



BRIDGING SLOVAKIA AND TEXAS



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Andrea Hrušovská and Jozef Hrušovský are the founders of HR4U Solutions, an international consultancy focused on talent, leadership, and business growth. Founded in 2014, the company combines strategic HR expertise with hands-on support in talent acquisition, workforce transformation, and market expansion. Since expanding to Central Texas in 2022, HR4U has increasingly focused on helping Slovak and European companies establish a presence in the US market, particularly in Texas. Drawing on their experience in both Europe and the United States, Andrea and Jozef support companies in navigating market entry, business development, and local business ecosystems while building stronger transatlantic connections. They can be reached through www.hr4usolutions.com

After four years in Texas, what do you see as the region's biggest strengths from an investor and business perspective?

Texas is a true business powerhouse. With a GDP exceeding \$2.6 trillion, the eighth-largest economy in the world, it offers scale, stability, and speed. No corporate or personal income tax sharpens the bottom line. Add a diverse talent pool, strong infrastructure, and a culture that celebrates entrepreneurship, and you understand why companies from across the globe are planting roots right here.

Texas has become one of the fastest-growing business hubs in the US. How does the state market itself differently compared to other regions competing for investment?

What we see today started a long time ago. For 14 consecutive years, Texas has led the nation in capital investment, attracting over 1,400 projects and \$75 billion in 2025 alone. The Texas Enterprise Fund, tax exemptions for manufacturing and R&D, and workforce training grants keep it ahead. What truly differentiates Texas is diversity: deep tech, defense innovation in Austin, energy in Houston, logistics in Dallas, and world-class engineering at University of Texas and Texas A&M. You can scale from startup to enterprise without leaving the state.

You work closely with Slovak companies entering the US market. What surprises them most

about doing business in Texas?

The biggest surprise is always the speed. Slovak companies are used to formal culture where relationships build slowly. In Texas, decisions happen fast, you can meet someone at a networking event and close a deal within days. The second surprise is how much personal branding matters. Visibility on LinkedIn and presence at industry events is not optional, it is how business gets done. Show up or hire strong local representation.



Invest in relationships before you need them; the American market rewards consistent presence.

What are the key things Slovak companies should focus on if they want to establish themselves successfully in Texas or the broader US market?

Three things matter most. First, get legal and compliance right, business structure and employment law cannot be an afterthought. Second, invest in relationships before you need them; the American market rewards consistent presence. Third, localize your communication, even

During her business trip to the U.S., AmCham Slovakia's Executive Director Martina Slabejová met Slovak couple Andrea and Jozef Hrušovský, who have been based in Austin, Texas, helping Slovak companies navigate the US market and build transatlantic business connections. We asked them to share their experience and perspective on regional competitiveness, investment potential, and opportunities for stronger economic ties between Texas and Eastern Slovakia.

an excellent product will not land if the messaging does not resonate. A local partner who understands both cultures can save years of costly trial and error.

From your perspective, what characterizes the manufacturing sector in Texas today, and which industries currently show the greatest growth potential?

Texas manufacturing is no longer just oil and petrochemicals. Advanced manufacturing is booming, reshoring, semiconductors, aerospace, clean energy, and a rapidly growing biotech and medical sector. Samsung, Tesla, and SpaceX are not here by accident. The sector demands automation, robotics, and skilled talent. Greatest growth potential lies in semiconductors, clean energy, aerospace, and life sciences, all areas where Texas is building serious long-term infrastructure.

You also see opportunities in the opposite direction — bringing investment interest from Texas and the US to Slovakia. What could make Eastern Slovakia an attractive destination for American manufacturers and investors?

Eastern Slovakia has assets still underappreciated internationally. A technically educated workforce, competitive costs, EU-quality standards, and strong logistics connectivity are real advantages. What excites me most is proximity to Ukraine, as reconstruction accelerates, Eastern Slovakia is uniquely

positioned as a gateway: a stable, EU-based production and logistics hub for everything the rebuilding of the East will require. Low risk, EU access, and a direct funnel to a massive emerging market, a compelling story for American investors.

What lessons have you personally learned while building your professional network and business activities in Texas?

Consistency and genuine curiosity are my two most valuable tools. Americans respond to people who show up and bring real value. Being Slovak here turned out to be a differentiator, diversity of perspective is valued. But the biggest lesson - be hyper proactive. Networking with strangers, constant outreach, takes enormous energy and is very different from Europe. Do not wait for your customer to find you. Go get them.

Looking ahead, where do you see the greatest potential for stronger economic cooperation between Slovakia and Texas in the coming years?

Human capital is the most natural bridge. Texas companies are hungry for talent in advanced manufacturing, IT, and energy tech, areas where Slovak professionals excel. Strong potential exists for talent exchanges, joint R&D, and direct investment flows as Eastern Slovakia's profile rises. Organizations like AmCham, alongside SARIO, play a vital role in making these connections visible and actionable on both sides of the Atlantic.