

VALSTYBEI SVARBIŲ SRIČIŲ APRAŠYMAI ANGLŲ KALBA

Area: Co-create solutions

Trumpasis aprašymas:

Main message: If you were to liken large countries to sluggish corporations, Lithuania's equivalent would be an agile, cooperation-driven startup.

In short: Lithuania exerts a strong pull for start-ups and growth-stage companies, providing tangible opportunities to scale. With excellent rankings for our entrepreneurial environment, as well as our leadership in technology, international scientific achievements, highly qualified professionals and science graduates, plus an increasing focus on renewable energy, Lithuania offers a unique environment to dream big. We help ambitious businesses to take their next big leap.

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Value: Innovation-friendly environment

Ease of doing business: Lithuania ranks 11th globally in the World Bank's 'Ease of Doing Business' index. A generation of world-changing, innovative companies has grown up in Lithuania: Trafi, Tesonet, Brolis, Vinted, TransferGo, Paysera. The country's potential has also been recognised by major companies from abroad, with Revolut, Google, Danske, Nasdaq, Continental, Hella, Thermo Fisher Scientific now established here.

Regulatory flexibility: The pilot financial innovation environment (regulatory sandbox) operating in Lithuania provides an opportunity for the developers of innovative solutions to test them in a real environment and receive the necessary assistance from consultants. Based on blockchain technology, the platform provides an easier, faster and cheaper journey from idea to end product. This innovative RegTech solution is also laying the groundwork for automating the reporting of financial market participants and easing administrative burden.

Value: World-class talent

Stellar talent in science: Lithuania has given the world many prominent scientists. Among those recognised worldwide are Honourable Prof. Vladas Algirdas Bumelis and Prof. Virginijus Šikšnys – the latter for discovering CRISPR-Cas9, the so-called “gene scissors” that have revolutionised the process of gene editing.

The future is bright: The competencies of Lithuanian technology graduates are ranked as “excellent”. As many as 98% of Lithuanians speak at least one foreign language, and 84% of young professionals speak English fluently.

Value: Emerging ecosystems

Leader in FinTech: Lithuania ranks #4 in the world for FinTech, right after the USA, Great Britain and Singapore – and we have no plans to stop there! As of 2020, a total of 210 FinTech companies are registered in Lithuania: the highest concentration of financial technology businesses in the European Union.

Business clusters: Lithuania boasts more than 60 ‘clusters’ – groups of businesses cooperating together in a particular sector. So far, 10 of our clusters have earned the Bronze Label from the international European Secretariat for Cluster Analysis (ESCA).

Service centres: More than 80 service centres have been established in Lithuania, providing services in 35 languages and employing more than 19,000 specialists. Well-developed infrastructure, plus close cooperation with state authorities and scientific institutions, create the perfect conditions for rapid growth.

Papildomi pagrindimai, kuriuos rekomenduojama naudoti esant poreikiui:

Value: Innovation-friendly environment

Open road to innovation: Vilnius ranks #1 in the European Union for attracting high-tech startups (per number of residents). Across Lithuania, over 1,200 start-ups are developing successfully in a country that is eager to nurture them. One home-grown startup, Vinted, is already a billion-dollar unicorn!

An ideal location for business growth: International businesses that started their journey in Lithuania cautiously, have quickly witnessed the potential Lithuania has to offer – and are now bringing in more complex, significant functions and even entire service centres. One clear example is Danske Bank, which moved its service centre to Lithuania due to the highly qualified talent it found here.

Value: Emerging ecosystems

Digitally driven: If you have an electronic signature, it takes just one day to establish a business in Lithuania! We are the overall leader in the European Union for the digital provision of public services, and sixth in the EU for ease of paying taxes.

One step ahead: Lithuania’s new technology competence centres highlight advances in the fields of security, the environment, energy and technology. Companies in Lithuania’s agricultural, fashion and health technology sectors are changing conventional thinking and opening up new opportunities.

Everything in one place: Fintech companies have access to all the necessary services on a one-stop-shop principle basis. A cluster of financial innovations operates in Lithuania, combining

blockchain technologies, cyber security with soft, social areas such as business management, marketing and law.

Ecosystem for life science innovators: Lithuania has set an ambitious goal – to become one of the leading countries in the field of life sciences in the region by 2030. To this end, there is a cluster of the Life Sciences Digital Innovation Hub in Lithuania, which promotes digital innovations in the life sciences sector and unites research, business and public sector institutions and organisations.

Free economic zones: There are 7 free economic zones in Lithuania, ensuring the reduction of the tax burden on investors.

Area: Co-create culture

Trumpasis aprašymas:

Main message: Lithuania is an open space to discover and create new perspectives.

In short: since Lithuania regained its independence, its cultural achievements have been continuous and wide-ranging: our theatre, cinema, literature, music and visual arts have earned widespread acclaim internationally. Contemporary and traditional culture are often intertwined, and brought to life through long-lasting international collaborations. Lithuania is open to cooperation, the exchange of ideas and co-productions.

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Value: New Perspectives

International recognition: Lithuanian creators Lina Lapelytė, Rugilė Barzdžiukaitė and Vaiva Grainytė received the art world's most coveted award, the Golden Lion at the Venice Biennale. Their opera performance 'Sun and Sea (Marina)' uses a multidisciplinary, multi-layered format to discuss ecological catastrophe.

Historical perspectives: Lithuanian culture is characterised by a unique artistic language, influenced by its specific historical context – narratives of resistance and Aesopian language. Our unique historical perspective, conveying the country's unique experience, inspires creativity and offers a shining inspiration to creative talents. Lithuania boldly combines modern culture with tradition, supports emerging artists, and respects established talent, providing a space in which postmodernity and heritage flourish side by side.

Value: Creative partnerships

Favourite of the international film and TV industry: Lithuania is globally popular with filmmakers and the creators of TV series: *Chernobyl*, *Stranger Things* and *War and Peace* were all filmed here. Lithuania is often mentioned in foreign media as an attractive location to realise filmmakers' most ambitious ideas.

Value: Liberating spaces

Open and international environment for creation: Lithuania may be a compact country, but with an open and international community of creators and cultural professionals, residencies for creators, co-productions and other initiatives, it's an important participant in world culture.

International arts projects: Lithuania is constantly developing global art projects and seeking out innovative ways to cooperate with the world: Nida Art Colony, Rupert Residence and

Education Centre, and cultural centre 'Menu spaustuvė' are just a few of the organisations actively involved in international exchanges of art ideas.

Papildomi pagrindimai, kuriuos rekomenduojama naudoti esant poreikiui:

Value: New Perspectives

Journey of discovery: Lithuanian creators are changing the world through their bold and unconventional approach: the avant-garde cinema of Jonas Mekas, Jurgis Mačiūnas and the Fluxus movement, plus a multitude of contemporary artists who are making a significant impression on various art forms. Professionals in theatre, dance, music and the visual arts are talking about global issues and calling for global dialogue.

Women at the forefront of classical music: Lithuanian musicians Asmik Grigorian, rated the best soprano in the world; Mirga Graužinytė-Tyla, named the world's greatest conductor; and Žibuoklė Martinaitytė –Composer of the Year and Guggenheim scholar, – are the constant subject of worldwide attention in the field of classical music.

Supporting quality: Lithuania is home to a host of high-profile events that attract large numbers of visitors and creators from across Lithuania and around the world. These include the Vilnius Book Fair, the Song Festival, the Vilnius international film festival 'Kino pavasaris', the 'Sirenos' Vilnius international theatre festival, and many more.

Value: Creative partnerships

Exchange of ideas: The exchange of relevant ideas and creative potential enables the development of global art projects and co-productions in Lithuania, opening up innovative opportunities for international cooperation. Theatre, music and visual arts projects in Lithuania receive international acclaim not only for the flexibility of the country's cultural infrastructure – but above all, for the inspiring dialogue between Lithuanian and foreign creators.

Value: Liberating spaces

Small area – wide range: Lithuania is famous as a country developing a very wide cultural landscape. Many of Lithuania's cultural achievements are acclaimed throughout the world: from illustration to theatre, literature to the visual and interdisciplinary arts.

Area: Co-create governance

Trumpasis aprašymas:

Main message: Lithuania is open to innovations and partnerships aimed at solving challenges at state level.

In short: Many governments talk about intentions and aspirations – but in Lithuania, the management achievements that many countries still dream of are already being put into practice. Businesses are developing at lightning speed; institutions are flexible; science and innovation are promoted and nurtured by the state. Of course, business can achieve a great deal when it is simply left unhindered. In Lithuania, however, we go one step further – our goal is to help, support and enable businesses to realise their potential.

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Value: Openness to innovation

Taking the initiative on innovation: The Bank of Lithuania was one of the first central banks to create a prototype for a digital currency – and the first to offer a collectible digital coin.

Supporting progress: Government measures support and promote innovation and the exploitation of business competencies via innovative regulatory tools, the GovTech laboratory, and the use of open data.

Global hub for FinTech: Lithuania is at the heart of the network of FinTech coordinators in Central and Eastern European countries and China (17+1), driving cooperation in the fields of transport, investment, financial services, agriculture, culture, education, health and more.

Value: Smart city solutions

Open data initiatives: Lithuania's capital not only uses the data it collects to improve the city's infrastructure – it also makes it accessible to residents and businesses across the country. Trafi, a global mobility solution, grew out of open data from Vilnius – and has now created one of the world's largest urban transport platforms for Berlin residents, as well as for guests at the Rio Olympics. Trafi's technology is now used by Google and Lyft.

Value: International cooperation

Positive political reputation: Lithuania is considered a reliable member and partner in international organisations (NATO, EU), and a leader in the partnership with the East.

Solution of global challenges: Amid the challenges of state closure caused by Covid-19, Lithuania, Latvia and Estonia became the first European Union member states to allow the free movement of each other's citizens within the so-called 'Baltic Travel Bubble'.

Papildomi pagrindimai, kuriuos rekomenduojama naudoti esant poreikiui:

Value: Openness to innovation

Technology is in our DNA: Lithuania is a leader in European cyber security, and home to a world-class ecosystem of tech startups and solutions. Our capital, Vilnius, is blazing a trail with its connected transport mobility program.

State and business support for science: Lithuania is among the leaders in the European Union for business investments in state research institutions. The country has the most ambitious energy goals in the region, and aims to increase the role of renewable energy and reduce the use of fossil fuels.

Getting involved: The initiative 'Kurk Lietuvai' ('Create for Lithuania') invites professionals with international experience to engage with Government projects and contribute to the creation of a bright future for Lithuania.

Going green: Environmental issues are a high priority. Lithuania is a European leader in the recycling of plastic packaging.

Value: Smart city solutions

Unconventional solutions: In response to the Covid-19 crisis, the country's capital took a creative step: it turned empty restaurant tables into fashion showcases, and transformed the city's streets into the world's largest open-air cafe!

Smarter energy: Launched in Vilnius, the sustainable and intelligent energy laboratory 'Intelligent Energy Lab' provides an open platform to connect local and international businesses interested in the development of advanced energy solutions, with scientific representatives, as well as Vilnius city council and municipalities across the country.

Value: International cooperation

Passport power: The passport of the Republic of Lithuania is among the leaders in the world in terms of the opportunities it offers.

Leader in cyber security: In a 2018 ranking published by the United Nations, Lithuania ranked #4 in the world for cyber security.

Rapid response team: Lithuania leads the International Rapid Cyber Response Team, which assists key European Union institutions in security matters.

Area: Co-create life

Trumpasis aprašymas:

Main message: Lithuania is a great place to grow up, due its faster career opportunities and slower pace of life.

In short: With the issue of work-life balance becoming the topic of the decade around the world, Lithuania offers some convincing solutions. High quality of life, technological empowerment, motivated talent, happy people, reasonably priced services, rich cultural opportunities and closeness to nature are just a few reasons to choose Lithuania as the place to pursue your ambitious career. Entrepreneurship, employment and the education of citizens enjoy the support of the state. Cooperation is a fundamental element of any activity here.

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Value: Accelerated careers

International career opportunities: More than 150 international companies are offering jobs in Lithuania – including global giants such as Google, Uber, Thermo Fisher, Revolut, and promising start-ups such as Vinted, Trafi and Genus AI.

International impact: In Lithuania, talent has the opportunity to grow by contributing to world-class challenges and successful companies. Lithuanian unicorn Vinted offered the world a circular economy solution, while Trafi solved the problem of mobility in the world's major cities.

Value: Relaxed living

Everything within easy reach: The short distances both within and between cities, as well as the advanced modes of transport available, allow everyone in Lithuania to reach their destination in the most convenient way. The average commute to work is just 30 minutes, while the seaside is only three hours away from the capital.

Active recreation: Over the last decade, an outdoor revolution has taken place in Lithuania: from hiking trails to cycling paths, running mania to extreme sports. No matter where you are, you're less than half an hour from a lake. Sometimes the nearest green oasis is just a few metres away. Name a sport, and you'll find people and places to enjoy it with in Lithuania.

Value: Nature everywhere

Nature – even in the city: Vilnius is one of the greenest capitals in the world. Other local cities, rich in parks, nearby water bodies and green oases are not far behind.

Make a splash: With more than 6,000 lakes dotted across Lithuania, you're never far from a spot to dive into some after-work relaxation.

Papildomi pagrindimai, kuriuos rekomenduojama naudoti esant poreikiui:

Value: Accelerated careers

Constant improvement: International conferences, numerous seminars and training sessions, prominent foreign speakers and lecturers, active professional communities, and non-formal education programmes at universities create the conditions for in-depth development and opportunities to widen personal experience.

Opportunities for all: Lithuania is the leader in Europe for the proportion of women in engineering sciences, who make up as much as 57% of the workforce in the sector.

Value: Relaxed living

Working here leaves time for your personal life: Lithuania ranks #6 in the world for work-life balance (OECD countries).

Concentrate on what matters: In Lithuania, education and health, sports and leisure are available to all – while one of the longest periods of parental leave in Europe, plus an extremely strong network of non-formal education, provide an opportunity to focus on your family.