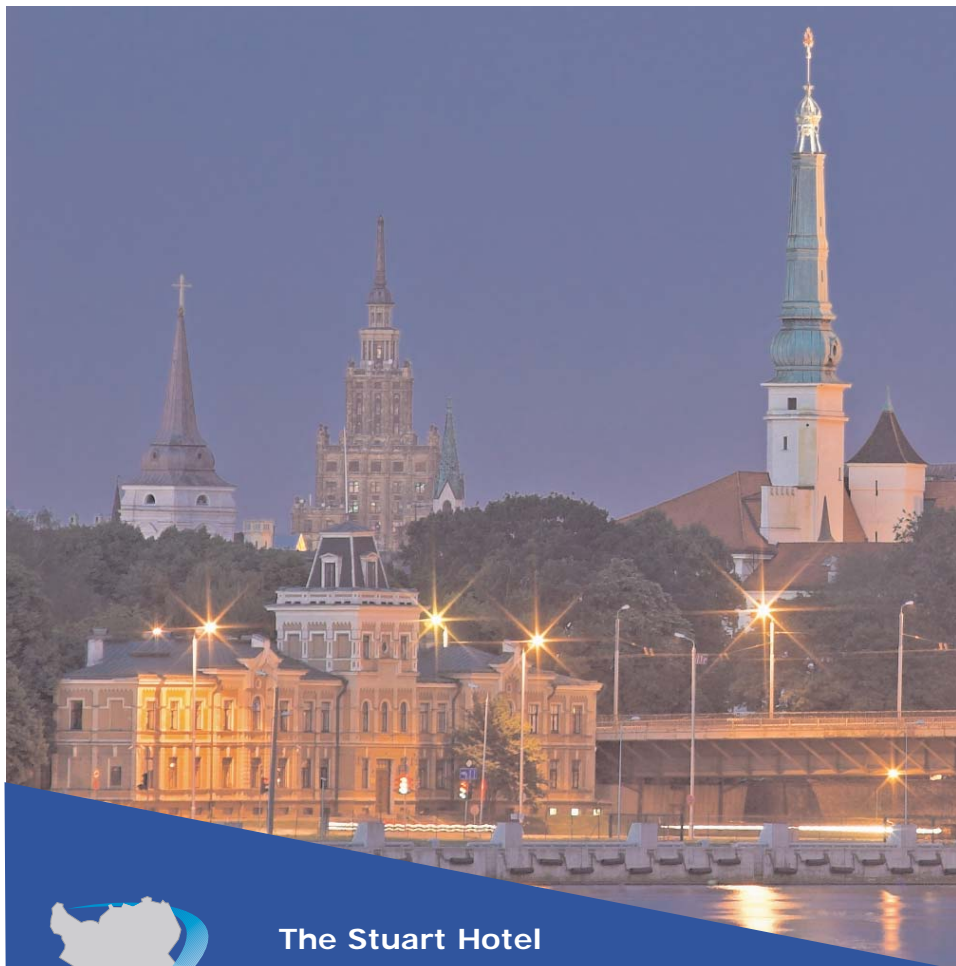


# Estonia, Latvia & Lithuania:

## Developing Business in the Baltics



**The Stuart Hotel**  
**119 London Road,**  
**Derby, DE1 2QR**

**Thursday 10 June 2010**  
**5.00 pm - 7.30 pm**

# Estonia, Latvia and Lithuania: Developing Business in the Baltics Thursday 10 June 2010

## Programme

**17h00 Registration, Light Refreshments and Networking**

**17h30 Welcome and Introduction**

**17h35 Baltic Market Overview and Export Opportunities**

*Lynn Sutt*, Trade Adviser, British Embassy Tallinn,

*Santa Plivca*, Senior Market Adviser, British Embassy Riga and

*Gintare Verbickaite*, Senior Market Adviser, British Embassy Vilnius

**18h00 Investment Opportunities in Latvia**

*Indra Freiberga*, Head of UK Office,

Investment and Development Agency of Latvia

**18h15 Investment Opportunities in Lithuania**

*Mark Gaskell*, Managing Director, Equity & Grant Ltd

**18h30 Similarities and Differences of the Baltic States:**

**Language, Culture, Customs and Etiquette**

*Lynn Sutt*, *Santa Plivca* and *Gintare Verbickaite*

**18h45 Case study: Baltics Market Visit Experience**

*Matt Stocker*, Director, Matt Stocker Ltd and Consultant Adviser,

Automatic Flare Systems Ltd

**19h00 Q&A and Discussion**

**19h30 Close and Networking Buffet**

# To book your place now please visit [www.emita.org.uk](http://www.emita.org.uk)

Are you an SME or a company new to export looking for a market that is relatively easy to develop business in, is not huge in size and is easily accessible from the UK? If so, why not join us for an evening seminar on Thursday 10 June to discover the opportunities for your business in the Baltic States.

Estonia, Latvia and Lithuania regained their independence from the Soviet Union in 1992 and have been members of the EU and NATO since 2004, which has made a huge impact on the ease of trading with these countries. This together with their open and flexible economies, high levels of English spoken and substantial EU funding, reaching £9.5 billion by 2013, makes the Baltics an attractive destination for business.

Sponsored by the Midlands Enterprise Europe Network, this event will provide you with the opportunity to:

- Hear an update on the latest market developments from UKTI Commercial Officers based at the British Embassies in Estonia, Latvia and Lithuania
- Learn about the business opportunities in a wealth of sectors across the region including ICT, biotechnology, energy and environment, education and training, construction and financial services
- Discover the investment incentives and opportunities available in Latvia and Lithuania
- Explore how these countries can be used as a springboard into the Russian and CIS markets
- Understand the similarities and differences of the language, culture, customs and etiquette across the Baltic States

# Speakers:

**Lynn Sutt** is a Trade Adviser at the British Embassy in Tallinn, Estonia.

- Lynn joined the UKTI Team in Tallinn in 2008 and is responsible for the environmental, agricultural, construction, engineering, electronics, tourism & leisure and food & drink sectors.
- Previously Lynn worked for 2½ years at the Estonian Ministry of Agriculture on bioenergy and biomass projects and corresponding Rural Development Plan support measures.

**Santa Plivca** is a Senior Market Adviser and has held this position at the British Embassy in Riga, Latvia since April 2005.

- Currently Santa is focusing on developing business opportunities in life sciences, R&D, pharmaceuticals, healthcare, cosmetics, chemicals, ICT, textiles, fashion & clothing, tourism & leisure, engineering, electronics, oil & gas and public and private partnership areas. She is also the Baltic Lead Officer for enquiries in the energy sector.
- Prior to her employment at the Embassy, Santa has worked in both private and public sector roles including Executive Director of the Latvian Biomass Association. She has also managed her own retail business.

**Gintare Verbickaite** joined UKTI as a Senior Market Adviser at the British Embassy in Vilnius, Lithuania 1½ years ago.

- Gintare is responsible for trade facilitation activities and focuses on energy, oil & gas, environment & regeneration, biotechnologies & pharmaceuticals, food & drink as well as infrastructure & transport sectors.
- Before joining UKTI Gintare worked as a Business Consultant at Ernst & Young and has also held roles in healthcare and logistics companies with responsibility for business development, marketing, account management and project management.

# Speakers (continued)

**Indra Freiberga** is Head of the Investment and Development Agency of Latvia's (LIAA) representative office in the UK and has held this position since 2004.

- Indra also acts as Economic and Commercial Affairs Counsellor for the Embassy of the Republic of Latvia in London.
- Before the post in London, Indra worked in a variety of positions at the LIAA main office in Riga, including Client Executive at the Investment Promotion Department. She has also worked as a Consultant at the Organisation for Economic Cooperation and Development in Paris.

**Mark Gaskell** is the Managing Director of Equity and Grant Ltd, a fund raising, partnering, relocation and business consultancy company with a specialism in Central and Eastern European (CEE) states.

- Mark has worked at senior levels in both the public and private sectors and is currently assisting the Lithuanian Government with the development of its public private partnership policy.
- He has also worked with a number of CEE Inward Investment Agencies to assist with the development of policy relating to foreign direct investment.

**Matt Stocker** is Director of Matt Stocker Ltd and Consultant Adviser to Automatic Flare Systems (AFS) Ltd.

- Matt works with organisations looking to become outstanding examples of excellence both in the UK and internationally. In the case of AFS, he has been working with them for the last year and is currently supporting them in looking at new markets.
- Matt's background is in marketing, operations and strategy and he has gained a wide range of experience across a variety of sectors. Prior to starting Matt Stocker Ltd, he worked as Marketing and Operations Manager for a publicly-funded venture capital fund.

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