



# EXPORT PACKAGE

**Central Baltic 2014-2020 project results that support export development in the region**

2021



European Union  
European Regional  
Development Fund

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## 1. Scope of the package

This package contains information about Central Baltic project results that support export development in Central Baltic region.

In Central Baltic programme 2014-2020 Export theme was specifically chosen and for that specific objective (SO) 1.3 **'More exports by Central Baltic SME-s'** was dedicated. In addition to SO 1.3 several projects under specific objectives 1.1 **'New Central Baltic knowledge intensive companies'** and specific objective 2.1 **'Natural and cultural resources developed into sustainable tourist attractions'** indirectly strengthened the export potential of the Central Baltic region.

SO 1.1 projects contributed to the future potential of export capacities as targeting the creation of joint Central Baltic new companies (start-ups) with international ambitions.

SO 2.1 projects contributed to the tourism sector export potential as aiming to create new attractive Central Baltic tourist attractions. Some projects financed within this SO had activities in place for marketing those tourist attractions and so contributing to the potential export revenues of the tourist sector SME-s.



As August 2021, 16 projects have been financed and implemented or ongoing within SO 1.3.

All together ca 2500 companies have been involved into projects activities.

All implemented projects have been able to achieve sales for participating target group companies on target markets.

## 2. Background

Trade in Central Baltic region is characterised by strong links between countries.

Central Baltic countries are important trade partners for each other - the countries rank as top export and import partners to each other. In addition, data shows that Russia is important trade partner for all Central Baltic countries, accounting for substantial shares in countries' imports, as well as being an important target market for countries' exports, especially for Finland, Estonia and Latvia.

For larger Central Baltic countries - Sweden and Finland - the trade with Estonia and Latvia is in percentage and absolute terms less important. This is caused by different sizes of the economies.

For all Central Baltic countries the most important trading partners outside EU/EFTA are USA, China, UK and Russia.

Central Baltic economy is characterised by integrated supply chains and cross border investments/ownerships.

Multinational and large companies of the Central Baltic region are main exporters. At the same time the large majority of the companies are SME-s with challenges to enter to the export markets alone.

Often the large multinational companies from Sweden and Finland own subsidiaries and use subcontractors from Latvia and Estonia for their final products.

In new sectors of the economy the picture is different and more often companies with global ambition from Estonia and Latvia also target distant markets and individual or business clients with end products or services.

Central Baltic region has been growing tourism destination for visitors from distant markets. Especially the numbers of tourists from Asia were growing steadily until Covid-19 crisis stopped the flow.

### 3. Timeline – when the projects were implemented

Projects from all 5 Calls of Central Baltic programme 2014-2020 are included in this package, first projects started in 2015 and the 5<sup>th</sup> Call projects will run until 2022.

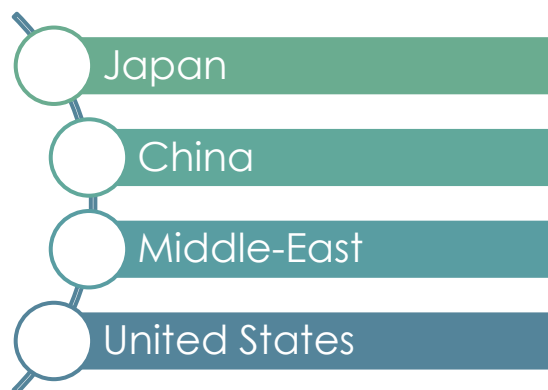


Timeline of projects

### 4. Description of the achieved results and their cross-border effect

The projects represent **wide range of economic sectors and target markets**. All projects achieved results as the entries of the participating companies to targeted markets.

Following markets have been targeted by more than one project:



Among represented sectors there are **traditional strong sectors** of the region (wood processing, machine building, and agriculture) **as well the services** (E.g. tourism, music, and logistics) and **wide range of ICT solutions**.

Different approaches have been used by the partnerships to enter the targeted markets - like partners opening the markets for each other based on their earlier experience and contacts, focusing on few target markets, creating joint offerings to potential buyers.

Most of the projects concentrated their efforts to small number of target markets (1-4).

For some sectors more suitable approach was to work with rather large number of target markets (5 and more).

Some projects devoted more time and resources for building capacities for new markets entry.

## 5. Good experiences and lessons learned

Projects used different strategies and approaches towards entering distant markets best thought to suit target group needs and available resources of the partner organisations.

For the majority of the projects successful approach was to focus on rather small number of target markets and to prioritise the activities clearly supporting target group companies on selected markets (business trips, participation in fairs, experts and agents services on target markets).

The projects which focused more on building capacities for target group companies (meta-clusters, joint offers of products and services) would need more time to achieve real business deals on target markets.

Several projects have underlined that great value has been to make target group companies from our countries to meet, to discuss and find joint interests.

Often the journey from “being the competitor towards becoming cooperation partner” was observed among companies from different countries.

Based on feedback from project partners there is no doubt that the participating companies which did not achieve export deals within the project duration continue their efforts and can be considered equal beneficiaries.

As the good experience, it should be mentioned also the **capacity of partnerships to change the project approach, partners, target markets, ways of working, sequence of activities, the resources etc.** Special significance to the need of flexibility came from Covid-19 crisis.

## 6. Developments after the projects' end

Many projects have continued cooperation in one or another way or they see it relevant to continue it after project ends.

All projects have developed or improved the methods and tools for increasing the capacities for export and entering the new markets.

Covid-19 caused crisis has served as additional factor to develop new online tools and ways of working differently. Experience has been that continuing the work with contacts which have been already established has been smoothly transferred online. The work of finding new contacts and building trust has been challenging while face to face meetings are not available.

In most cases the successful implementation of the project has created trust between partners, new plans and wish for future collaboration.

## 7. Projects participated

### Services sector projects are represented by following projects:

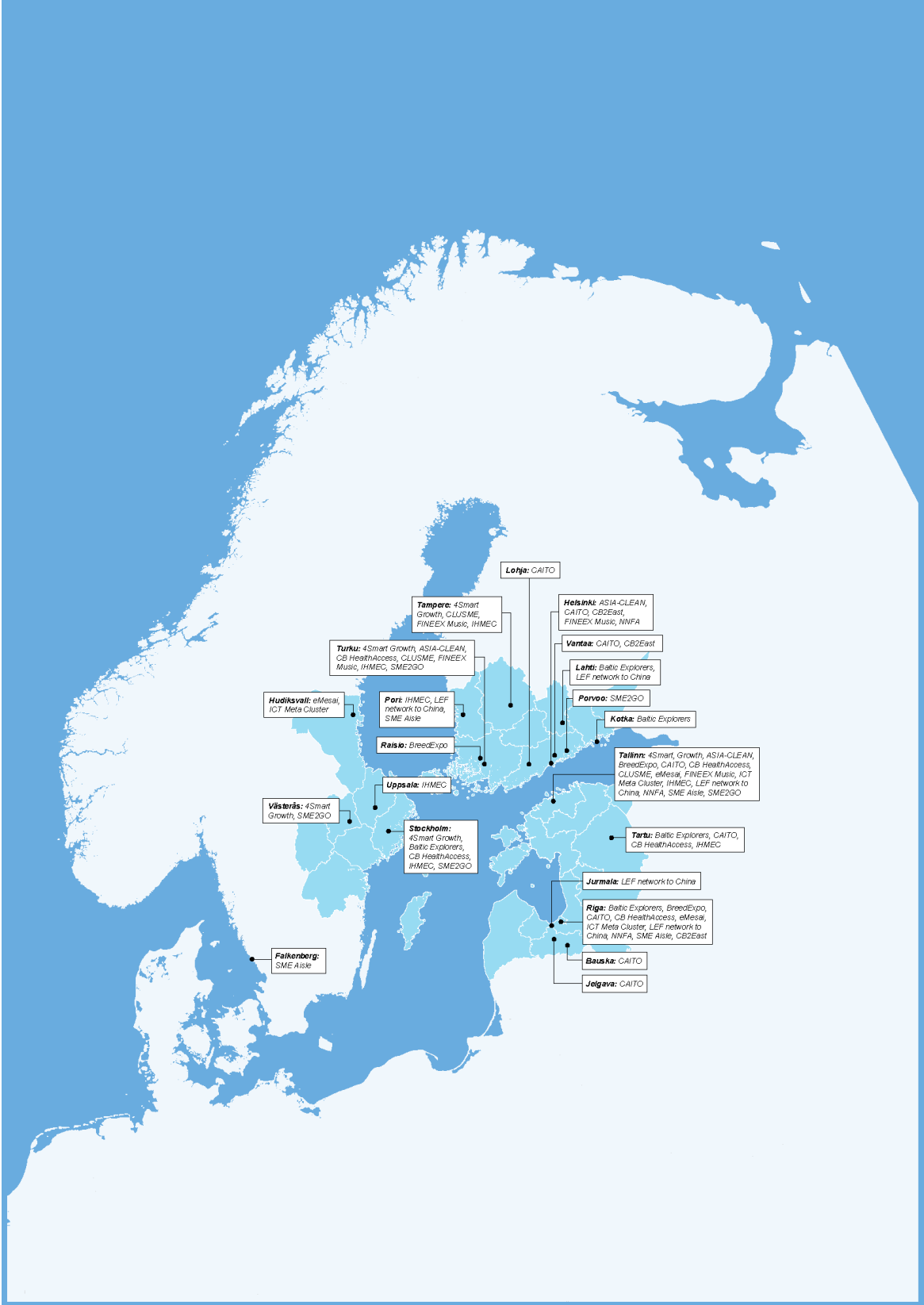
- [CB HealthAccess](#) - health technology companies to markets in South Korea, US, India and Uganda.
- [CB2East](#) - sustainable eco-efficiency and water expertise solutions to North-West Russia and Central Asia markets.
- [CAITO](#) - rural tourism services to Japan.
- [FineexMusic](#) - music services to Japan.
- [NNFA](#) - exports of the film production sector to North America and Asia.
- [ICT Meta Cluster](#) - exports of ICT solutions to selected markets in Asia, Middle-East, America and Africa.
- [eMesai](#) - exports of ICT solutions to selected markets in Asia, Middle-East, America and Africa.
- [SME2GO](#) - exports of smart city solutions to markets in Africa, Asia and South-America.
- [IHMEC](#) - indoor hygiene (IH) solutions and exports them to the Middle-East markets.
- [4Smart Growth](#) - smart city solutions to Vietnam and China.
- [Baltic Explorers](#) - gaming industry exports to US and Asia.
- [ASIA CLEAN](#) - solutions to anthropogenic emissions to markets in North-Eastern China and Malaysia.

### Products export by following projects:

- [SME Aisle](#) - maritime clusters (shipbuilding, maritime& logistics, renewable energy, automation, ICT) exports to Southern Africa markets.
- [CLUSME](#) - mechanical engineering and mechatronics sector exports to Georgia, Uzbekistan, South-Africa, Brazil and Mexico.
- [BreedExpo](#) - export of breeding animals to markets in Kazakhstan, Georgia and Ukraine.
- [Lef network China](#) - wooden interior solutions to China market.



# 8. Map of project partners in export field



Map of project partners in export field