

**TAKE IT
TO THE
WORLD**

GROW YOUR BUSINESS GLOBALLY

Explore the Baltic States!

Lynn Sutt
Gintare Verbickaite

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Facts about the region

	Estonia	Latvia	Lithuania
Population	1,324,333	2,274,735	3,585,906
Capital	Tallinn	Riga	Vilnius
GDP (PPP, 2009 est.)	\$24.36 billion	\$32.4 billion	\$54.84 billion

Estonia, Latvia and Lithuania are members of EU, NATO and WTO.



Baltic Market Characteristics

- Among top 30 countries in the world for ease of doing business
- Western business culture, English widely spoken
- Fast entry into the market
- Suitable for new exporters, niche products and innovative solutions
- Educated, multilingual and qualified workforce

Business opportunities in the Baltic States

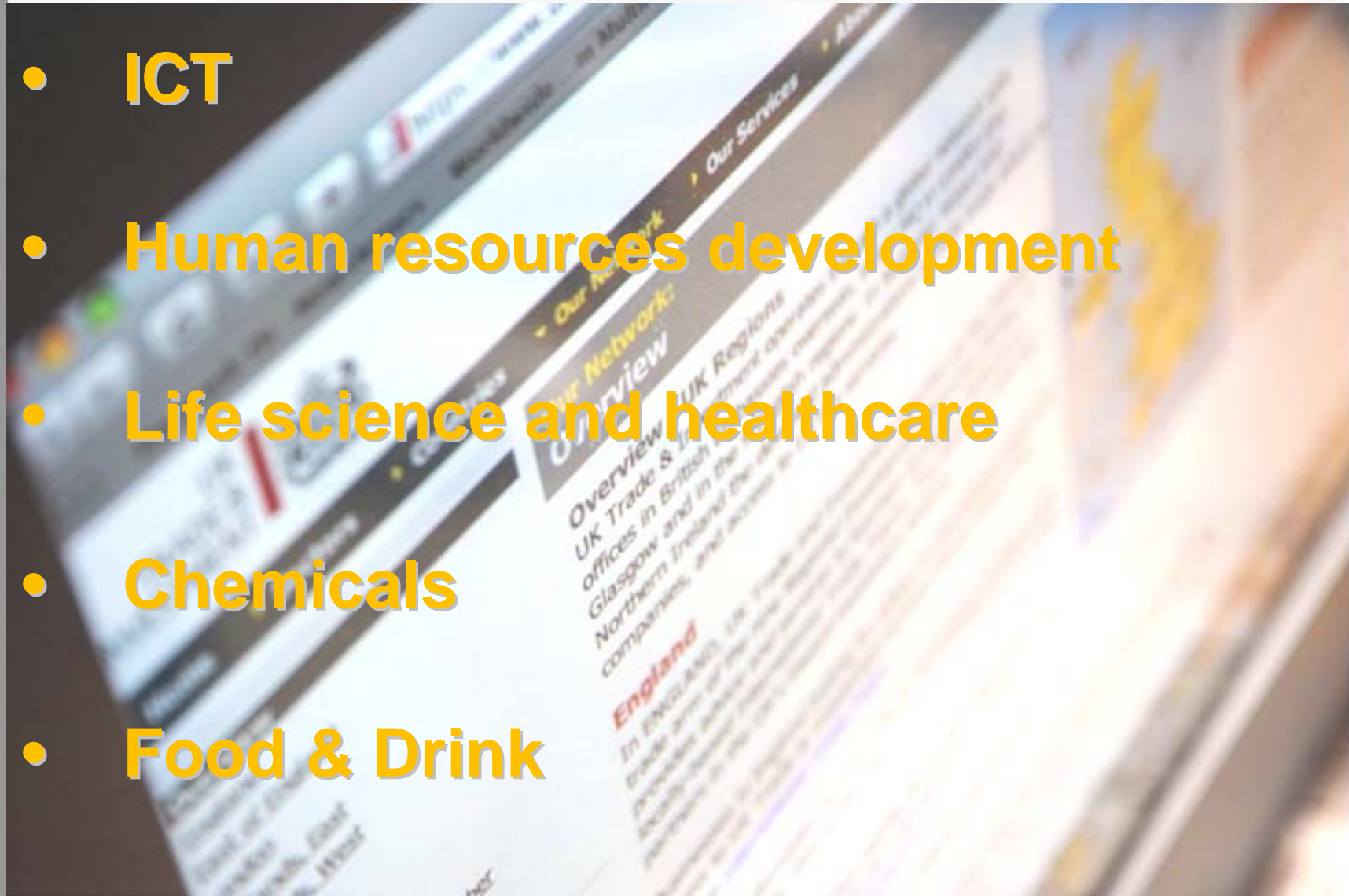
- Sales of goods and products
- Provision of services
- Outsourcing
- Licensing and franchising
- Partnering in Research & Development
- Stepping-stone for Russia and CIS markets

Sector opportunities

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- **Energy**
 - **Environment**
 - **Infrastructure development**
 - **Engineering & Machinery**

Sector opportunities

- **ICT**
- **Human resources development**
- **Life science and healthcare**
- **Chemicals**
- **Food & Drink**



Things to consider

- Select markets, products and areas for international expansion
- Define the sequence of actions and time frame of activities
- Decide on the route to market and the level of commitment
- Assess your competitive advantages and be ready for the EU-level competition

UK Trade & Investment Services

- Market research and analysis
- Identification of potential business partners
- Trade missions and visits to the market
- Meeting facilities
- Product launches and promotion events
- Commercial publicity & press
- Assistance with short text translation/proofread
- Exhibitions and conferences

Brands we work with



Thank you ...



... and let's talk about your business!

Lynn Sutt, Estonia

Santa Plivca, Latvia

Gintare Verbickaite, Lithuania

lynn.sutt@fco.gov.uk

santa.plivca@fco.gov.uk

gintare.verbickaite@fco.gov.uk