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DANUCEM SLOVENSKO, A.S.



Fedja Rojnik is Director of Ready-Mix Concrete & Precast at Danucem, overseeing operations across our key markets of Slovakia, Hungary, and Austria. Fedja holds a degree in Business Administration & Social Studies from the United Kingdom and an Executive MBA from IEDC - Bled School of Management in Slovenia. He joined the company in 2006 and has since held several leadership roles spanning human resources, organizational development, and regional integration projects. His leadership approach combines operational discipline with a strong focus on people development, performance, and long-term value creation.

HOW DO YOU SEE THE CONSTRUCTION MATERIALS MARKET IN SLOVAKIA EVOLVING OVER THE NEXT 3 TO 5 YEARS?

We expect the Slovak construction market to continue to grow over the next three to five years, driven primarily by two key segments: residential construction & infrastructure. Residential development will be concentrated mainly in Bratislava, Košice, and other regional capitals. Cities are continuing to expand, and the shortage of available and suitable housing will continue to be a major driver of demand. The second growth driver will be critical infrastructure. There is a solid pipeline of projects and funding focused on major transport corridors, including road and rail development.

WHAT WOULD YOU SAY IS DANUCEM'S COMPETITIVE ADVANTAGE?

We are well positioned to support all major types of construction projects in Slovakia from small individual housing to the most complex infrastructure objects. From cement and aggregates through concrete, paving solutions, and soil stabilization products, combined with own logistics we can support all residential, non-residential, and infrastructure construction activity.

This is further complemented by our nationwide footprint – we operate the country's largest network of ready-mix concrete plants, covering both major urban centers and smaller regional and rural markets. With cement plants located in both the eastern and western parts of the country, we are close to key consumption hubs and can respond efficiently to customer demand.

Our competitiveness is further strengthened by our stability as part of a multinational group, our experience across a wide range of projects, and a strong focus on quality and reliability.

WHAT ROLE DO LOW CARBON MATERIALS PLAY IN SHAPING FUTURE CONSTRUCTION STANDARDS?

If we, as an industry, are able to produce materials that have a lower environmental impact, it benefits everybody. At Danucem, we believe that our role as a regional leader goes beyond simply responding to current demand. If we can deliver materials with the same performance and quality but with a lower CO₂ footprint, then this is the right direction and it is our responsibility to continue building understanding

and confidence – among professionals and the wider public – that low carbon materials deliver real, long term value.

HOW HAS DEMAND FOR LOW CARBON CONSTRUCTION MATERIALS EVOLVED AMONG DEVELOPERS AND INVESTORS IN RECENT YEARS?

Demand for low carbon construction materials has been increasing in recent years, particularly among larger developers and institutional investors. Sustainability has moved from being a niche topic to an established part of professional discussions, project concepts, and investment criteria, but I would say there is still some way to go before it becomes an industry standard or requirement.

HOW SHOULD SAFETY BE EMBEDDED INTO OVERALL BUSINESS STRATEGY AND OPERATIONAL PRIORITIES?

Safety is a constant focus and an ongoing process that requires a clear vision, sustained investment, and long term consistency. It is about mindset, behavior, and requires continuous effort at every level of the organization. The goal is for people to understand risks deeply and take personal ownership of safety – even when management is not there to supervise.

WHAT LEADERSHIP QUALITY IS MOST ESSENTIAL IN TODAY'S COMPLEX ENVIRONMENT?

In our business, leadership is built on trust, relationships, and experience. One of the most important qualities is credibility – keeping your word and delivering on commitments, but also proactive and transparent communication is essential. Trust is strengthened not by perfection, but by consistency and openness. Long term success comes from creating an organization where people can perform, grow, and take responsibility.

At the same time, effective leadership requires a strong change mindset especially in mature industries. Leaders must continuously challenge the status quo and look for ways to improve – whether through innovation, simplification, or better use of technology. The key is to identify what truly matters, and deliver visible, tangible progress. That is how leaders can drive sustainable change and help to build organizations & teams better prepared for the future.