

ILGALAIKIŲ LIETUVOS VISUOMENĖS VERTYBIŲ APRAŠYMAI ANGLŲ KALBA

Value: Drive

Trumpasis aprašymas:

We have become pioneers in areas such as laser technology and the biochemical industry. We are looking for new, intriguing challenges in the financial technology and cyber security sectors. We are a country in which innovative thinkers from all over the world gather together to solve not only today's problems, but also those of tomorrow. To foster our business-friendly environment, we are amending the law to ensure that companies investing in Lithuania can quickly establish and develop their activities here. According the World Bank's 'Ease of Doing Business' ranking, Lithuania's business environment is among the most favourable in the world. We are a regional leader in high value-added industries such as FinTech, public sector technologies and green energy, and we aim to make them a central axis of business. But we also don't forget about culture – our artists and creators are constantly clearly visible on the world stage and receive awards.

Ilgasis aprašymas:

Main message: In Lithuania, we create and implement solutions that others only talk about.

Why it's important to us: Instead of assuming possible scenarios, we create hypotheses, test them in real conditions, analyse the results, and then repeat the process again until we finally have in our hands a solution that meets our high standards. We are convinced that in a world developing at a tremendous pace, only energetic and bold people move forward – so we cherish these qualities in our daily lives.

Defining qualities: Dynamism, 'can-do' attitude, ambition, hunger to achieve.

How others experience it: We have become pioneers in areas such as laser technology and the biochemical industry. We are looking for new, intriguing challenges in the financial technology and cyber security sectors. We are a country in which innovative thinkers from all over the world gather together to solve not only today's problems, but also those of tomorrow. To foster our business-friendly environment, we are amending the law to ensure that companies investing in Lithuania can quickly establish and develop their activities here. According the World Bank's 'Ease of Doing Business' ranking, Lithuania's business environment is among the most favourable in the world. We are a regional leader in high value-added industries such as FinTech, public sector technologies and green energy, and we aim to make them a central axis of business. But we also don't forget about culture – our artists and creators are constantly clearly visible on the world stage and receive awards.

Value: Constant improvement

Trumpasis aprašymas:

Our hunger for knowledge has been discovered by major global companies, who soon realised the intelligence, flexibility, perseverance and ambition of Lithuanian professionals, along with their willingness to set the highest standards. We are currently growing one of the densest startup ecosystems in the world. We are at the forefront of achievements in technology, biotech and culture. With an educated society, an abundance of tech-savvy talent, highly qualified professionals and internationally acclaimed specialists, all constantly seeking to strengthen their competencies – this is how Lithuania meets the world.

Ilgasis aprašymas:

Main message: A country whose greatest resources are its constantly improving competencies and abilities.

Why it's important to us: A small country without abundant natural resources has only one option – to turn its capabilities into a resource. This is why improvement is the engine of Lithuania's progress. Improvement forms part of our dialogue with the rest of the world – by adopting international best practices, and sharing our own. Education, highly valued here, is among the best in the world.

Defining qualities: Searching for new solutions, pursuing education, rapidly absorbing innovations, willingness to act, perseverance – always going the extra mile to deliver beyond expectations.

How others experience it: Our hunger for knowledge has been discovered by major global companies, who soon realised the intelligence, flexibility, perseverance and ambition of Lithuanian professionals, along with their willingness to set the highest standards. We are currently growing one of the densest startup ecosystems in the world. We are at the forefront of achievements in technology, biotech and culture. With an educated society, an abundance of tech-savvy talent, highly qualified professionals and internationally acclaimed specialists, all constantly seeking to strengthen their competencies – this is how Lithuania meets the world.

Value: Freedom to create

Trumpasis aprašymas:

The names of Lithuanian artists are heard widely on the international scene, due to their unexpected or provocative ideas, which make us look at the world from a different angle. From contemporary art to theatre, from classical to electronic music, from cinema to the visual arts, culture flourishes in a free environment. Freedom manifests itself in many other ways, through innovation, the search for new solutions, and progressive ideas. The abundance of startups and robotics research in Lithuania demonstrates our desire to create solutions that have a global impact. Technology clusters create an environment conducive to the implementation of new ideas. The freedom to create is also supported by Lithuania's favourable business conditions: good infrastructure, a flexible regulatory environment, and the attention given to investors.

Ilgasis aprašymas:

Main message: When you face new things with openness and courage, you open up huge opportunities.

Why it's important to us: For decades, our talents were constrained by prohibitions and restrictions. This is how came to master subtle languages and discover forms of expression that are less easily felt and interpreted. It's an ability we have retained, even after regaining our freedom and the opportunity to spread our creative potential more freely. In Lithuania, we value the courage to experiment and the openness to accept innovations.

Defining qualities: The ability to create unconventional ideas and search for new solutions; courage to experiment; openness to innovation.

How others experience it: The names of Lithuanian artists are heard widely on the international scene, due to their unexpected or provocative ideas, which make us look at the world from a different angle. From contemporary art to theatre, from classical to electronic music, from cinema to the visual arts, culture flourishes in a free environment. Freedom manifests itself in many other ways, through innovation, the search for new solutions, and progressive ideas. The abundance of startups and robotics research in Lithuania demonstrates our desire to create solutions that have a global impact. Technology clusters create an environment conducive to the implementation of new ideas. The freedom to create is also supported by Lithuania's favourable business conditions: good infrastructure, a flexible regulatory environment, and the attention given to investors.

Value: Connection to nature

Trumpasis aprašymas:

Lithuania attracts those who are seeking a balance between nature and urban living, convenient transportation and an ecological environment. Our pursuit of naturalness also lies behind the popularity of organic production and natural products. Lithuanian company 'Utenos trikotažas' has become the first (and so far, the only) company in the world to meet the textile production standard set by Greenpeace, 'Auga Group' operates the largest vertically integrated organic farm in Europe, applying the latest technologies in its sustainable operations. The choice of sustainable solutions is reflected in changes in the energy sector, the development of the green economy, and advanced environmental solutions. Lithuania is the most successful country in Europe at implementing a deposit system for disposable beverage packaging, and boasts the world's first nationwide rental platform for solar power. Ecological themes are conveyed through design, and highlighted by the award-winning opera 'Sun & Sea (Marina)'.

Ilgasis aprašymas:

Main message: Wherever you are in Lithuania, nature is only a few steps away – allowing you to feel peace and harmony, and to rest from the rapid pace of modern life.

Why it's important to us: For Lithuanians, nature has been a part of spiritual life since ancient times. It is inseparable from the ancient traditions of Baltic culture and agriculture. For the majority of the country's population, Lithuania is associated with nature and the sea. In a recent survey, when asked why it is good to live in Lithuania, the biggest individual share of the population (45%) indicated: "Nature is always close here."

Defining qualities: Our connection with nature is emphasised by our love of nature and its preservation, the search for naturalness, our choice of sustainable solutions, and the pursuit of sustainable development.

How others experience it: Lithuania attracts those who are seeking a balance between nature and urban living, convenient transportation and an ecological environment. Our pursuit of naturalness also lies behind the popularity of organic production and natural products. Lithuanian company 'Utenos trikotažas' has become the first (and so far, the only) company in the world to meet the textile production standard set by Greenpeace, 'Auga Group' operates the largest vertically integrated organic farm in Europe, applying the latest technologies in its sustainable operations. The choice of sustainable solutions is reflected in changes in the energy sector, the development of the green economy, and advanced environmental solutions. Lithuania is the most successful country in Europe at implementing a deposit system for disposable beverage packaging, and boasts the world's first nationwide rental platform for solar power. Ecological themes are conveyed through design, and highlighted by the award-winning opera 'Sun & Sea (Marina)'.