



LUXURY OF FREEDOM

The new achievement of the first Slovenian Luxury Lifestyle Resort

A non-stop growing brand with Slovenian origins has successfully placed one more achievement on their list. BIG BERRY, sister company for Hosekra has returned from Winter Olympic Games in South Korea, not rich in medals but rich in business ideas, connections and opportunities that will surely affect both the company's development and Slovenian entrepreneurial environment.

Right after closing all summer resort in 2017, BIG BERRY accepted the challenge of becoming the partner of Slovenia House 2018. BIG BERRY and Hosekra were asked to build the impressive wooden construction that would gather athletes, entrepreneurs and others during Winter Olympic Games held in PyeongChang this February.

Although maybe unexpected, this invitation was definitely deserved. The opportunity was a result of diligent work through the past couple of years and the desire to develop innovative and unique brand by connecting ideas, cultures, design and businesses.

The progress is remarkable for such a short period of time and it is a reflection of hardworking international team, which creates and delivers the story behind the brand, making it competitive on the international market. With these aspirations and goals in mind, having the possibility to participate in the biggest global sports event is an obvious step ahead.

Boštjan Hostej, The CEO of BIG BERRY and Hosekra, stated: "It caught us by surprise, but the team agreed on one thing - to make the best out of it, and the best way was to choose the team members that could truly represent us and our story". Along with CEO, there were two more team members, Mariliza Bonesso and Ana Iskra, wearing BIG BERRY colours in South Korea, and together with Boštjan Hostej formed a team of three different nationalities; Brazil, Croatia and Slovenia.

As one of the partners of the Slovenia House, the company BIG BERRY shared the duty and privilege of representing Slovenia on the Winter Olympics. Since BIG BERRY has an innovative and refreshing outlook on creating and placing houses on numerous locations and for various purposes, the project of setting up the Slovenia House was right down their road. Alongside the impressive wooden construction, inspired by the "hayrack", BIG BERRY, together with designers "ArnoldVuga" and architects "GregorcVrhovec", has managed to communicate the image and ambience of Slovenia.

About 20 events, 1400 invited guests and more than 2000 visitors, from which numerous Slovenian and international sportsmen, businessmen, journalists, partners, suppliers, volunteers and tour operators, were hosted in the Slovenia House during 17 days of Winter Olympics. One of the important roles of the Slovenia House was to insure the setting for companies and groups for business and social purposes. One of the most successful events was the workshop for local and international tour operators organized by Slovenia Touristic Organization (STO) which hosted around 50 of their representatives.

It was an event full of great opportunities to expand the network and possibilities for future collaborations. BIG BERRY offered its support during the event, since it has previously hosted many tour



LUXURY OF FREEDOM

operators in its Luxury Lifestyle Resort in Bela krajina and other destinations, highlighting the importance and advantages of international connections, equally in field of tourism, business and culture.

According to Matic Švab, Marketing and Finance Manager at Olympic Committee of Slovenia, “The Slovenia House is a success story thanks to the partners and the team, who have set up the House, including BIG BERRY, which staged a unique environment”.

The House was put together by a team of seven people from the Slovenian National Olympic Committee (NOC), and two other professionals, who worked 15 hours per day and delivered the project faster than expected. In addition to the groups mentioned above, Slovenia House hosted important visitors such as Ban Ki-moon, former Secretary General of the United Nations; Jean Todt, president of the International Automobile Association; Sergey Bubka, vice president of the World Athletics Federation; Prince Albert II (monk prince); Dr. Janez Kocijančič, politician and Borut Pahor, President of the Republic of Slovenia.

“The feedback on the project is great, not only from the general public, but also from the Korean people who already knew where the House is located. They could not believe how we have transformed this space”, said Peter Dokl, head of the Slovenia House. The success surely affected all the partners, suppliers and sponsors involved, whose name now stands among the biggest companies of global success.

While still under the impression of Winter Olympic experience, there is not much time for rest. After a successful outcome from the partnership with Slovenia House, BIG BERRY is counting days to the opening of the 3rd summer season at Kolpa River and other destinations.

UPCOMING INTERNATIONAL PROJECTS FROM BIG BERRY

With exceeded expectations and stronger connections, the first Slovenian Luxury Lifestyle Resort is prepared to welcome not only prominent people from the Olympics, but also 21 international chefs, 21 entrepreneurs, 30 product designers, 30 fashion designers and 7 street artists through 6 projects at Kolpa River. With all these projects BIG BERRY is spreading an Olympic spirit of unity, support and hard-work in an international environment throughout Bela krajina. All of BIG BERRY projects are followed by an event, open for the guests and local community, creating connections on different levels.

Official opening ceremony will be held at BIG BERRY Kolpa River Resort in Primostek on 28th of April when all the novelties for the new season will be presented.

For more information, please visit www.bigberry.eu or www.hosekra.com.