

# HONORARY CONSULATE OF SLOVAKIA IN TEXAS

SXSW 2026 CLIENT CASE STUDY

# Strategic Approach

Slovak House brings together founders, executives, investors, and public-sector leaders who are actively building and scaling businesses between Europe and the United States.

## INDUSTRY:

- Tech, AI, Biotech, Advanced manufacturing

## PRODUCTS FEATURED:

- Official Event

*“SXSW becomes a catalyst for ongoing collaboration, repeat engagement, and a growing pipeline of opportunities between Slovakia and Texas.”*

**Vladimir Lackovic - Special Representative to the US for Trade and Investment**



# Performance *Breakdown*

## THE TARGET

Slovak House at SXSW is designed as a strategic platform to position Slovakia as a credible, innovation-driven partner within the Texas ecosystem. The primary objective was to elevate awareness of Slovakia's strengths in AI, advanced manufacturing, deep tech, and clean energy, while showcasing high-potential Slovak companies to investors, partners, and customers. The overall objective being to facilitate concrete business outcomes—connecting Slovak founders with U.S. venture capital, corporates, and accelerators, and opening pathways for market entry and expansion.

## THE APPROACH

With an Official Event at SXSW, Slovak House served as a bridge for investment attraction. Through curated programming and targeted meetings, we engage U.S. stakeholders in discussions around Slovakia as a destination for high-value investment, particularly in areas such as AI infrastructure, data centers, and next-generation industry. SXSW was a highly productive platform for Slovakia and SARIO, particularly through Slovak House, which brought together over 400 founders, investors, corporates, and public sector leaders in a focused, business-oriented setting. The program combined targeted mentoring sessions, high-quality panels, and curated networking, leading to concrete follow-up discussions around partnerships, market entry, and investment. High-level participation, including Texas Secretary of State Jane Nelson, reinforced the credibility of the platform and helped deepen engagement with key U.S. stakeholders.

## THE IMPACT

By bringing together founders, investors, policymakers, and diaspora leaders, SXSW strengthened Slovakia's presence in Texas and built sustained relationships. Overall, the experience delivered strong visibility and meaningful pipelines. Slovak House had over 600 sign ups and over 400 attendees. The overall impact not only increased visibility, but also initiated tangible follow-ups for pilot projects, partnerships, and investment conversations that continue beyond SXSW.

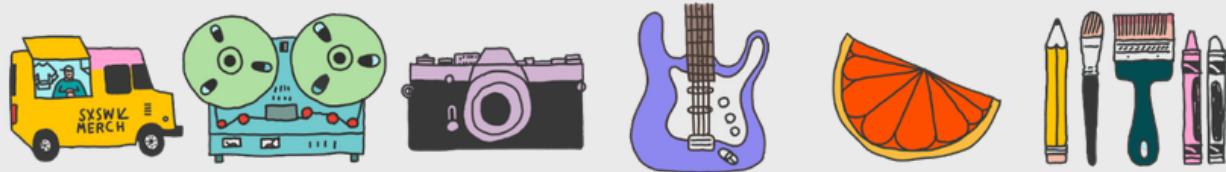




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**PHOTO CREDITS:  
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*"[The SXSW] team members were very diligent and helpful, their presence at our event was much appreciated as well. Slovakia will be back, bigger and better!"*

