In my paper I will discuss the town of Ptuj in north-eastern Slovenia, which was in the 10.-11. century an important central settlement (in written sources mentioned as "civitas") at the intersection of two spheres of influence: Ottonian and Byzantine. It lies at the crossroads of important trading routes: the land route from the Apennine Peninsula to the Middle Danube Basin, and the water route along the river Drava, which leads from inside the Alps to the southern Balkans (the area of the Byzantine Empire). Politically was Ptuj on the border of the Ottonian and the Hungarian state, which is reflected also in the material culture: at the early medieval cemetery at the castle hill were found items of the Köttlach culture, as well as the Bijelo brdo culture (often even in the same grave). Important for the understanding of the role of Ptuj is the presence of byzantine imports at the castle hill, which indicates the presence of a wealthy elite, who was involved in the long distance trade between the Alpine world and the southern Balkans, the Byzantine world.