

Estonian business environment and perspectives

25.02.2011

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Estonian Investment and Trade Agency

Enterprise Estonia, Helsinki

www.investinestonia.com

www.tradewithestonia.com

www.eas.ee



Estonia Distribution Hub

Estonia has been a global trading post for 760 years. As the “centre of Europe” moves further north and east, Estonia is once again a key gateway between the East and West, North and South, linking Scandinavia, the Baltics, Russia, the CIS, Central Asia, China and the Far East.

An impressive infrastructure – 5 key international ports, 3 free zones, 10 border posts to Russia, block trains to Moscow and Beijing, shortest EU flight time to China – still has plenty of capacity and scope for growth.

Estonia, ranked 3rd in the world for ease of trading across borders, is an ideal location for international, intermodal distribution and transit activities. Estonia is investing millions more to enhance its logistics propositions and **Enterprise Estonia is here to help you** to transform business opportunities into real benefits for you and your customers.

Successes Stories

OEMs using Estonia as an International Production
& Distribution Hub



ERICSSON
TAKING YOU FORWARD



KONECRANES[®]
Lifting Businesses[™]



STORZ
KARL STORZ — ENDOSKOPE



Vertex Estonia AS
A GENERAL DYNAMICS COMPANY
C4 Systems



“Logistics has been a strategically important and comprehensive sector in Estonia throughout the years. The significant role played by this sector is due to the favourable geographical location that Estonia has - a border with Russia, and proximity to CEE, Scandinavian countries and Western Europe, which has enabled Estonia to become one of the most important transit corridors in the Baltic Sea region”

Ernst & Young Baltic AS, August 2009



Why Estonia?

- Strategic location – market accessibility via air, land & sea
 - Baltic, Nordic and Western European connections
 - Proximity to Russia (St Petersburg & Moscow and other CEE/CIS markets)
 - Direct, common gauge, rail routes to Russia, Central Asia and on to China
 - Shortest direct EU air routes to China and the Far East
- Infrastructure – progressive logistics
 - Sites – scalable and accessible
 - Ports – growth potential <http://www.portoftallinn.com/>, <http://www.silport.ee/>
 - Deepest ports in the Baltic (up to 18 metres); ice-free year round
 - Intermodal connections – rail, road, air, sea
- Competitive - cost and tax efficient solutions
 - Freezone transit tax-free regime, customs bonded areas
 - Simple, flat-rate corporation tax system
 - 0% tax on re-invested profits
 - Labour costs are a third of those in Sweden or Finland
 - Cheapest electricity in Europe

Success Stories – Cargotec

“Most of the paperwork you need in Estonia can be done in one office. The local legislative business and tax laws don’t change and are very stable. It’s easy to come and go through ferries and the airport. Almost everywhere in Europe is reachable within five hours.”

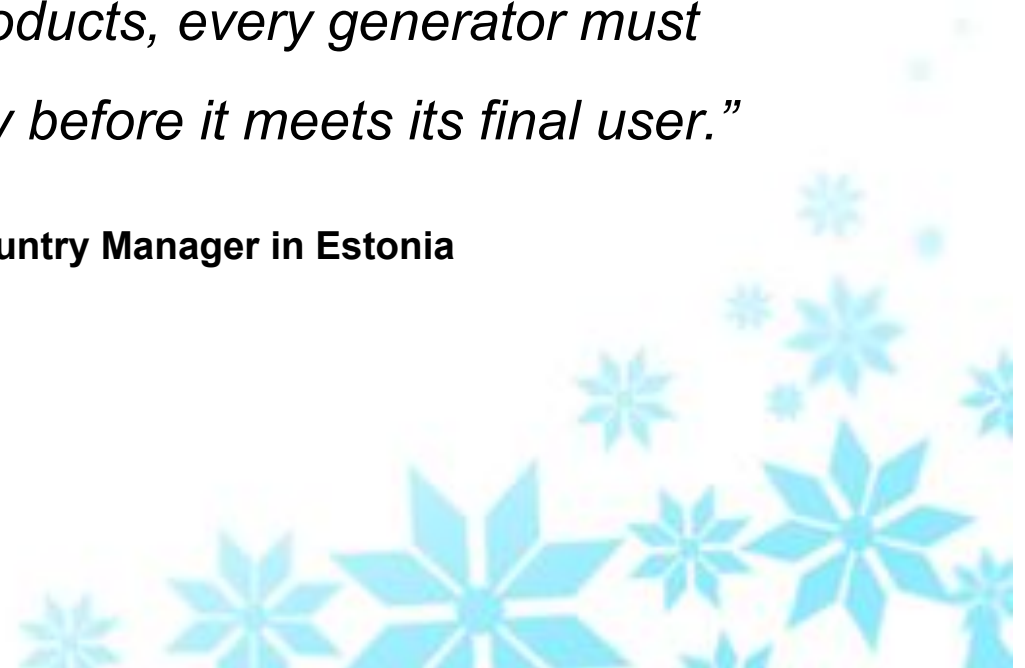
Harri Ojala, Vice President of Product Supply, Cargotec



Success Stories – ABB

“Since as much as 100 percent of some of ABB Estonia's production is slated for other ABB factories, the geographic proximity to Scandinavia is critical. This is true of wind turbine production at the Jüri factory: although thirty percent of the world's wind parks use its products, every generator must journey to another ABB facility before it meets its final user.”

Bo Henriksson, ABB Country Manager in Estonia

**ABB**

Success Stories – Ericsson

A Winning Equation

“It takes only simple math to conclude this is a great place to do business. In Sweden, one employee has roughly 1,400 workable hours. In Estonia, the same employee has 1,750 hours.”

Geography

“ We’re close to harbors and the airport, we have a great working setup. Logistically Estonia is really well placed. This was no small thing in making the decision to come here.”

Seth Lackman, Vice President of the Nordic and Baltic states Market Unit, Ericsson



Supporting Your Investment – Enterprise Estonia - Your Business Development Managers

- The largest international business support system in Estonia with 300 employees
- Provides grants and assistance for Estonian businesses (incl. foreign investors) from early stage to large business development

FREE and CONFIDENTIAL!

Services include:

- General information enquiries
- Detailed investment proposals and studies
- Investment tours of Estonia (scheduling business meetings, identifying properties, organising recruitment, etc)
- Advice on financing (incl grants)
- Negotiations with authorities
- Sourcing
- Investor aftercare services

Similar organizations in Finland

- Finpro



- Invest in Finland



- TEKES



- ELY-Keskus



- MEK





FinEst Mobile Innovation

www.momoestonia.com

www.mobilemonday.net

Flaijeri etuosa



Mobile Africa
by Mobile Brain Bank

September 20th, 2010
in Helsinki, Finland

Flaijeri takaosa

Welcome to Europe's largest happening on mobile in Africa

Mobile is booming in Africa. Entrepreneurship and unconventional thinking is booming everywhere.

Register for happening that offers excellent networking opportunities for entrepreneurs, investors and students from the happenings in other cities. The event is free of charge.

Registration open at
<http://www.mobilebrainbank.org/Africa.html>

Mobile Brain Bank is a non-profit network supporting entrepreneurs and students from the happenings in other cities.

The happening opportunities are:

- **Brainstorming** (Mobile Brain Bank is proud to offer a free of charge brainstorming for entrepreneurs)

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Together with:



Juliste A3



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Together with:



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 Garage48 www.garage48.org



Garage48 Helsinki 2011

14-16th January 2011 @ Aalto Venture Garage

Garage48 is a boot-camp style community event to build new services just in 48 hours.

ICT Demo Center



- Platform for international ICT co-operation
- Opened January 29th, 2009
- 3500+ visitors at first 12 months
- Funded by members

www.demoestonia.eu



Demo Center Members

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INSPIRING PERFORMANCE

Products/services & success stories



- **Catalogue of Estonian ICT solutions 2010**, www.itl.ee/?op=body&id=142



- **Survey of 15 Estonian successful export business models**, www.itl.ee/?op=body&id=169



- **Estonian ICT Democenter**, www.demoestonia.eu



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Welcome!

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