

DIANA HAUERLAND

CEO
HAUERLAND SPOL. S R.O.



Diana Hauerland is CEO and owner of Hauerland spol. s r.o., a family company operating 35 years in Slovakia and a leading provider of merchandising, branding, and promotional products in Central Europe. She took over the company during the COVID-19 pandemic, focusing on innovation, sustainability, and personalized B2B solutions. Diana is a recognized leader in corporate merchandising and marketing, actively engaging in discussions on branding trends and client relationship building. Her approach combines strategic thinking, creativity, and a people-focused philosophy, enabling Hauerland to deliver high-quality, original promotional solutions that strengthen brand visibility and client engagement across industries.

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IN THE CURRENT GEOPOLITICAL AND ECONOMIC CLIMATE, WHAT SHOULD SLOVAKIA PRIORITIZE TO REMAIN COMPETITIVE WITHIN THE EU AND GLOBALLY?

We believe the key priority today is shifting the focus from price to value. Slovakia has a strong industrial foundation and significant potential to grow—particularly in areas where higher added value is created, such as creativity, services, and proprietary products.

There is also clear room to simplify the business environment and accelerate decision-making processes. Companies operate dynamically today and expect the same from the state.

DEMOGRAPHIC CHANGE IS RESHAPING LABOR MARKETS ACROSS EUROPE. HOW SHOULD SLOVAKIA RESPOND TO AGING, TALENT SHORTAGES, AND WORKFORCE TRANSFORMATION?

We see this as both a natural shift and a significant opportunity. Young people bring strong potential—they are innovative, creative, and naturally focused on working efficiently while maintaining a healthy work-life balance.

Generation Z is steadily entering the workforce, and it is important to give them the space to fully develop their potential. At the same time, the experience and broader perspective of older generations bring tremendous value.

The best results come when these worlds connect—when energy and fresh ideas are combined with experience and wisdom. This creates an environment that is not only high-performing, but also sustainable in the long term.

IF YOU COULD DEFINE ONE BOLD REFORM OR STRATEGIC SHIFT THAT WOULD SIGNIFICANTLY IMPROVE SLOVAKIA'S BUSINESS ENVIRONMENT, WHAT WOULD IT BE?

The greatest difference would come from predictability. Companies are able to adapt to almost anything, as long as they know the rules of the game in advance.

When the rules are clear, stable, and decisions are made in a timely manner, businesses can focus on growth, innovation, and value creation. That is what truly drives the economy forward.

In practice, this means fewer unexpected changes, simpler processes, and faster decision-making—creating an environment that naturally supports business activity and long-term planning.

WHAT ACHIEVEMENT FROM 2025 ARE YOU MOST PROUD OF, AND WHY?

The year 2025 confirmed for Hauerland that quality, client experience, active listening, proprietary solutions, and a strong brand deliver tangible results. We

strengthened our market position while significantly advancing the perception of merchandise as an essential part of brand building.

Clients increasingly see us as a trusted expert and strategic partner in offline advertising, branding, and merchandise strategy.

Our events were a key highlight of the year—Hauerland Creative Marketing & Innovation Days 2025, Opening Season for Novelties Edition, and High Season Xmas Edition—where we connected inspiration, innovation, and practical solutions for our clients.

This shift toward strategic partnership has been our most significant achievement.

WHAT IS THE BIGGEST STRATEGIC CHALLENGE YOUR COMPANY IS CURRENTLY NAVIGATING?

Our priority is to maintain a high level of personalization and quality even as the volume of projects continues to grow. Clients expect original merchandise that authentically reflects their brand—delivered within increasingly shorter timeframes.

That is why we are focused on accelerating processes, optimizing logistics, and implementing new digital technologies. A key part of this is integrating AI into the creation of personalized offers, allowing us to respond faster, more accurately, and at scale.

HOW DO YOU FOSTER INNOVATION WITHIN YOUR ORGANIZATION, WHETHER THROUGH TECHNOLOGY, PEOPLE, OR BUSINESS MODELS?

Innovation is a natural part of our everyday work. For each client, we create tailor-made solutions that reflect current trends, modern materials, and the latest standards in the merchandise industry. We actively seek out new products, collaborate with trusted brands, and bring into B2B solutions that were until recently more typical of retail.

Each year, we refresh approximately 10–20% of our product portfolio to keep our offering current and inspiring. We also showcase innovations through our Hauerland Innovation Days, connecting them with practical, client-specific solutions.

HOW IS AI OR DIGITAL TRANSFORMATION CHANGING YOUR INDUSTRY, AND HOW ARE YOU RESPONDING?

Digitalization is significantly simplifying the way clients work with merchandise. It enables faster visualizations, greater personalization, and a stronger connection between creativity and the final product. As a result, clients can more easily envision outcomes and make decisions more efficiently.