

ESTONIA AND FDI

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» investinestonia.com

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A few words about us

- EIA is a team of 18, part of Enterprise Estonia
- Representing Estonia's business community abroad:
 - Helsinki; Stockholm; St Petersburg; Hamburg; London; Shanghai; Tokyo; Silicon Valley
- We cover:
 - ICT; business services; cleantech; mechanical engineering; electronics

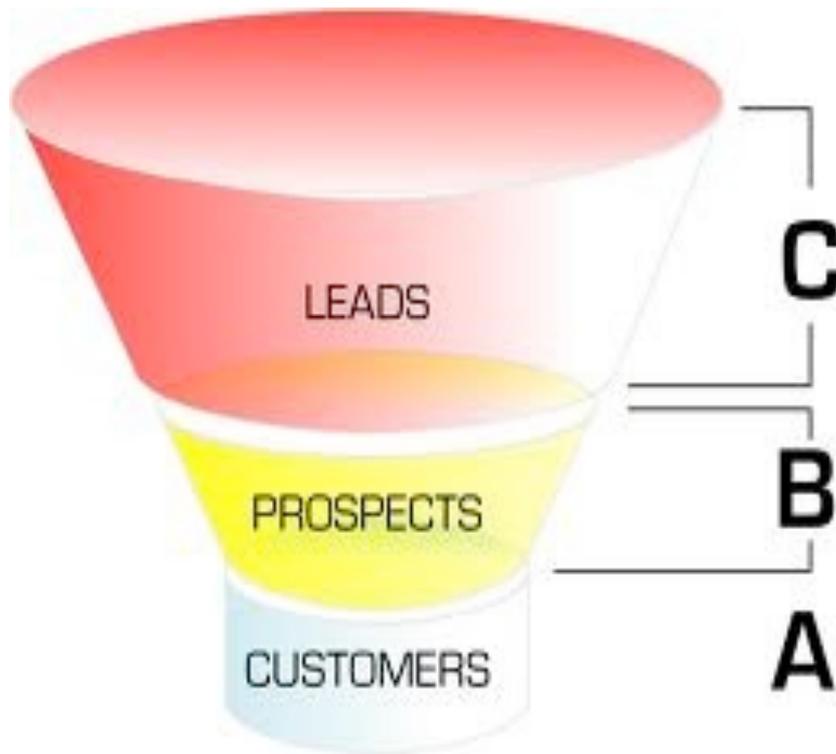
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Democenter



How do we work?



International representations

- Seminars and events
- Networking, contact base development
- Proactive target sales
- Business (+media) delegations
- Start-up connection point in Silicon Valley
- Democenter, investinestonia.com and publications

Client service team

- Investment inquiries, investor visits
- Project advisory
- Aftercare / aftersales

Aftercare team & county reps

- Client 'hand holding' upon securing the investment

Results?

2012:

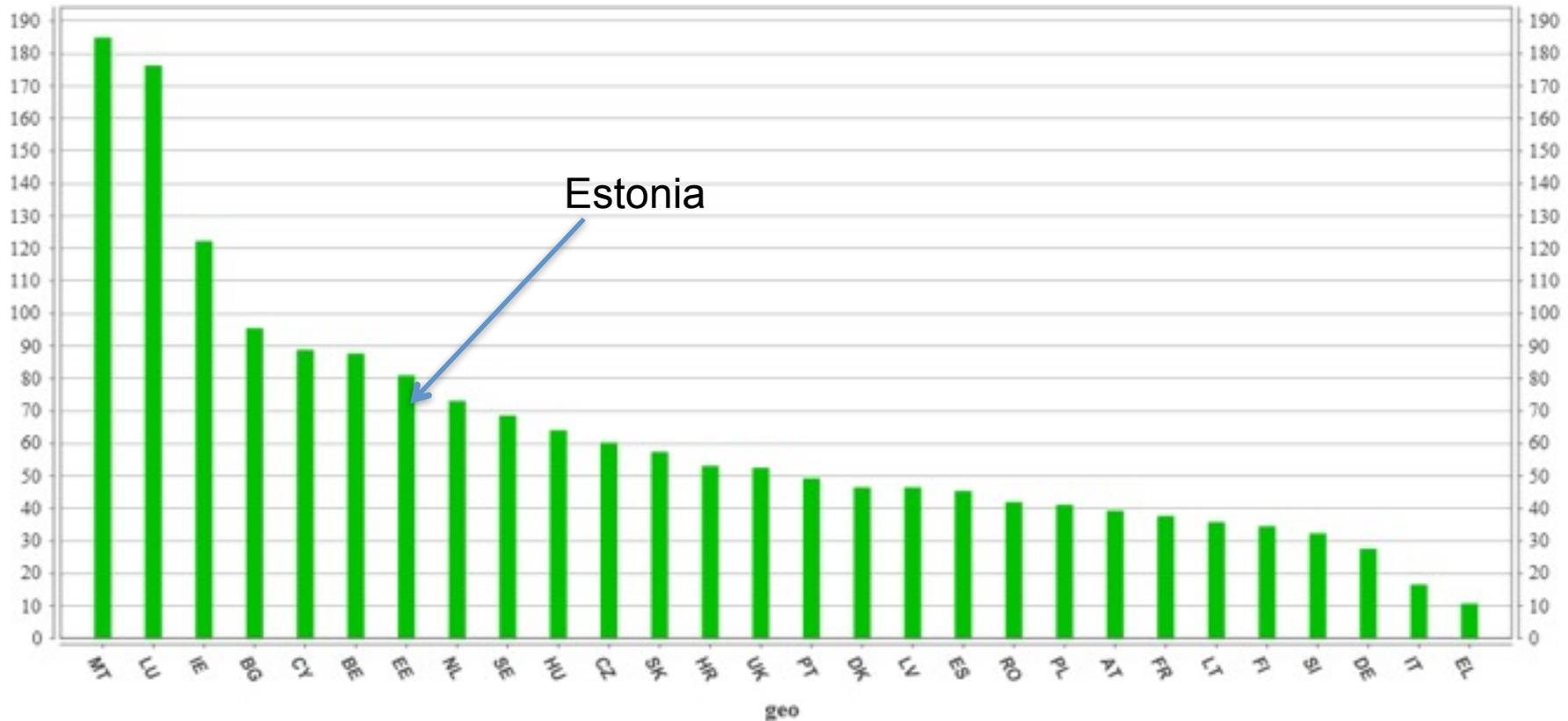
- 130 investment requests, 96 delegations
- 35 investment projects / 68,3 MEUR
- Jobs created: 1030

H1 2013:

- 95 investment requests, ca 70 delegations and investor visits
- 15 investment projects / 44 MEUR

Are we on the way to become a business
paradise for foreign investors?

We are still among most successful in FDI attraction

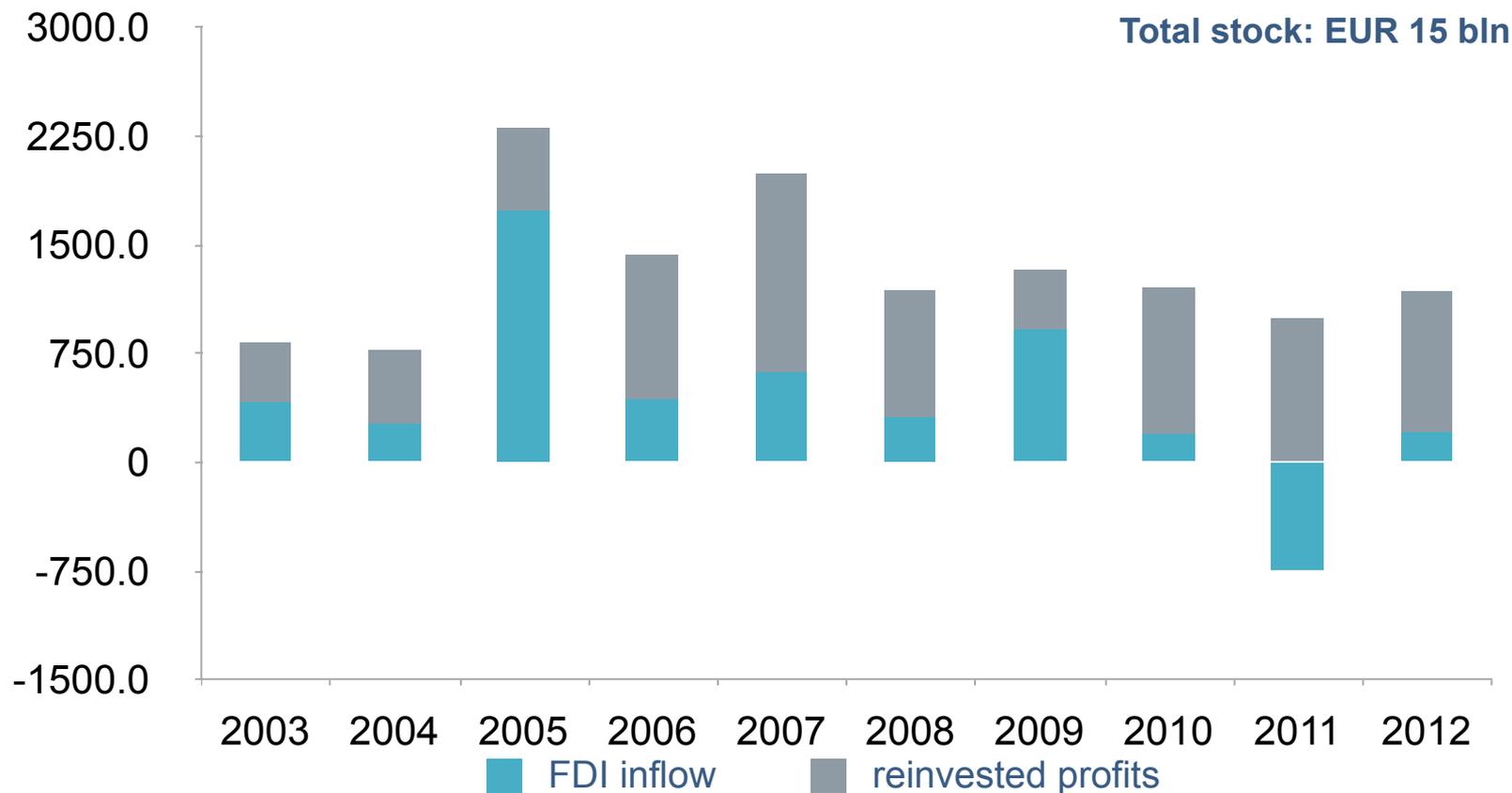


*FDI as % of GDP, 2011
Source: Eurostat

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...and it is still an upward curve...



Source: Bank of Estonia

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..but we are continuously mostly loved by our neighbors

| | |
|-------------|-------|
| Sweden | 27,1% |
| Finland | 23,0% |
| Netherlands | 9,9% |
| Russia | 4,9% |
| Norway | 4,6% |
| Lithuania | 3,0% |
| Cypros | 2,9% |
| Denmark | 2,5% |
| Luxembourg | 2,2% |
| USA | 2,2% |
| Other | 17,7% |

| | |
|--|-------|
| Financial and insurance activities | 24,1% |
| Manufacturing | 15,9% |
| Wholesale and retail trade | 12,9% |
| Real estate activities | 8,9% |
| Professional, scientific, technical activities | 8,8% |
| Transportation and storage | 5,7% |
| Agriculture, forestry and fishery | 2,7% |
| Information and communication | 2,6% |
| Other | 18,4% |

FDI inflow by countries and activity, stock as of 30.06.2013
Source: Bank of Estonia

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SOURCE: IDA IRELAND

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The Estonian growth strategy

**GOAL:
PRODUCTIVITY TO 80% OF EU AVG BY 2020**

2007 - 2013:
TECHNOLOGY &
INFRASTRUCTURE

2014 – 2020:
PEOPLE &
'SMART ECONOMY'

Focus areas:

'Horizontal' IT
Health technologies and services
Efficient use of resources

Tools?

Focus of support schemes for the
2014 – 2020 is T&A and people

The road ahead?

Challenges:

- We are not the only ones in the neighborhood betting on these growth areas (*but we do have a good headstart*)
- We are seriously short of people (*but most of them are smart, speak languages and like to innovate*)

Opportunities:

- We need comprehensive value offer for the growth areas
- We need to work together to help your businesses to move up the value ladder
- Govt can pave the way for business: build credibility for 'Made in Estonia'

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On the practical side...

This is how we can help you:

- We'll share our presentations, publications and web
- Visit programs for your business partners
- Series of events in our target markets and elsewhere
- Regular regional sit-downs with municipalities and businesses to discuss hot issues
- Together with Chamber of Commerce, we arrange business delegations to accompany ministerial visits abroad

Come talk about your ideas!

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THANK YOU!