

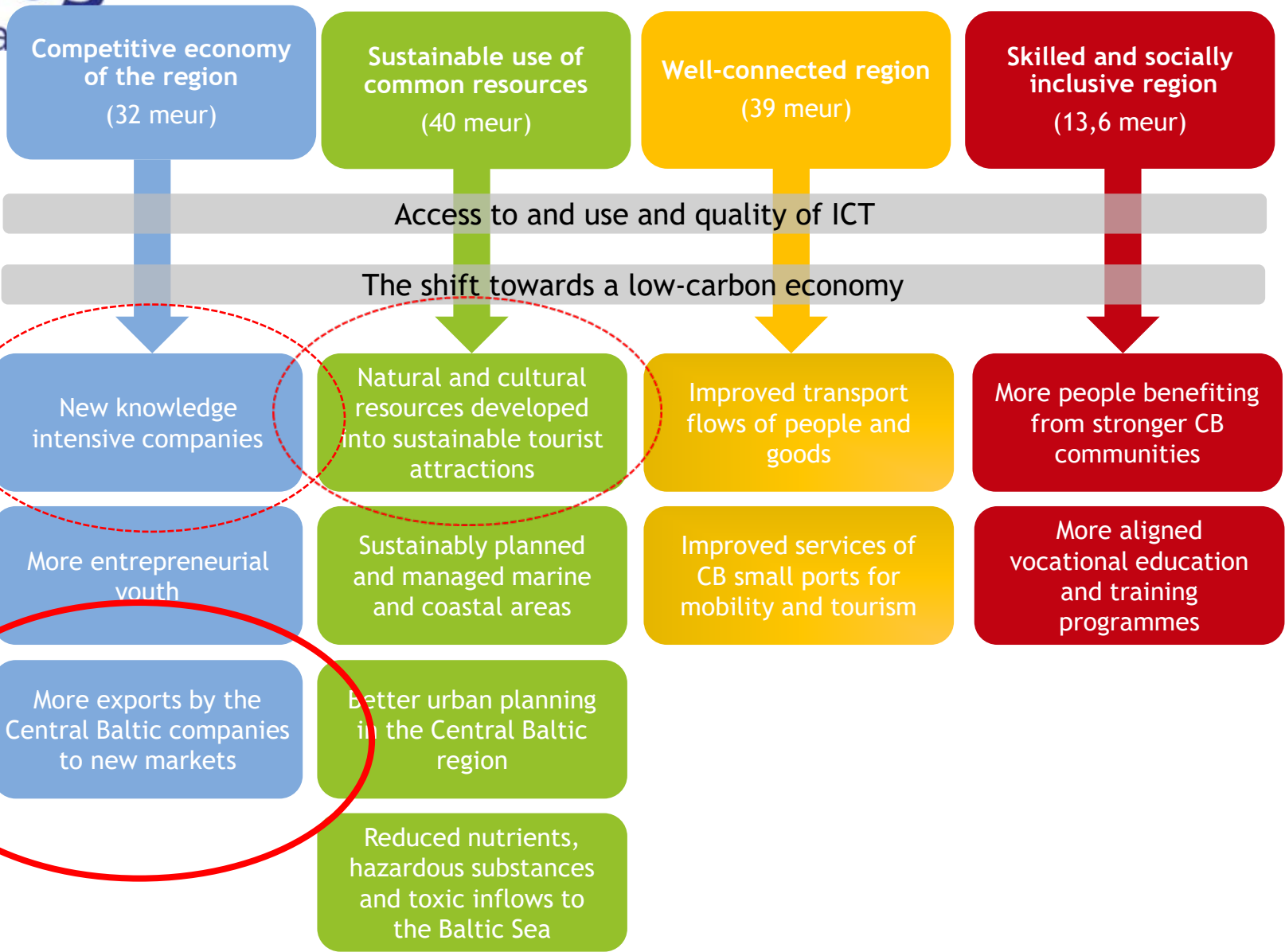
# Export - the programme level achievements

## Central Baltic Annual Event 2021

Ülari Alamets

Project manager | 23.9.2021

# Central Baltic 2014-2020 Intervention logic



- 10 successful cluster cooperations

- 2000 actively participating companies

## WHAT SHOULD COME AFTER SALES?

- We expect more to happen after the first sales are achieved by participating target group SME-s
  - ⇒ Increased revenues, profitability of companies
  - ⇒ Higher value added and more high value jobs in our region
  - ⇒ Increased tax revenues by successful companies

# Overview of the portfolio - 16 projects

Products and services sectors represented

- 12 services
- 4 products or products/services
- 9 projects have ended and 7 ongoing

# 1st call projects



**Health Access**

**Health-tech** companies to enter into South-Korea, US, India, Uganda.

=> 5 direct sales were achieved, 4 investments were raised; 58 companies participated.

EST  
FIN  
SWE  
LAT



Products, services related to **eco-efficiency** and **water expertise** solutions to North-West Russia and Central Asia.

=> 5 business deals and sales to the target markets; 45 companies participated.

FIN  
LAT



**ICT products or services** to Brazil, Canada and Azerbaijan => more markets

=> 16 sales achieved, 31 targeted markets and countries.

SWE  
LAT  
EST



**Smart city solutions** to new markets (tbi => Kenia, Indonesia, Vietnam, China, US, Mexico, Namibia)

=> 10 consortias was formed, 163 companies participated, several contracts signed

SWE  
FIN  
EST



**Mechanical engineering and mechatronics** sectors exports to Georgia, Uzbekistan, South-Africa, Brazil and Mexico

=> 9 companies started export activities in Georgia, Uzbekistan and Republic of South Africa.

EST  
FIN



Rural tourism services to the Japanese market.

EST-FIN-LAT

=> 252 rural tourism SME-s participated; ca 150 received new tourists from Japan thus achieved export sales.

**FINEST  
SOUNDS** ✓

Music industry and for other sectors for which export cooperation with the music industry can bring added value to Japanese market.

FIN-EST

FINEEX Music

=> 134 companies participated; several contracts (5-6) were signed on performing, song writing, joint productions during the project duration.



**Indoor hygiene (IH) solutions** and exports them to the Saudi Arabia.

FIN-SWE-EST

=> First sales were achieved by the end of the project + signed contracts and MoU-s.  
Ca 30 companies actively participated.



**Wooden interior solutions** to China market.

LAT-EST-FIN

=> Ongoing. Strong Covid impact.



Exports of the **film production sector** to North America and Asia.

EST-FIN-LAT

NNFA/NSFA

=> 1 larger scale film production was attracted (Latvia), where 27 SME-s provided services. 46 companies were actively involved.



Maritime clusters (**shipbuilding, maritime& logistics, renewable energy, automation, ICT**) exports to markets of Southern Africa.

FIN-EST-LAT-SWE

=> Ongoing. First sales and joint ventures have been reported.

## 4th call projects

Smart city solutions to the regions in Vietnam and China.

SWE-FIN-EST

=> Ongoing. More than 30 companies have participated.

Solutions to anthropogenic emissions to markets in North-Eastern China and Malaysia.

FIN-EST

=> Ongoing. Sales achieved in Malaysia's market.

Export of breeding animals to Kazakhstan, Georgia and Ukraine.

EST-FIN-LAT

=> Ongoing. Cattle is sold to target markets.

ICT solutions to markets in Asia, Middle-East, America and Africa.

EST-SWE-LAT

=> Ongoing. More than 200 companies have participated.



4Smart Growth



BreedExpo





## 5th call projects



Baltic Explorers

Game industry exports to Asia and US.

=> Ongoing.

FIN-EST-SWE- LAT

# Targeted and achieved results and outputs?

## Results

- Central Baltic cluster-based co-operations achieve sales to new markets - 10

## Achieved Results

All finished projects (9) have achieved sales + 2-3 ongoing projects have achieved sales

+

The number of companies with achieved sales - 60-70 + ca 300 (CAITO, NNFA)

## Outputs

- Number of enterprises receiving non-financial support 300 => 2000

## Achieved Outputs

The number of companies - ca 2500

- Other relevant side results? - Investments, joint ventures, strengthened trust, continued cooperation...

# Sustainability and future

- More results (sales, business deals) to appear over time
- More cooperation on distant markets without project financing
- Central Baltic programme 2021-2027 continues work on export support

# Some conclusions

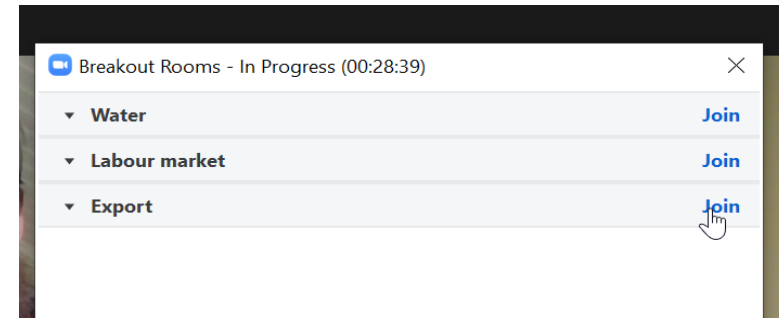
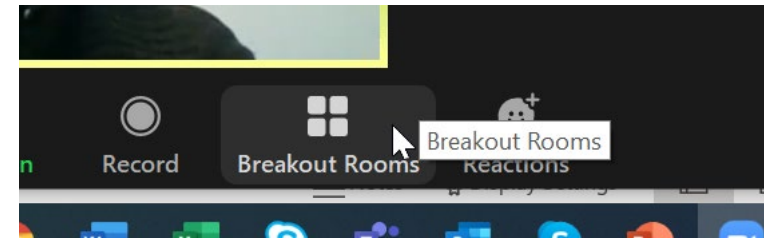
- Focusing on small number of markets works better for traditional sectors, products
- ICT, digital, online sectors - targeting multiple markets - works well
- Earlier you know target markets, sooner you get there
- The project approach - strong emphasis on „market entry activities in target markets“ works best
- Target group - whether to work with already ready companies“ or start with „building capacities to less ready companies“ - finding balance!

# Thank you for listening!

- More results and experiences will be shared in Export parallel session!

# Break 12:00-12:30

- After the break let's come all back to the plenary room
- After the break everyone chooses the break out room for the parallel session
  - Water
  - Labour Market
  - Export



# Break

We continue at

12:30 (EET, FI, EE, LV time)

11:30 (CET, SE time)

# Parallel sessions

- Choose the break out room for the parallel session
  - Water
  - Labour Market
  - Export

