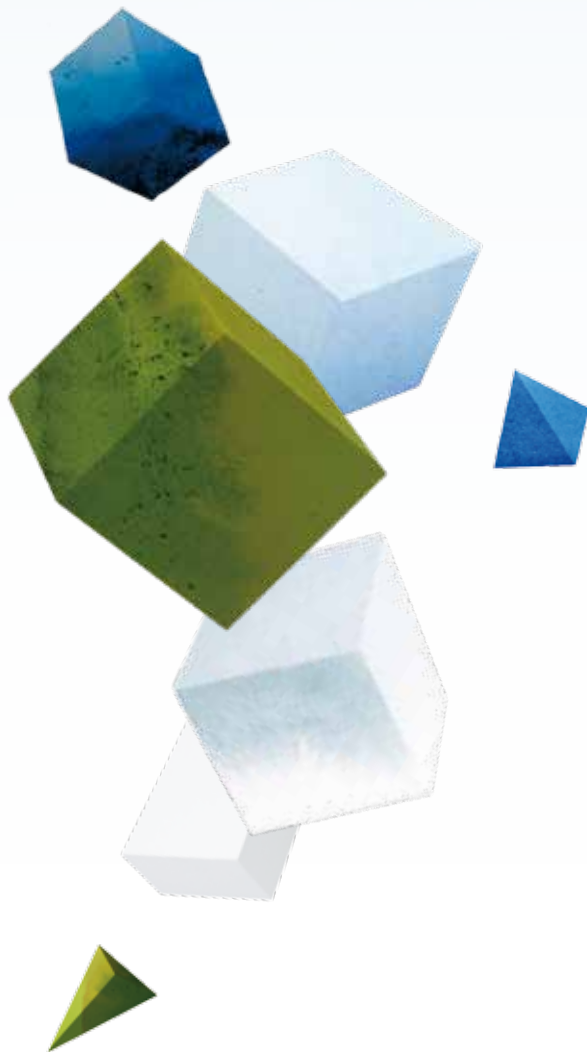


Invest  
Lithuania



# Activity Report 2010





**Invest Lithuania (hereinafter „IL“) is a public agency established as a result of the restructuring of the Lithuanian Development Agency (LDA) and separation of the functions of export promotion and investment attraction at the start of 2010. The Ministry of Economy of the Republic of Lithuania is the owner of the agency.**

### **Mission**

To provide professional services to investors and the state of Lithuania, promoting Lithuania's economic competitiveness, investment attractiveness and the world's awareness of the country.

### **Vision**

To become Europe's leading organisation attracting investments.

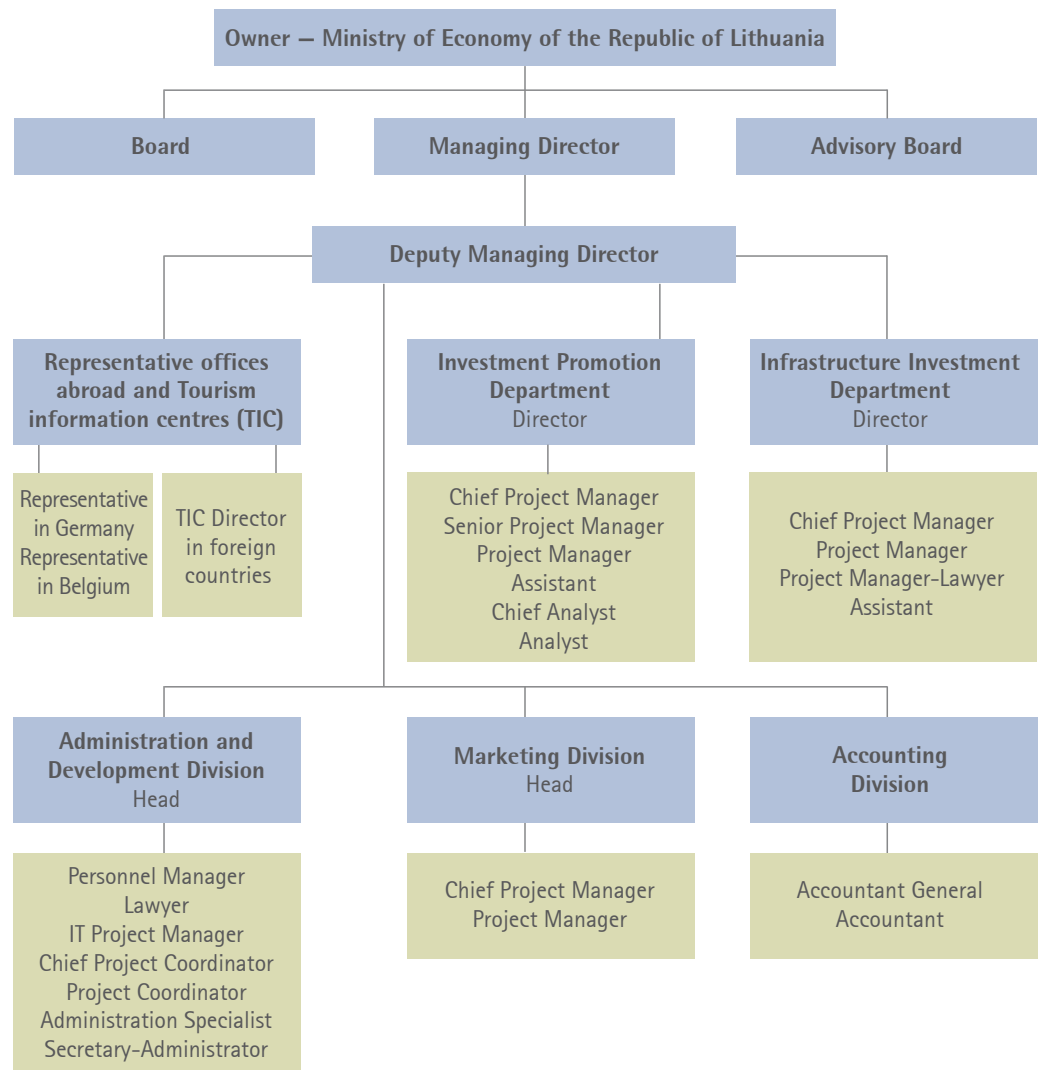
### **Strategic objectives**

- To be a prime mover in the implementation of the Lithuanian Investment Attraction Programme, attracting and retaining high-quality investments
- To increase the awareness of Lithuania as a country attractive for investment
- To ensure an exceptional customer service in order to become one of the three best European investment promotion agencies



*Mantas Nocius, Managing Director*

## Structure





## IL Board

Rolandas Valiūnas	Managing Partner of law firm Lideika, Petrauskas, Valiūnas ir Partneriai LAWIN; Chairman of the Board;
Daumantas Lapinskas	Vice-Minister of Economy of the Republic of Lithuania
Egidijus Meilūnas	Vice-Minister of Foreign Affairs of the Republic of Lithuania
Rūta Skyrienė	Executive Manager of Association Investors' Forum
Prof. Viktoras Butkus	
Tomas Marcinkus	Representative of the Business Banking Service of Danske Bankas
Mindaugas Glodas	Country Manager Baltics at Microsoft

## IL Advisory Board

Prof. Vladas Bumelis	General Manager of Sicor Biotech UAB; Chairman of the Board
Danas Arlauskas	General Manager of the Lithuanian Business Employers' Confederation
Algimantas Akstinas	General Manager of International Chamber of Commerce ICC Lithuania
Anatolijus Faktorovičius	
Dalius Gesevičius	General Manager of Panevėžio Statybos Trestas UAB
Remigijus Kabečius	Representative of the Executive Board of Managers of the Lithuanian Confederation of Industrialists
Audrius Žiugžda	Chief Executive Officer of Šiaulių bankas AB



## Foreign investment promotion

### Objective

To be a prime mover in the implementation of the Lithuanian investment promotion strategy, attracting and retaining high-quality investments.

### Activities

In 2010, the number of investment projects attracted by Lithuania rose by a fifth and attracted capital increased by 41.3% compared with 2009. This is a record amount since 2003. In terms of attracted foreign investment, Lithuania is well ahead of Latvia and Estonia.

IL implemented or participated in the implementation of 40% (compared with the target of 35%) of FDI projects in Lithuania recorded by fDiMarkets.com in 2010, i.e. 19 of 45.





## Initiation and implementation of new and investment expansion projects

Eleven investment projects with a total value of over LTL 100 million (EUR 29 million) were implemented, with more than 1,900 jobs planned to be created (development of the Barclays service centre, establishment of a Western Union service centre, Moog medical equipment factory, service and R&D centre, Systemair air-conditioning equipment factory, Ideal Invent Technologies IT centre, etc.).

In 2010, IL contributed to the implementation of eight projects: Ryanair (investment in aircraft maintenance), OP-Pohjola Group (banking services), Coca-Cola Hellenic Bottling (investment in the beverage industry and production development), Fortum (renewable energy), IBM (investment in R&D), etc. Investments make up over LTL 566 million (EUR 164 million). It is planned to create 320 jobs.

Over 150 new initiatives in search for projects were undertaken/implemented, 56 of them are potential projects\*. Investments are planned to reach LTL 1 billion (EUR 290 million), with over 17,000 jobs planned to be created (investments in R&D, services, and the manufacturing sector).

*\*An active (potential) project: a potential investor indicates the main project parameters (the volume of investment and jobs planned to be created) and/or confirms that Lithuania is on the list of countries competing for this project.*

IL participated in 14 investment events abroad (Slovakia, France, the United Kingdom, the Czech Republic, Denmark, the Netherlands, the USA, Germany, and Spain): 10 of the events in the business services sector, three in production and one in logistics. Also, 11 investment missions to the USA, Spain, Finland, Denmark, the United Kingdom, Canada and Germany were organised with Lithuanian Government representatives. Moreover, four investment seminars were organised in the United Kingdom (business services and R&D). 12 visits were paid to manufacturing and services sector companies in the Baltic Sea region countries, the United Kingdom and the USA (an average of 2 to 5 companies were visited during one trip). Finally, visits of 31 foreign companies from the United Kingdom, the USA, Sweden, Germany and other countries were organised to Lithuania.





### Information and advice for investors

Information on investment opportunities in Lithuania was provided to 200 foreign companies.

Over 100 meetings and consultations were held amid post-investment service activities. It was sought to identify the main problems faced by investors and ascertain corporate development plans.

### Invest LT+ administration

Fifteen companies were provided with detailed information and advice on INVEST LT+ support. Support is planned to be allocated for nine companies: they intend to invest at least LTL 103 million (EUR 30 million) and create over 900 jobs.

### Investment Advisory Council

After bringing together heads of international corporations in the Investment Advisory Council in 2009, IL organised three meetings of the Council in Lithuania

in 2010. The Council includes top managers of companies such as Microsoft, Barclays, IBM, TeliaSonera, Kesko, Siemens or Western Union as well as top state officials such as the Prime Minister, the Minister of Economy, etc.

Members of the Council approved a draft Investment Attraction Programme. The programme was discussed in different working groups: the business environment and capital markets, corporate and public governance, infrastructure, education and competences; an action plan for the implementation of the Programme was prepared in view of these areas. The Government is expected to approve the Programme in 2011.

*For additional information, please contact Audrius Masiulionis, Director of the Investment Promotion Department, tel. (+370 5) 219 4341, e-mail: [audrius.masiulionis@investlithuania.com](mailto:audrius.masiulionis@investlithuania.com)*





## Public-private partnership

The Public-Private Partnership Promotion Programme for 2010–2012 initiated by the Ministry of Economy and an action plan for the implementation of the programme were approved in 2010.

Feasibility studies into the implementation of six pilot public-private partnership projects (in the areas of transport, education, health, social housing, public safety and public order) were prepared.

Sixteen preliminary feasibility studies for investment projects in the transport, education, public safety and public order sectors with an investment value exceeding LTL 1.8 billion (EUR 521 million) (the transport sector accounts for over 60%) were prepared.

Preparation of detailed feasibility studies for two transport sector projects, namely Vilnius-Utena Road (LTL 124 million (EUR 36 million) investment) and Via Baltica Road Section Mauručiai-Puskelniai (LTL 230 million (EUR 67 million) investment) and a public order project Construction and Reconstruction of Lithuanian Police Buildings and Provision of Services (LTL 58 million (EUR 17 million) investment) was started.

A database including over 170 local and foreign project developers, contractors and operators capable of investing in the modernisation and development of the social and economic infrastructure in Lithuania and participating in the implementation of these projects was prepared.

A database including over 40 foreign financial institutions (funds) capable of financing social and economic infrastructure modernisation and development in Lithuania was prepared.

A public-private partnership market research was launched and the preparation of recommendations for investors, contract documents on public-private partnership projects and standards of services provided within the framework of partnership projects was started.

Six sectoral financial and investment models and project structure selection models were prepared for social and economic infrastructure modernisation and development projects.

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## Presentation of Lithuanian business opportunities

### Objective

To increase the awareness of Lithuania as a country attractive for investment.

### Activities

#### Preparation and participation in the world exhibition Expo 2010 Shanghai in China

Marketing and communication activities were implemented in association with partners: information terminals consisting of 37 video and 15 photo galleries (300 photos, 34 descriptive texts, three interactive games, etc.) were developed and installed, the website of the exhibition [www.expo2010.lt](http://www.expo2010.lt) was updated and maintained, friend groups were created in social networks of Facebook, Twitter and Youtube, discussions/comments were initiated, souvenir USB flash drives with information inside were produced, two brochures, four booklets (total circulation: 700,000) and two promotional designs were created and published, and souvenirs were produced (total circulation: 100,000), an exhibition publicity campaign was carried out, with 30 press releases and over 1,000 comments published in the media, almost

100 entries prepared and several thousand photos published in the DELFI Expo blog, about 10 video clips created and three journalist trips organised. Public opinion polls were carried out every two months, with up to 1,000 Lithuanian residents interviewed during a representative survey. According to the November survey results, 81.3% of respondents knew about Lithuania's participation in Expo 2010, and 80.9% of respondents said that participation in the exhibition was useful to the country.

The information terminals of the Lithuanian pavilion were nominated for the Austrian Europrix Top Talent Award in the category Interface Design and Content Tools.

From early May to late October, the Lithuanian pavilion at the world exhibition Expo 2010 was visited by almost 6 million people. The entire exhibition was visited by a record number of people - 73 million.



## Marketing campaigns and projects in Lithuania and abroad

A study of Lithuania's attractiveness for investment and international trade was carried out in target countries. Heads of 500 Europe's largest companies based in the United Kingdom, Germany, Denmark, Sweden and Norway were interviewed during the study. The study was covered by the Lithuanian media.

Dream Lithuania, a brand book presenting the Lithuanian business environment and Invest Lithuania, was prepared to provide guidance for communicating the attractiveness of the country's business environment and presenting the activities of Invest Lithuania.

A video film representing the Lithuanian business environment was updated and distributed via electronic marketing channels (Youtube, Facebook, etc.). An additional DVD edition (500 copies) was released.

An advertising campaign is continued at Vilnius International Airport, with a scoreboard to advertise Lithuania's attractiveness.

A marketing campaign was implemented in the leading and largest global business service community network Shared Services & Outsourcing Networks [www.ssonetwork.com](http://www.ssonetwork.com) embracing 35,000 members in the whole world: information on Lithuanian business services and ITT sectors was prepared and published.

## Publications and presentations on business conditions in Lithuania

Advantage Lithuania, a publication presenting Lithuania's economy, was prepared and published in the English, German and Russian languages (total circulation: 10,000 copies).





Advertising presentations of Lithuania's business environment were prepared and published with other organisations in four publications (Made in Lithuania, Lithuanian Business Review, Baltic Development Forum's catalogue, Internet Governance Forum's (IGF) brochure).

In order to ensure the dissemination of united information on Lithuania's economic attractiveness, model presentations of Lithuania's economy, business and investment conditions were prepared and updated (in Lithuanian, English, German and Russian). The presentations were distributed to Lithuanian embassies abroad, commercial attaches, consuls, foreign embassies in Lithuania, etc. The presentations were also placed on the IL portal at [www.investlithuania.com](http://www.investlithuania.com).

A total of 130 specialised Lithuanian economic presentations (in PowerPoint) in Lithuanian, English, German and Russian were prepared for business missions and

forums, various events and meetings of the Prime Minister of the Republic of Lithuania, the Minister of Economy and other public authorities, representatives of the public organisation Enterprise Lithuania (EL) as well as IL with business delegations.

### Participation in the market promotion events

Business opportunities in Lithuania were presented to foreign business delegations during various events and meetings in Lithuania and abroad.

Stands presenting Lithuania were prepared for international events as well as participation in them: Internet Governance Forum (IGF), a congress of Lithuanian honorary consuls, the Baltic Development Forum, international exhibitions Zoom by Fatex, Subcom 2010, Ecobuild, as well as two stands presenting Lithuanian logistics and R&D sectors.





**Detailed information on business conditions in Lithuania is provided at [www.businesslithuania.com](http://www.businesslithuania.com)**

A new portal presenting Lithuania's business environment is being developed and is expected to be launched in March 2011.

During the development of the new portal, economic information is regularly updated and published on the existing portal, with news articles prepared about Lithuania's economic achievements or developments, events organised by IL, publications, etc.

A total of 216 news items were prepared in Lithuanian and 142 in English; 59 electronic newsletters (in Lithuanian and English) were prepared and distributed to 7,500 target subscribers.

The presentation of IL activities and the Lithuanian business environment is actively

developed in the popular social networks of Facebook, Twitter and LinkedIn (110 messages).

Website popularity: 10,110 visitors per month.

**Invest Lithuania and Enterprise Lithuania publicity campaign**

In an effort to ensure the presentation of IL and Enterprise Lithuania (EL) activities to the public, 84 press releases were published and some 1,800 articles and comments were initiated in the press, radio, television and the Internet.

*For additional information, please contact Violeta Makauskienė, Head of the Marketing and Communication Division, tel. (+370 5) 212 0776, e-mail: [violeta.makauskiene@investlithuania.com](mailto:violeta.makauskiene@investlithuania.com)*





## Analytical activities

### Objective

To provide analytical information necessary for the achievement of the main tasks of IL.

### Activities

A total of 95 recommendations were prepared on inviting foreign services, manufacturing and high-tech companies, planning investment projects in the region, to invest in Lithuania.

Fourteen benchmark studies comparing Lithuania's and other countries' attractiveness for a specific investment project were prepared for potential investors.

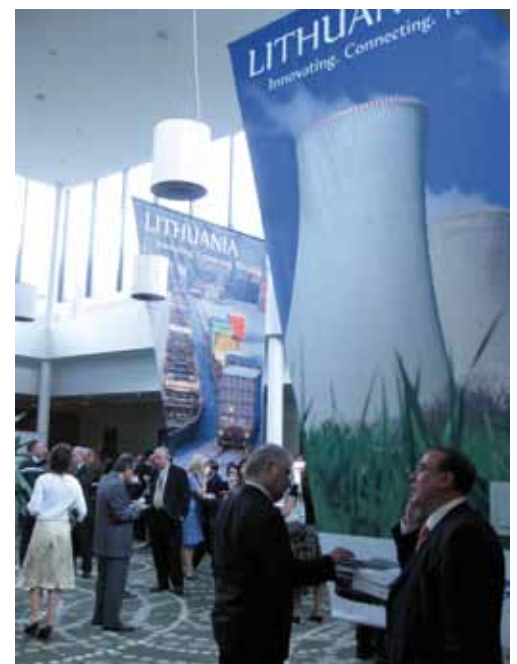
In addition, 240 targeted economic information packages about Lithuania and foreign countries, sectors and companies were prepared in view of the needs of Lithuanian and foreign business entities, government organisations and associated business structures in order to effectively attract FDI to Lithuania.

The global data centre market was assessed and a specialised overview of international data centre providers recommending companies that should be invited to invest

in Lithuania was prepared, emphasising new opportunities at the Kruonis Industrial Park.

A list of strategic investment projects in need of foreign capital was updated (together with lists of investment funds and law firms).

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## Activities of representative offices in Germany (Hamburg) and Belgium (Brussels)

### In Germany

Lithuania participated in 20 target events during which German consulting and legal companies were acquainted with Lithuania's economic opportunities and the benefits of investing in Lithuania and transferring business (production) to Lithuania.

There were 62 targeted meetings with German companies, with advice offered to 150 German companies.

Eight individual visits to Lithuania were organised for 36 German companies.

A total of 21 potential investment projects are actively developed. The planned value of the projects is EUR 133.48 million.

During eight business visits to Germany, 22 Lithuanian companies met with 31 German companies (the printing industry, metal processing, etc.).

Consultations on the boosting of export opportunities, establishment of enterprises, purchase and sale conditions in Germany, application for support and other issues were organised for 355 Lithuanian business companies.

There were six target events promoting a positive economic image of Lithuania and raising awareness of our country (Lithuanian economy and culture, tourist routes and national production were presented in Hamburg during the European Week; a presentation of Lithuanian business conditions was organised in association with Hamburg Business Centre, etc.).

*For additional information,  
please contact Lina Gudelionytė-Gylienė,  
Representative in Germany,  
e-mail: litauen@investlithuania.com*

### In Belgium

Lithuanian business organisations were represented at European associations (participation in meetings, presentation and reflection of positions in communication, formation of coalitions, etc.) and in relations with European Union (EU) institutions on priority issues.

Within the framework of the representation of business organisations' interests, there were meetings with representatives of EU institutions (Lithuanian business positions on priority issues and the country's economic situation were presented, and contacts useful to Lithuanian business representatives were established).

Over 150 consultations were organised for Lithuanian business organisations and enterprises (consulting, assistance in establishing contacts with EU institutions, proactive information or answers to inquiries from associations).

Information on planned and new draft legislation of the European Commission and assessment of their effect on business was presented on a regular basis. A LITBRE newsletter was published.

Visits and mediation were organised, and various events were co-organised in Brussels and Vilnius.

*For additional information,  
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## Finance

Funding received from the Ministry of Economy made up LTL 2.68 million (EUR 0.8 million) and that from the EU Structural Funds amounted to LTL 5.2 million (EUR 1.5 million).

For additional information on IL services and projects,  
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