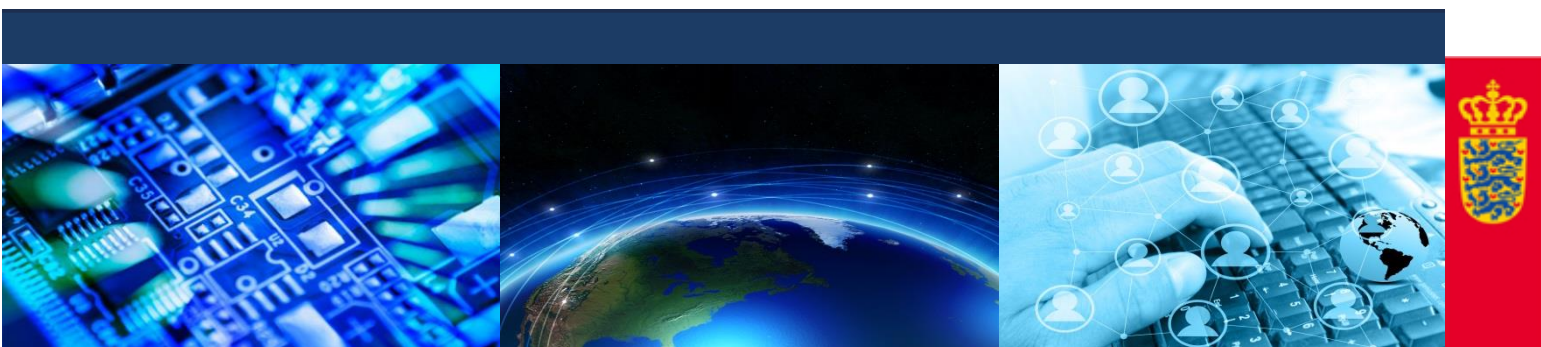


# MARKET VISIT WITHIN INFORMATION AND COMMUNICATIONS TECHNOLOGY



## Information and

**communications technology (ICT) is a rapidly growing sector, not only in the Baltic States but in the entire world. The ICT sector in the Baltics has experienced significant growth in the recent years. In Estonia, the sector comprises 5.0% of the total GDP in Estonia, while in Latvia and Lithuania it is accordingly 3.7% and 3%. This is due to the innovative practices, as well as the well-skilled and highly productive workforce.**

The last two decades were substantially successful for the Baltic countries in terms of improving ICT sector and demonstrating great opportunities to be achieved in the near future. The high expectations for the region are pushing the ICT sector and inspiring entrepreneurship even more towards further development.

### KEY ADVANTAGES OF THE ICT SECTOR IN THE BALTIC STATES

- ✓ Well-developed export market
- ✓ Knowledge of foreign languages among IT professionals
- ✓ Western-style working culture
- ✓ Highly developed logistics and communications infrastructure
- ✓ Low electricity prices for industry
- ✓ Supportive government policies
- ✓ Skilled labour force and high investment in tangible assets contribute to productivity

## POTENTIAL IN THE BALTICS

The development of Latvia's ICT sector is supported by the highly developed communications, logistics and infrastructure. High investments in tangible assets contribute to the competitiveness of the ICT sector in Latvia and as a result, Latvia ranks among the top ten countries globally by average measured internet connection speed. One of Latvia's priorities for EU funds is the ICT sector.

Lithuania has the largest IT industry in the Baltic States with an outstanding potential both for local as well as foreign expanding businesses. 17 out of the 20 largest ICT companies in the Baltic States are based in Lithuania. Lithuania has the largest ICT industry in the Baltic States, with outstanding potential for both domestic and foreign businesses.

With investment in cutting edge ICT infrastructure and security, first in the world to adopt e-services, and a proven world-class multi-lingual ICT talent pool have established Estonia as one of the best new locations in the European Union and worldwide for developing, testing, implementing, and supporting ICT services. The Estonian key focus area and main competence is cyber security.

	Companies	Employees
Latvia	5.000	23.500
Lithuania	2.000	22.000
Estonia	3.193	23.000

	Educational institutes	Students
Latvia	15	2.298
Lithuania	21	6.200

#### THE EMBASSIES OFFERS MARKET VISIT PROGRAM:

**2-3 days individual meeting program with relevant ICT companies in Latvia. The meetings will be arranged at the Embassy's or at the company's premises.**

#### PARTICIPATION FEE

The price for a market visit is DKK 11 812.50 per company covering a fixed amount of 25 hours per company. Costs related to transport, hotel and travel are not included in the price.

#### THE PRICE INCLUDES THE FOLLOWING ACTIVITIES:

- ✓ Identification of relevant target groups specified by each company
- ✓ Preliminary introduction/ marketing to the relevant target groups
- ✓ Setting up individual meetings with relevant market players from the food industry
- ✓ A follow-up excel sheet database of relevant target groups will be sent to the participating companies
- ✓ Possibility to arrange B2B meetings with demo presentations at the Embassy

The Market Visit subsidy gives a group of companies (minimum 4) the opportunity to go on a fact finding tour to a specific market.  
Each company gets a 50 pct. subsidy for 25 hours.

#### WHO CAN APPLY?

The company must be a Danish small and medium sized enterprise having:

- *Less than 250 employees.*
- *Yearly turnover not exceeding DKK 375 million.*

*The embassy will forward the application form upon request.*

Please note that if you exceed the mentioned criteria you still may take part in the market visit program by paying the full price of DKK 23 625 for the fixed amount of 25 hours.

#### TRANSPORT AND ACOMMODATIONS

The participants shall make a flight reservation and hotel booking. However, the embassy will be pleased to assist with regards to hotels and recommendation of possible flights.

#### For further information please contact:

**The Trade Council in Riga**  
**Inese Leja- Raphael**  
**Commercial Officer**  
**(+371) 29 29 72 04**  
**(+371) 67 22 62 10, ext. 32**  
**E-mail: [inelej@um.dk](mailto:inelej@um.dk)**