



ENTERPRISE ESTONIA

ALLAN SELIRAND 27.04.2017

About us

Our activities contribute to the achievement of long-term strategic goals of the Estonian economy. To this end, we support the development of companies that have the capacity to export and create higher added value.

Mission of Enterprise Estonia:
Let's make Estonia successful

Measurable objective:

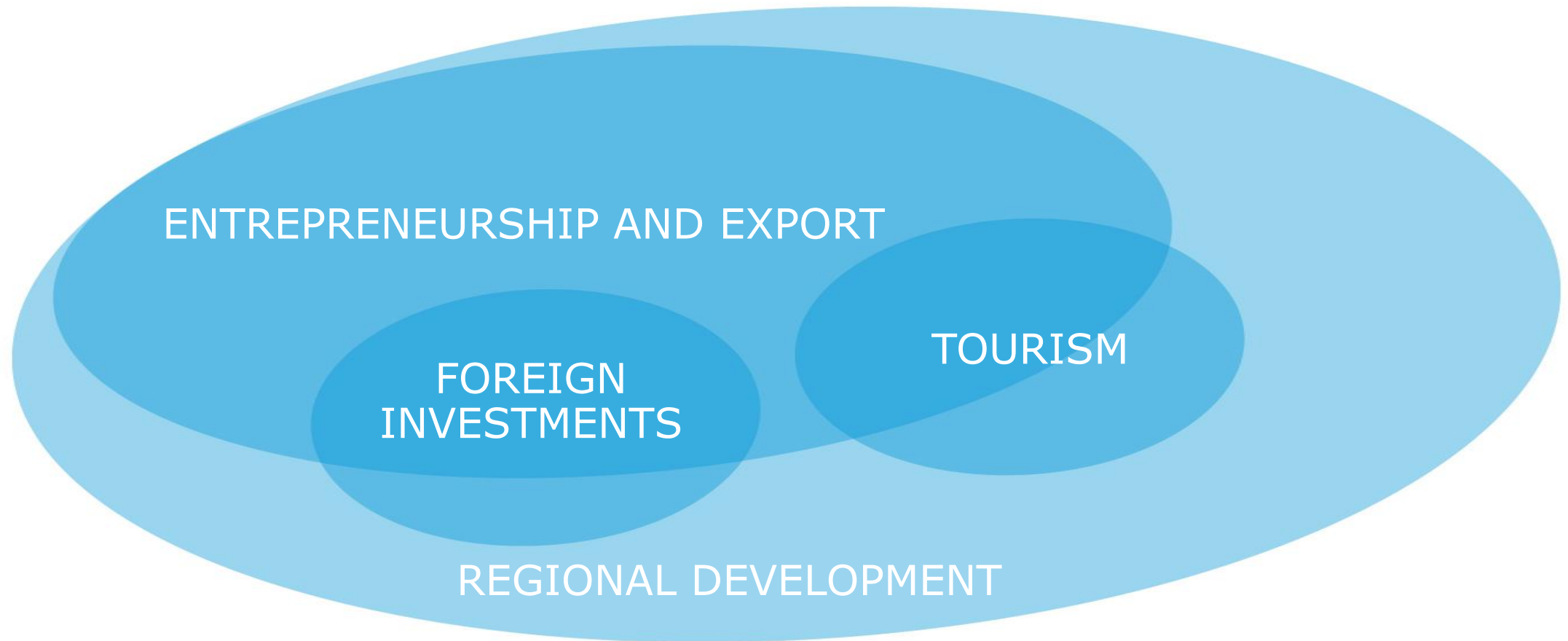
Estonia will be among the top 20 leading countries in the Global Competitiveness Report (WEF) by 2020. (2015 – 30th place)

Enterprise Estonia

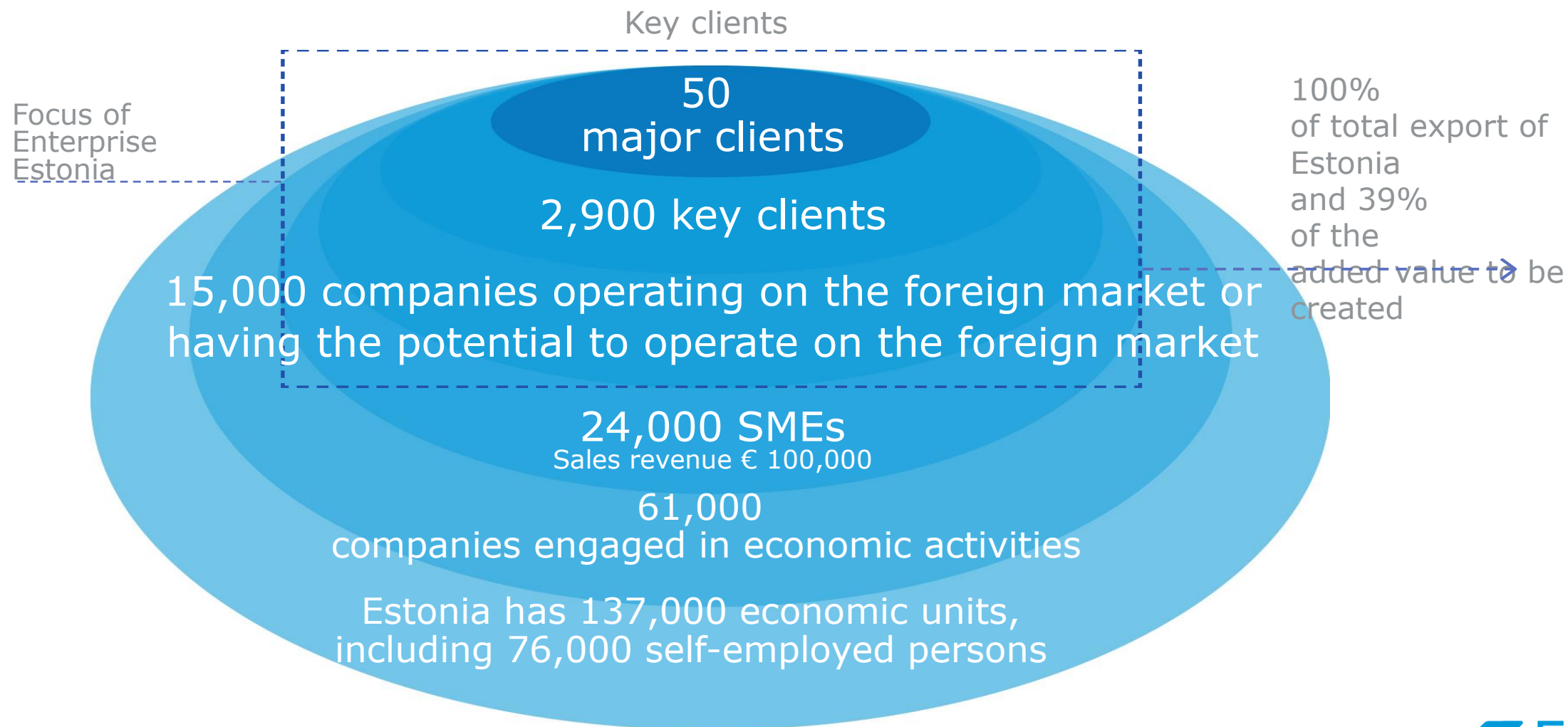


- Established in 2000
- Includes Estonian Investment Agency,
Estonian Export Agency, Estonian Technology Agency,
Estonian Agency of Regional and Local Development, Estonian Tourism Board)
- Implements enterprise and regional policy in Estonia
(Ministry of Economic Affairs and Communications, Ministry of Culture, Ministry of Finance (regional policy), Ministry of Rural Affairs)
- 272 employees
- Budget of 2017 – € 200 M (2016 – € 170 M)
- Based in Tallinn, a representative office in Tartu, and 22 foreign representatives in 15 countries

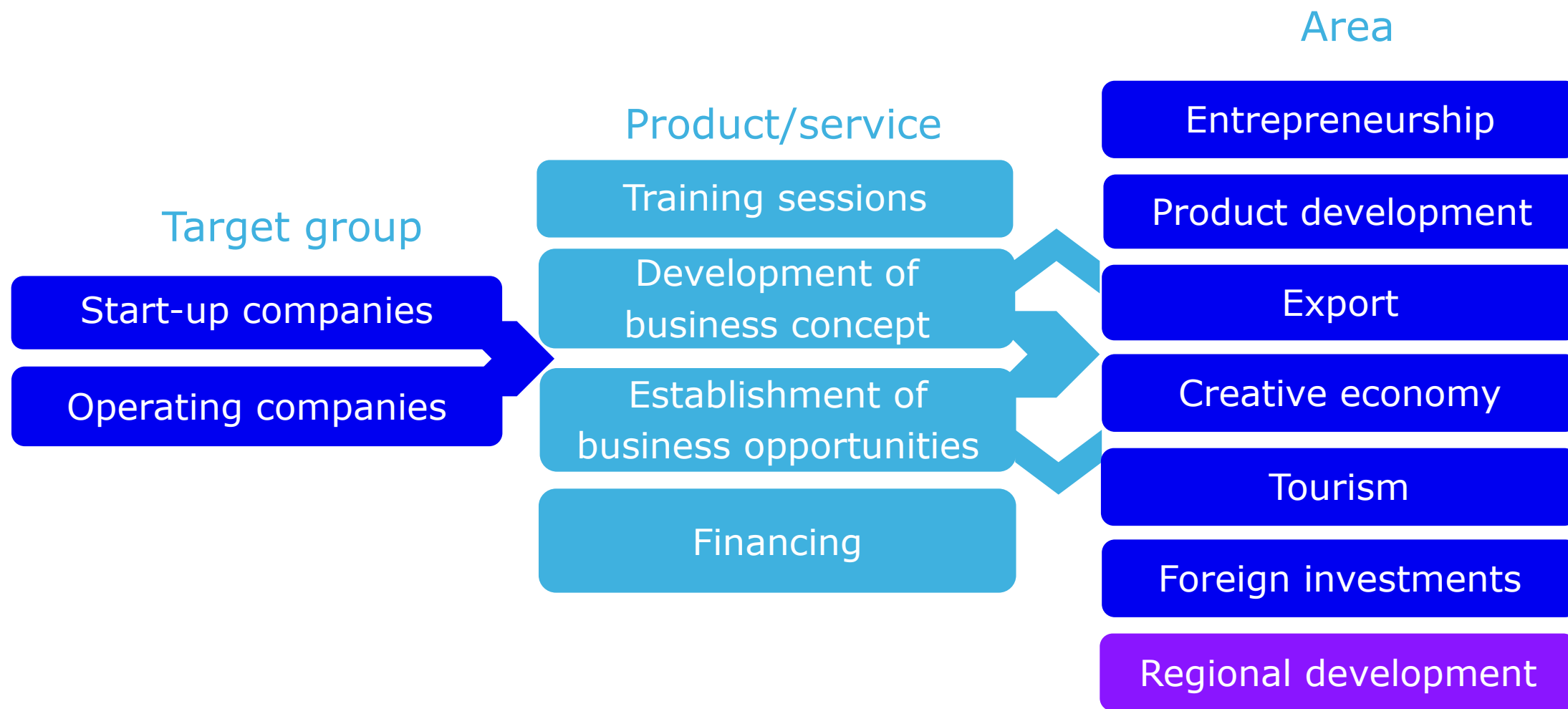
Key areas



Target groups of Enterprise Estonia



Who we are supporting and how



Export promotion



Training and consultation

- Corporate inquiries
- Information materials
- Target market seminars
- Development programme for export managers
- Asian information centre

Establishment of business opportunities

- Joint stands
- Contact travels
- Marketing events
- tradewithestonia.com

Support for exporters

- Information about market opportunities
- Information about contacts
- Consultation upon entering the foreign market
- Export partner search
- Sourcing for foreign companies



Tourism



Estonia
Positively surprising

The Tourism Development Centre of Enterprise Estonia aims to increase the reputation of Estonia as a travel destination.

- We promote first visits from distant markets and recurrent visits from nearby markets
- We lead tourists to also discover Estonia outside of Tallinn
- We increase visits outside the peak season
- We extend the duration of visits to Estonia
- We increase the client base with more demanding and solvent travellers in different age groups



Estonia
Positively surprising

Key markets and areas

We market Estonia as a travel destination at markets and fields that are the most promising in terms of tourism revenue.

- Key target markets:
nearby markets Finland, Russia, Latvia;
additionally Sweden, Norway, Germany, UK;
distant markets China, Japan, USA
- The team includes the foreign representatives of Russia, Finland, Germany, and Sweden-Norway.
- Key areas: nature, health, and family holidays; also a short city holiday at nearby markets; and additionally business tourism.

Regional development

We mainly collaborate with public sector and third sector in carrying out the activities of regional development, which either directly or indirectly contribute to the development of entrepreneurship.

- To increase entrepreneurship, economic activity in the regions, and contribute to creating new jobs
- To contribute to shaping a high-quality living environment, which would support the establishment of jobs, including stable presence of labour force
- The results enable to increase the capacity of region as the leader in development

Cooperation with other countries

European territorial cooperation programmes:

- The Central Baltic Programme information centre
- Estonia-Latvia Programme (€ 35 M)
- Estonia-Russia Programme (€ 34 M)

We support initiative that

- require cooperation between applicants from several countries
- have thematic trends (entrepreneurship, the increasing of competitiveness, the environment, labour force movement, associations, etc.)

Why Estonia?

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Estonian Investment Agency
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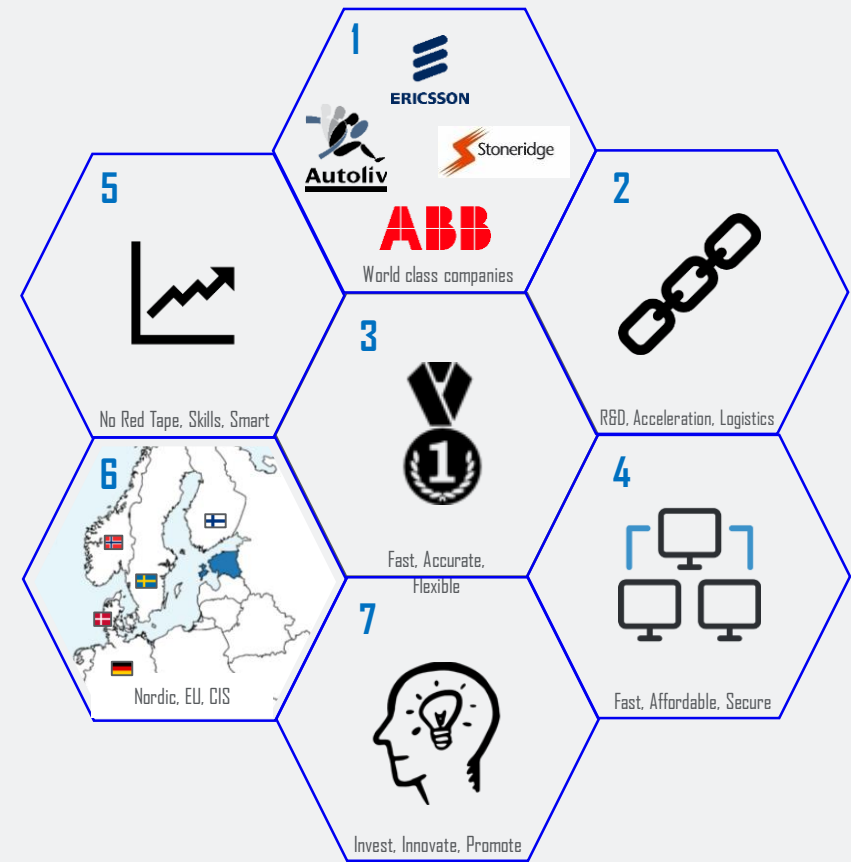
Estonian Investment Agency

- Information services & investment preparation
- Investment proposals & tours
- Consulting & project management
- Facilitating contacts, negotiation with authorities
- Identifying suitable locations
- Aftercare



Why Estonia?

1. World class companies
2. Full Industrial ecosystem
3. Service quality
4. IOT readiness
5. Competitive business environment
6. Strategic location
7. Innovation track record



Competitive Business Environment

0% **Tax on re-invested profits**

- Economy based on free movement of goods, capital and data

#1 **International Tax Competitiveness**
Tax Foundation, 2016

- Low red tape and unionization make it easy to establish, grow and flex

#1 **Digital Development**
Barclays and EC 2016

- Workforce is educated, skilled and multilingual

#12 **Ease of Doing Business**
World Bank, 2017

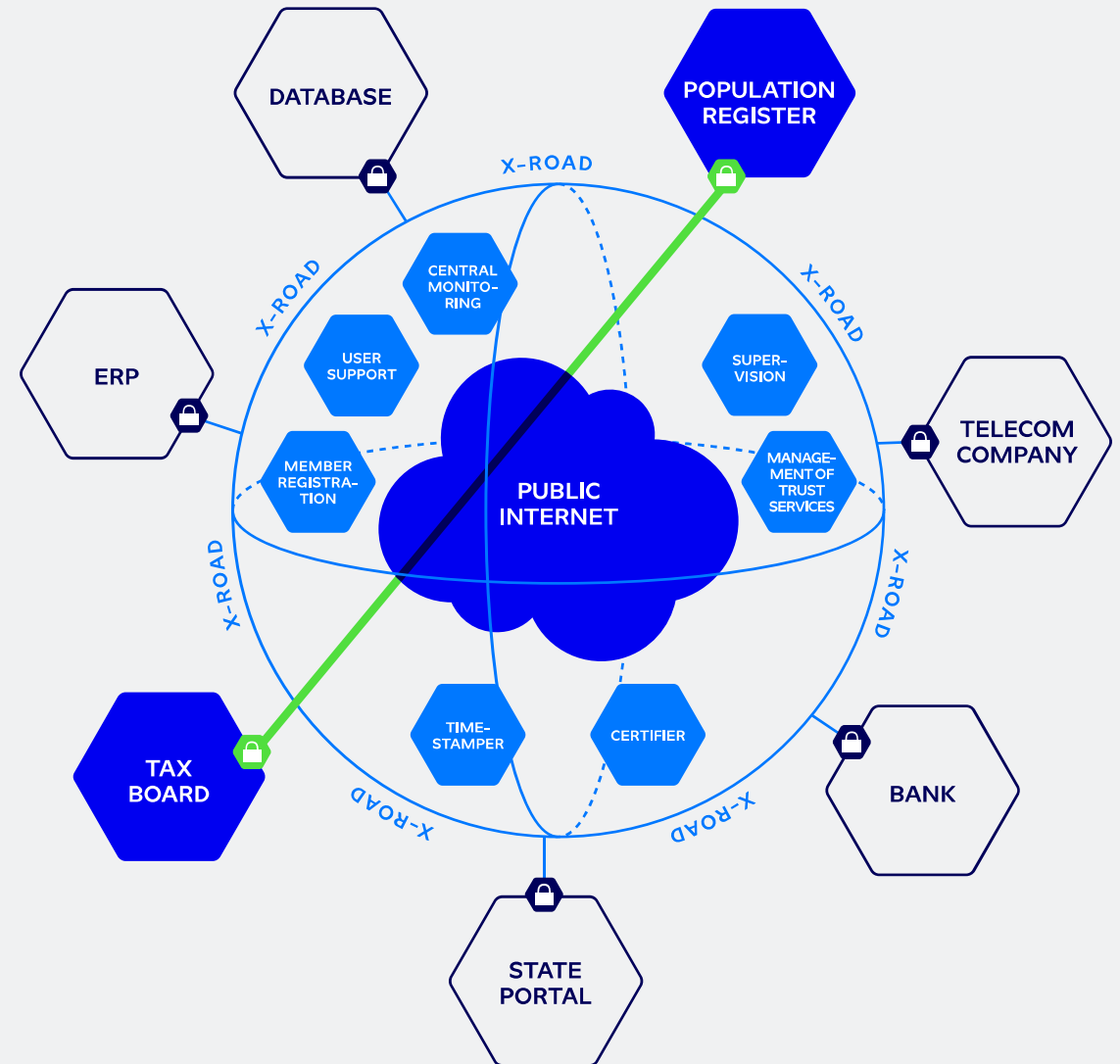
- Compact size makes it fast to secure decisions

#14 **Global Enabling Trade**
WEF, 2016

- Nordic business culture – transparent, direct and smart

Full Industrial Ecosystem

- Universities, Incubators and Accelerators with focus on hardware and software
- Competence centres research, develop and constantly improve practical application
- Science and Industrial parks providing modern facilities where firms can cluster
- Strong cross-over with Estonia's world class ICT industry
- Industry bodies for all key segments ensure competitiveness, promotion, lobbying
- Efficient supply chain to Nordics, Europe, CIS and increasingly China



Key Opportunities In Estonia



Direct Investment

Estonia well suited to precision manufacturing and developing Industrial ICT solutions



Knowledge Transfer

Utilise our unique experience in ICT to advise you on the digital transformation journey



Solution Sourcing

Estonian companies offer accredited solutions from R&D to contract manufacturing

Denmark in Estonia

DAVA Foods

Danske Bank

Danish Agro

VELUX

Carlsberg

WIDEX
HIGH DEFINITION HEARING

DFDS

DSV
Global Transport and Logistics

FLEXA

KONGELIG HOFLEVERANDØR
HARBOE
HARBOES BRYGGERI A/S

KRONE SCANBALT A/S

nets

ISS

Danish Exports:	€ 334,000,000
Danish Imports:	€ 235,000,000
Danish Direct Investment to Estonia:	€ 390,000,000 (2015)

Dan Sukker

Estonia and Denmark
– can do great things together!



Thank You!

Märt Helmja

