

Visit to Adria Mobil with Innovation Section (SINO)

4 June 2026

The exchange of good business practices is an important part of the activities of the professional sections of GZDBK, as it enables members to gain direct insight into successful organizational, development, and technological practices of companies from the region. Within the framework of the section's annual work program, the executive boards also organize company visits, where professional topics are connected with practical experience, networking, and the exchange of views among members.

This time, the Innovation Section (SINO) visited Adria Mobil d.o.o., Novo mesto, one of the most recognizable and development-oriented companies in the region and an important European manufacturer in the caravanning industry. Adria Mobil d.o.o., headquartered in Novo mesto, is one of the leading European manufacturers of caravans, motorhomes, and mobile homes. With a rich tradition dating back to 1965, the company, through its renowned brands Adria and Sun Living, ranks among the very top of the European caravanning industry. Its success is built on in-house development, technological expertise, innovation, and continuous adaptation to customer needs. Since 2017, the company has been part of the French Trigano Group, enabling additional development and strategic synergies.

At the beginning of the meeting, the gathered participants were welcomed by the company's management. Following the introductory address, participants toured the production facilities. This was followed by presentations on the company's organization, development department, and examples of good practices.

At the conclusion of the professional part of the meeting, an assembly of the Innovation Section (SINO) was also held, aimed at reviewing the section's activities, strengthening connections among members, and further shaping the section's operational program in the fields of development, innovation, and the exchange of good business practices. The continuation of the SRC-EDIH 2.0 project activities was also presented. The project promotes the digital transformation of companies, the development of employee competencies, and the strengthening of the regional innovation support environment. Participants were informed about opportunities for involvement in the project and about the possibilities the project offers companies in implementing modern digital and organizational solutions.

The visit concluded with an exchange of opinions, insights, and experiences, followed by informal networking among the participants.

You are also invited to view photo highlights from this meeting.

Membership in the Innovation Section (SINO) is free of charge for all employees of companies that are members of GZDBK. [SINO Membership Application >](#)

The event took place within the framework of the SRC-EDIH 2.0 project.