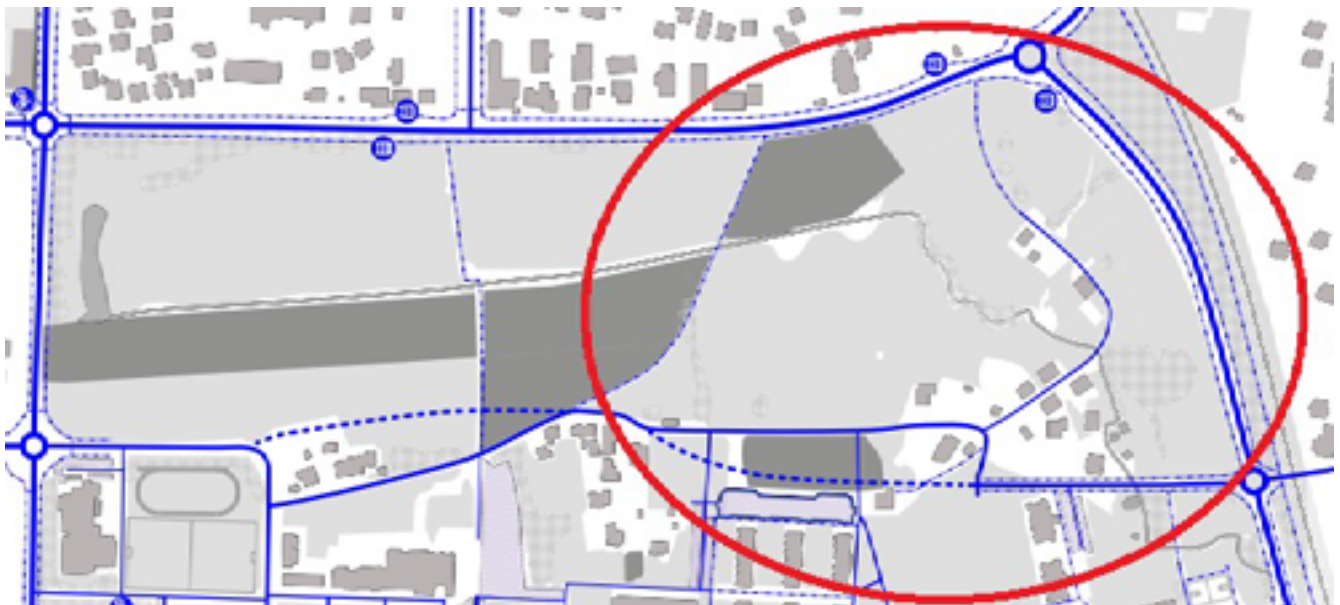
total area

The Municipality of Celje owns approximately 6 hectares of land in the Sončni Park area (Sunny Park area), which is located just a 25–30-minute walk from the city center.

The land is part of the Sončni Park Development Plan, which envisions the creation of a modern residential community with single-family houses in a green environment. The area is also planned to include a convenience store, a children's playground, and a landscaped green space with stormwater retention basins between the road and the Koprivnica riverbank. Additionally, the construction of municipal, transport, and energy infrastructure is planned. Business activities are not permitted within the residential buildings.

The neighborhood can be developed gradually, in separate morphological units. A prerequisite for residential construction is the establishment of the necessary municipal infrastructure.

In 2025, changes to the OPPN will be implemented to allow for denser residential construction and the creation of a sports and recreational area, along with a park.



Babno LKS

Modern Residential Community Development Opportunity

10,6 ha

total area



Urban green infrastructure

The Babno LKS area is planned as a new residential community at the westernmost edge of Celje, integrated into the city's emerging green infrastructure.

The total area spans 10.6 hectares, with the Municipality of Celje owning 2.0 hectares (marked in blue). The site is divided into six construction units: four residential, one with a mixed residential and public function, and one designated for retail and service activities.

Within the area, multiple building plots cover a total of 4.6 hectares, while transport and utility infrastructure account for 3 hectares, as do green spaces (3 hectares). The plan includes the construction of up to 262 residential units, including single-family and duplex houses, townhouses, and multi-family buildings. A total of 453 parking spaces are planned within the residential area.

The prerequisite for construction is the establishment of adequate municipal infrastructure. The first phase of the Kidričeva–Babno access road, which will serve as the main artery for the area, is set to be completed in 2025. Changes and amendments to the OPPN are currently in progress to allow for denser development and to adjust the ratio between built-up and green areas.



Zagrajska dolina

Residential Development Opportunity

0,78 ha

total area



The area (The Zagrajska Valley) is located between the local road Zagrad–Osenca and the Ločnica stream. The land, owned by the Municipality of Celje, covers approximately 0.78 hectares. The site is designated exclusively for residential development, with plans for 10 single-family houses. The building plots range from approximately 450 m² to 640 m², along with the necessary road and utility infrastructure.

A prerequisite for residential construction is the replacement of two bridge structures (planned for 2025/2026) and the installation of municipal infrastructure, for which project documentation is currently in preparation.

We are seeking investors for the development of a neighborhood aimed at young individuals and families.



Šmarjeta

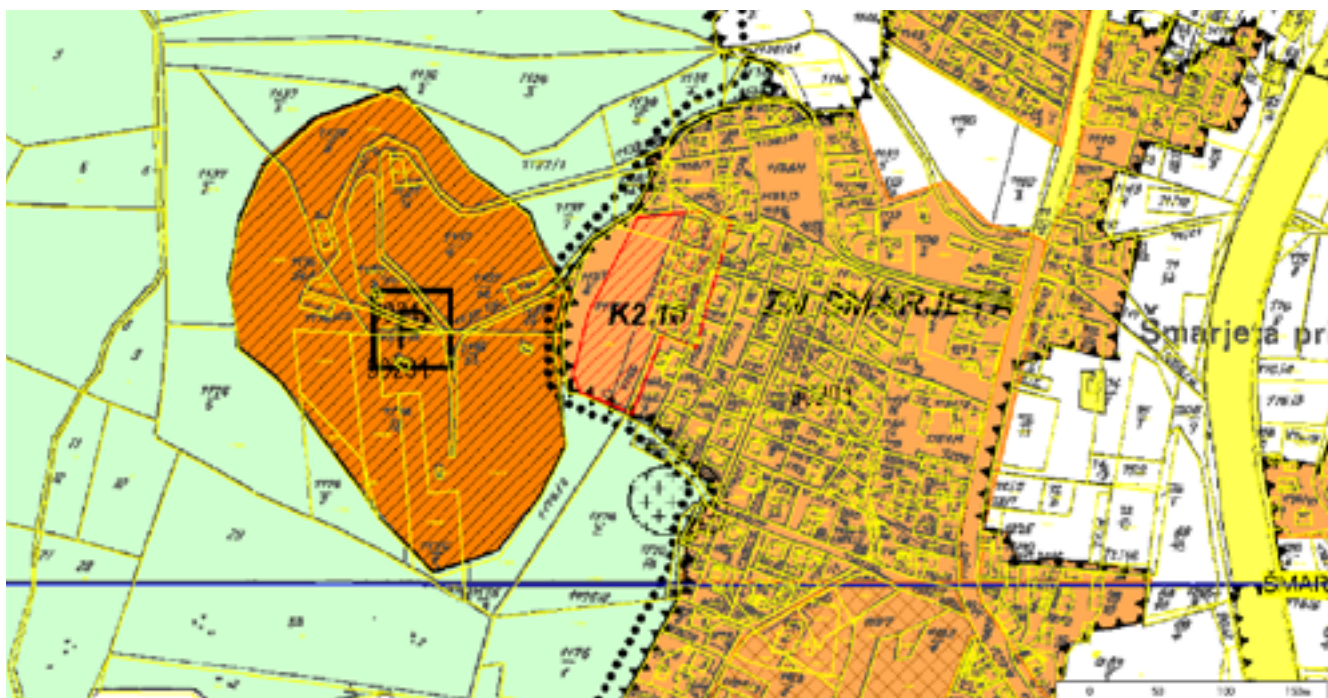
Residential Development Opportunity

5,1 ha

total area

The Municipality of Celje owns a complex of land in Šmarjeta, totaling 5.1 hectares, with an additional 1 hectare in private ownership.

The site is designated as a building plot for residential construction, with plans for single-family and duplex houses in a green environment. The realization of the project requires the adoption of an OPPN, which must also address transport accessibility to the area. The site is currently not equipped with municipal infrastructure.



Dolgo polje III

Residential Development Opportunity

5.600 m²

Areas with a total size



This area (Long Field III) is designated for the construction of two residential blocks with multi-family buildings, a parking garage, a grocery store or basic supply shop, and a playground at the northernmost part of the site. Additionally, two smaller residential buildings (villa blocks) are planned.

The remaining unbuilt multi-family buildings, numbered 7 and 8, cover approximately 5,600 m², of which around 3,700 m² is owned by the Municipality of Celje.

To proceed with construction, it is necessary to acquire ownership of part of parcel no. 553/3 k.o. Ostrožno, which is co-owned by private condominium owners.



Science and entertainment park Tehnopark Celje

A Strategic Investment Opportunity

The area is designated for the development of a technology park combined with business activities, small retail spaces, cultural content (e.g., a gallery), and service-oriented businesses on the ground floors. Residential construction is also possible on the upper floors.

The entire area is divided into three building blocks, defined by two street entrances from Kidričeva Road. The location presents an excellent opportunity for the development of a modern technology and business hub with diverse complementary activities.

In 2024, the Government of the Republic of Slovenia adopted a decree for the broader area, based on which professional groundwork for remediation will be prepared. In 2023, the Municipality of Celje (MOC) conducted an international urban planning competition, European.



ZAP. ŠT.	OBMOČJE	POVRŠINA OBMOČJA V M2	PREDVIDENA PRETEŽNA NAMEMBNOST	ETAŽNOST
3	območje zahod ob Kidričevi	12.553,24	poslovna, trgovska, kulturna, servisna, stanovanjska, garažiranje	P+3, P+4, PP+6, P+10, P+15
4	srednje območje Kidričeva	13.775,59	poslovna, trgovska, kulturna, servisna, stanovanjska, garažiranje	P+3, P+4, P+6, P+10
5	območje vzhod Kidričeva	14.797,65	poslovna, trgovska, kulturna, servisna, stanovanjska, garažiranje	P+3, P+4, P+6, P+10



Gaberje City Center

A Strategic Investment Opportunity

The Gaberje area is developing into a modern city center with various functions, divided into multiple urban blocks, each dedicated to a specific leading activity:

Area 1 (undeveloped land in Gaberje): Intended for business, commercial, service, residential activities, sports and recreational facilities, and parking garages.

Area 2 (existing development in Gaberje): A mix of business, commercial, service, residential, sports-recreational activities, and parking.

Area 6A (central part – center): Planned for administrative (regional and local) activities, tourist accommodations (hotel), cultural content, business and commercial activities, residential construction, religious buildings, and student dormitories, with parking options.

This area represents a strategic development opportunity for expanding the city center with modern mixed-use projects that will contribute to Celje's urban vibrancy.

Dimenzije objektov so:

ZAP. ŠT.	ETAŽNOST OBJEKTA	VIŠINE OBJEKTOV V M OD KOTE TERENA DO VENCA OBJEKTA	POZIDANOST PARCELE V% ZA OBMOČJE
OBMOČJE 1			
objekt 1.1	P+2	venec 10,50	32
objekt 1.2	P+2	venec 10,50	
OBMOČJE 2			
objekt 2.1	P+2, P+3, P+4	od 10,50 do 16,50 + lok strehe	
objekt 2.2	P+2	10,50	
objekt 2.3	P+2	10,50	39
objekt 2.4	P+2	10,50	
objekt 2.5	P+2	10,50	
objekt 2.6	P+2	10,50	
OBMOČJE 6 A			
objekt 6.1	P+3	13,50	
objekt 6.2	P+3	13,50	49
objekt 6.3	P+4	13,50	
objekt 6.4	P+4	13,50	

The total area covers 5.085 ha and is primarily owned by the Municipality of Celje.



Gaberje (Mariborska road)

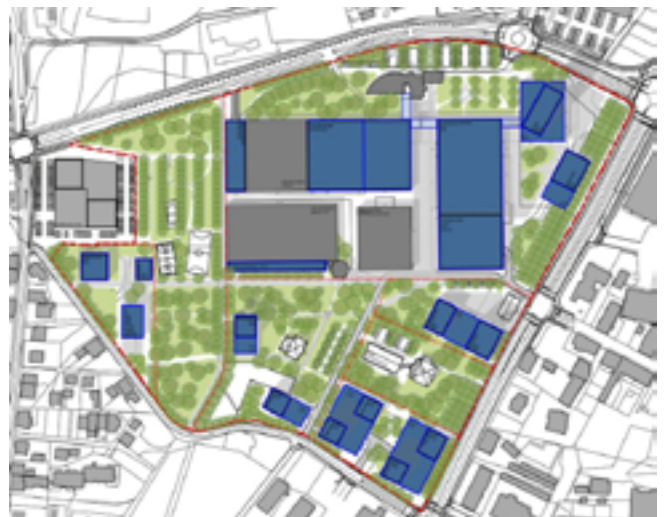
A Business-Residential Development Opportunity

17.000 m²

total area

The Gaberje area along Mariborska Road spans approximately 17,000 m² of building land. The Dolgo Polje I (The Long Field I) and CRC Golovec studies have already been conducted for this area. A new OPPN is in the approval process to allow for business-residential development.

This location provides an opportunity for the construction of modern business and residential buildings in a strategic urban location with excellent transportation connections.



Kidričeva road

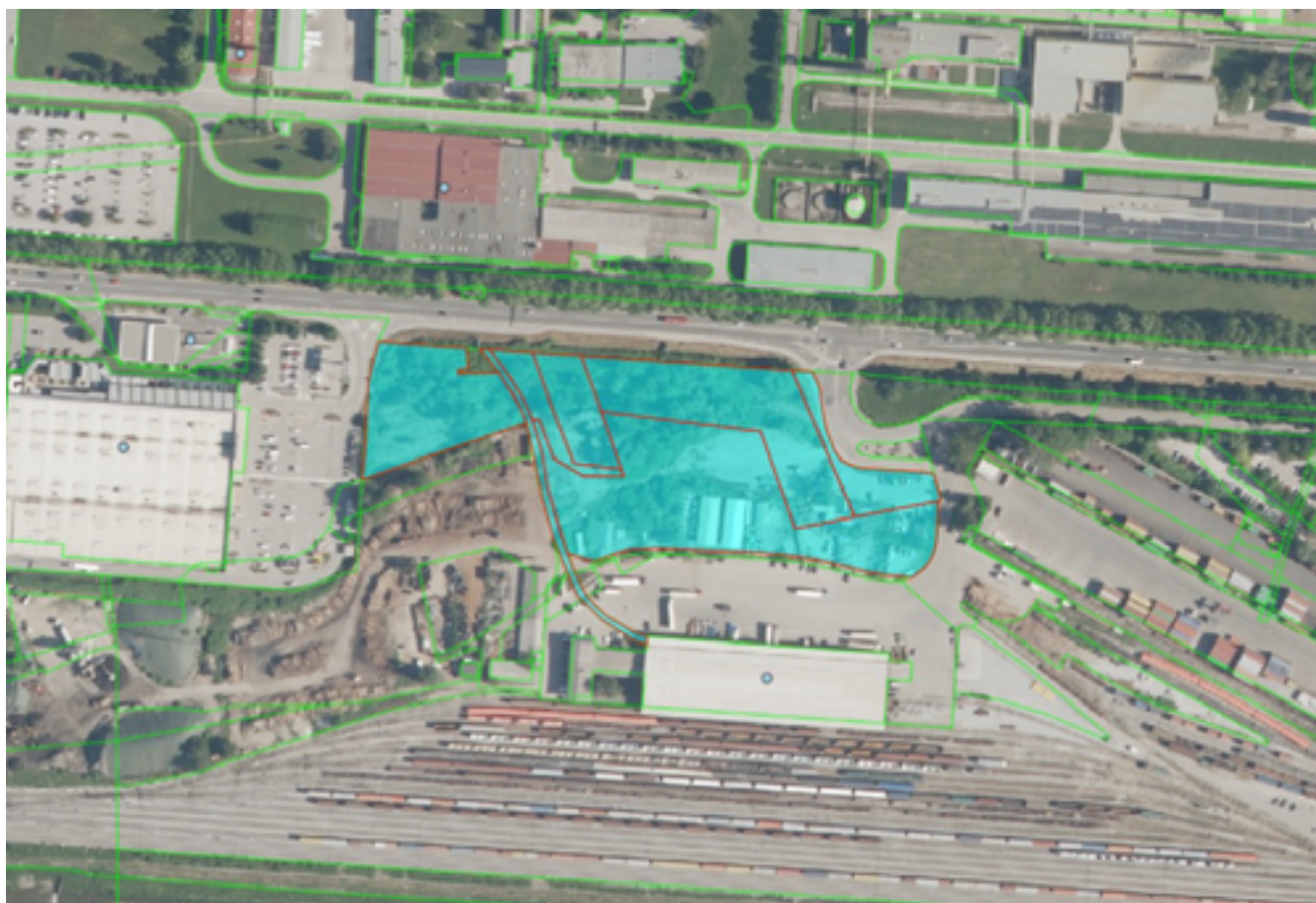
An Investment Opportunity

2,3 ha

total area

The Municipality of Celje owns a land complex of approximately 2.3 ha along Kidričeva Road. The area currently does not have an implemented spatial plan, but under the valid OPN (Municipal Spatial Plan), it is designated for business-commercial development.

This location presents an excellent opportunity for investors looking for space to develop business and commercial facilities in a strategically accessible part of the city.



Parking garages

An Investment Opportunity in Urban Infrastructure

Celje faces extremely high parking occupancy in the city center, particularly during working hours (8:00 AM – 3:00 PM), when occupancy exceeds 90% and long-term parking areas reach up to 110%. In the coming years, the number of outdoor parking spaces will further decrease due to new construction projects and street renovations.

Why invest in parking garages in Celje?

- ~ High demand – More than 90% occupancy throughout the workday.
- ~ Urban development – Renovations and new constructions will reduce existing parking capacity.

- ~ Target users – The primary users are employees in the city center who need safe and accessible parking.
- ~ Smart solutions – Potential for EV charging stations and digital parking management systems.

Investing in parking garages in Celje is a strategic business decision that aligns with the growing demand for parking, urban development, and sustainable mobility.



Celje passenger transport center

Investment in a Cable Car to Celje Castle



Cableway

to Celje Castle

Celje is the central transport hub of the Savinja region, strategically positioned at the intersection of railway connections, the highway network, and the planned third development axis. The Municipality of Celje aims to establish a modern passenger transport center to improve sustainable mobility and city accessibility.

One of the key projects within this transport center is the construction of a cable car to Celje Castle, enhancing tourism offerings and connecting the city center with one of the region's most important cultural-historical landmarks. MOC is seeking investors for the development and implementation of this project.



Bežigrajska road East

Investment Opportunity

2,2 ha

total area

The Municipality of Celje owns undeveloped building land of approximately 2.2 ha (parcel numbers 358/3, 357/3, 393/4, 394/11, 356/1, 257, 252/5, all castradal district Bukovžlak) in Bukovžlak. The area does not yet have a detailed municipal spatial plan (OPPN), providing flexibility for development according to market demands.



Bežigrajska road West

Investment Opportunity

1,2 ha

total area



Diverse business activities

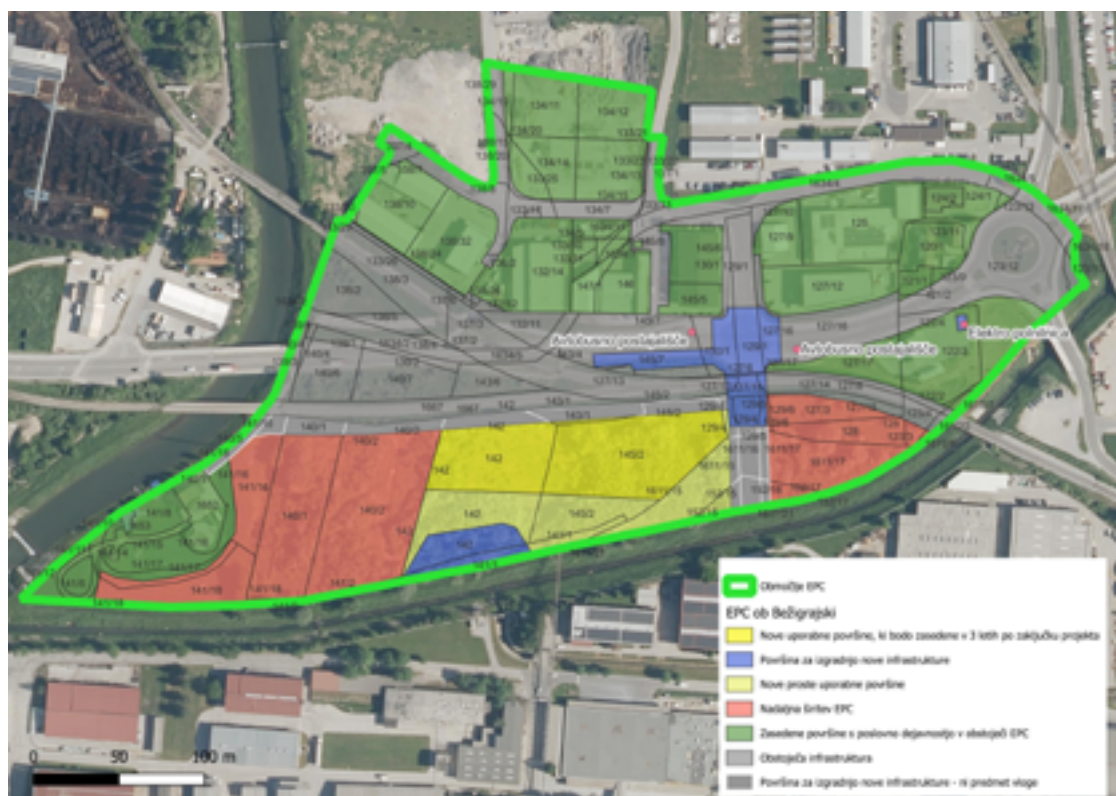
The municipal undeveloped building land, cadastral parcels no. 142, 143/1, 145/2, all in the cadastral district of Teharje, covers approximately 1.2 hectares (marked in blue). Around 0.8 hectares of this land is owned by the municipal public company Energetika Celje d.o.o. (marked in red). The land is located at the confluence of the Ložnica and Hudinja rivers, south of Bežigrajska Road, to which it has road access.

The conditions for development are defined by the Ordinance on Amendments and Supplements to the Development Plan for the JUG Industry – Economic Zone – Northern Part

of Cinkarna (Official Gazette of the Republic of Slovenia, no. 46/00): Official Gazette Link.

The entire area covered by this spatial plan is divided into seven blocks, designated for various economic activities, including business, industrial, and craft activities, as well as truck parking with accompanying services.

The land is not equipped with communal infrastructure, and access to the block requires the construction of a railway crossing.



New business zones

Investment Opportunities for Investors

With the adoption of the new Municipal Spatial Plan (OPN), two new economic-business zones will be established, one existing zone will be expanded, and a business-residential zone will be introduced. These zones will be strategically located in areas where the Municipality of Celje owns larger land parcels, providing strategic development opportunities for investors.

a) **Expansion of Economic Business Zone Trnovlje South - the extension of building land for commercial activities to the east (red line) is foreseen, allowing businesses to develop further.**



c) **New zone between the Celje–Šentjur road and the Štore Steel d.o.o. complex**



b) **New zone south of Bežigrajska Road, near the Celje-East highway exit**



d) **A business-residential zone in the Bukovžlak – Bežigrad area**



Economic and business zone Trnovlje South

Business Development and New Jobs

Strategic Location in the Heart of Europe

Celje, Slovenia, European Union

Celje is located in the heart of Slovenia with exceptional transport connectivity, allowing for quick access to key markets in the region. The Trnovlje South Economic Business Zone (EPC) is situated along the A1 highway (E57), with excellent connections to the Port of Koper (184 km), Ljubljana (70 km), Maribor (50 km), and international airports in Slovenia, Austria, and Croatia.

Invest in a Growing Business Hub

Key Advantages of the Trnovlje South Economic-Business Zone:

- ~ Total EPC area: 15.6 ha
- ~ Existing companies: 90 companies on 8.77 ha
- ~ New business areas: 6.26 ha of modern, fully serviced land
- ~ Expansion: Potential for an additional 18.8 ha of new business areas
- ~ Sustainable infrastructure: Green and blue infrastructure, ecological island, solar lighting, cycling paths
- ~ Co-financed with EU funds

The Trnovlje South Economic Business Zone covers 15.6 ha, with 87 companies already operating on 8.77 ha. With the help of EU funds from the Recovery and Resilience Plan (RRP – Next Generation EU), we have developed 1.12 ha of modern utility and road infrastructure and 5.12 ha of new usable business space. By the end of 2025, new companies have already occupied 2.56 ha. In the future, the zone has potential for further expansion by an additional 19 ha.

We aim to develop a strong ecosystem of high-value-added businesses that will enhance the competitiveness of the business environment.

Modern Infrastructure and Sustainable Development

The project includes:

- ~ Two new connecting roads
- ~ Advanced utility and road infrastructure
- ~ Blue and green infrastructure (drainage sidewalks, sustainable water management)
- ~ Celebus stops and the KolesCE public bike-sharing system
- ~ Electric vehicle charging stations and ecological island
- ~ Tree-lined avenue and park for a sustainable urban environment

Opportunities for Growth and Development

The Municipality of Celje creates a business environment that encourages entrepreneurship and sustainable business practices. The Trnovlje South EPC is an ideal location for companies seeking excellent logistical connectivity and modern infrastructure for growth and innovation.

Join the growing business community!

More information on the zone's website: epc.celje.si/en



EPC Trnovlje

Ekonomsko-poslovna
zona Trnovlje

ECONOMIC AND BUSINESS ZONE TRNOVLJE SOUTH – Investment Opportunity

The Municipality of Celje owns an undeveloped municipal building plot, parcels no. 347/11, 344/4, 344/2, 344/1, 343/4, 343/2, 343/1, 342/9, 413/13, all located in the cadastral district of Trnovlje, with a total area of 26,695 m² (marked in blue on the graphic below). The Municipality of Celje is establishing a new economic and business zone in this area and is partially equipping it with communal infrastructure.

The land is located in an area regulated by the Trnovlje – South Development Plan (project no. 7/84, RC Celje-Planning, Official Gazette of the Republic of Slovenia, no. 23/86, Official Gazette of the Republic of Slovenia, no. 39/98, 16/05, 66/05, 79/05, 65/07, 61/10, 93/15). This is designated as building land – 90202 – an area for production and service activities (development strategy), specifically in Block 1, which serves as a reserve for service and production activities. The access road to the block is planned from the industrial road. A main gas pipeline runs along the southwestern part of parcel no. 342/6, with designated parking spaces planned within its safety corridor near the

entrance. Within the 60-meter safety corridor of the main gas pipeline, it is possible to set up storage areas, depots, etc., while the narrower safety corridor must remain entirely as green space. A medium-voltage power line diagonally crosses parcel no. 342/6, and a water pipeline runs through the far western part of this parcel. In Block 1, construction lines are defined in accordance with prescribed setbacks from the road, railway track, and main gas pipeline. The height of buildings can be adjusted to meet technological requirements but must not exceed 8.00 meters (ridge height) or P+1 floors. Roofs must be gable-style with light-colored roofing material. The fencing follows the boundary of the functional land, set back 5.00 meters from the railway track. By establishing this new economic and business zone, which will support various activities, we aim to create suitable conditions for the development of both existing and new companies. The current spatial planning regulations allow building plots to be shaped according to the needs of potential investors.

With the new municipal spatial plan, expected to be adopted by the summer of next year, an expansion of building land for business activities is also planned towards the east (marked with a red line), enabling further development for companies.





Celje

Municipality of Celje

MUNICIPALITY OF CELJE

ODDELEK ZA OKOLJE
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