

leveraging AI and advanced digital tools to attract FDI

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Enterprise Estonia
Director of Country Promotion

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Estonian Investment Agency
Director of Marketing and International Relations



- + Estonian Investment Agency
- + 30 years of experience
- + 35 employees
- + 2.8 billion euros by 2030




Invest Estonia received the United Nations Investment Promotion Award for Excellence in the Response to COVID-19 crisis

Invest Estonia was awarded the United Nations Investment Promotion Award as, according to the U.N, the agency has shown readiness, innovation and excellence in supporting the evolving needs of investors during the COVID-19 crisis.

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Automation at Invest Estonia listed among UNESCO's global top 100 AI projects

Four AI-related solutions from Estonia, including automating investment promotion at Invest Estonia, were chosen among top 100 artificial intelligence projects solving global problems.



Head of Invest Estonia receiving the Emerging Europe award: "Our goal is to help investors to the maximum"

Estonian Investment Agency received the leading investment promotion agency award from Emerging Europe last week in Brussels, Belgium. Although the competition at the top is intense, the Estonian Investment Agency keeps providing new solutions and developing the customer experience, securing its lead position for the third time in a row.

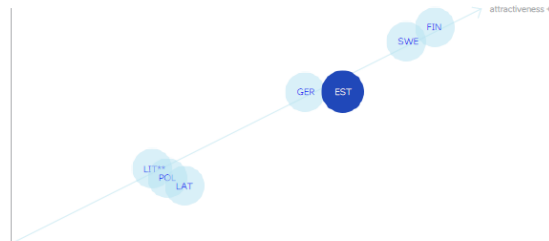
how it all started...

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estonia as a location of choice

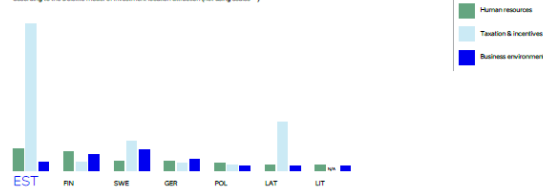
World-class human capital, unique digital capabilities and a competitive business environment make Estonia a smart, agile location for businesses with global ambitions.



The model of investment location attraction depicted is based on 18 international rankings that have been applied to a modified version of Deloitte's Location Selection Framework (2017). If values are not available, they have been substituted by average values in the respective categories.

key assets

according to the Deloitte model of investment location attraction (not using scales!)



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digital society in estonia

Estonia creates revolutionary consumer, enterprise and government solutions for global IT markets with its success based on world-class digital skills, legislation and infrastructure.

digital society

- Ultra High Internet access and usage
- 99% of state services are online
- 25 year commitment to ICT as a country strategy
- Unique skills and digital mindset
- Pioneer in R&D for 5G telecommunications
- Extensive use of Blockchain technologies since 2008

digital infrastructure

- e-Solutions (e-Government, e-Health, e-Residency, e-Tax, etc)
- Smart cities, ITS
- Digital logistics (CSW, e-Border, e-Customs, last mile)

business environment

- Consistently one of the most open and competitive economies in the World
- #2 globally in laws relating to ICT (WEF)
- Low red tape and operation flexibility
- #1 International Tax Competitiveness Index (Tax Foundation, 2016)

talent pool

- #2 globally in IT training (IMD)
- Specialist skills in cyber, fintech, automation, e-Government

proof of concept

- Strong references (Skype, NATO Cooperative Cyber Defence Centre of Excellence, Transferwise)

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industrial parks

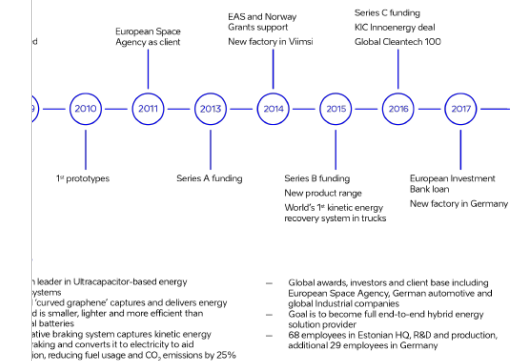
Number of industrial parks with pre-developed infrastructure for manufacturing and logistics companies. The parks have a lot to offer a wide range of different businesses and developers.



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case study: Skele+on Technologies

SKELE+ON
TECHNOLOGIES



Leader in Ultracapacitor-based energy systems
"Curved graphene" captures and delivers energy and is smaller, lighter and more efficient than lithium batteries
Active braking system captures kinetic energy taking and converts it to electricity to aid acceleration, reducing fuel usage and CO₂ emissions by 25%

- Global awards, investors and client base including European Space Agency, German automotive and global industrial companies
- Goal is to become full end-to-end hybrid energy solution provider
- 68 employees in Estonian HQ, R&D and production, additional 29 employees in Germany

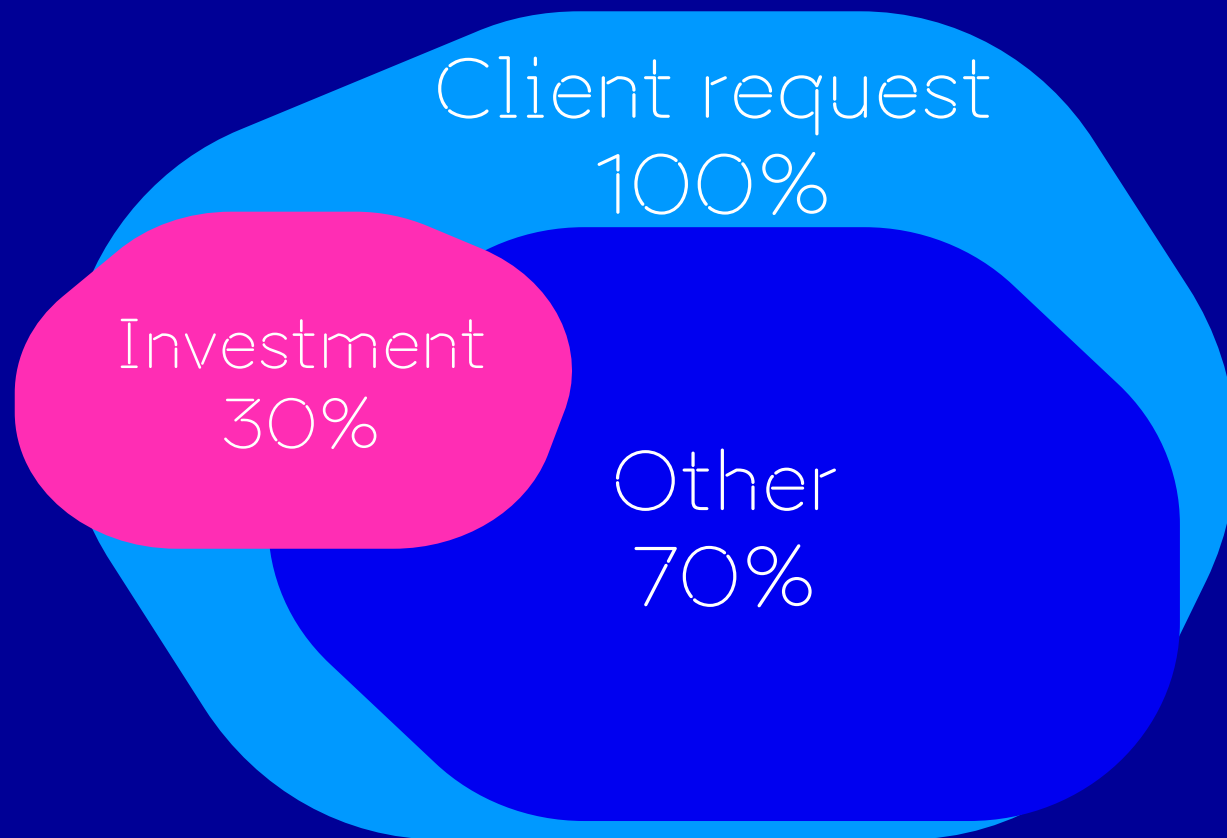
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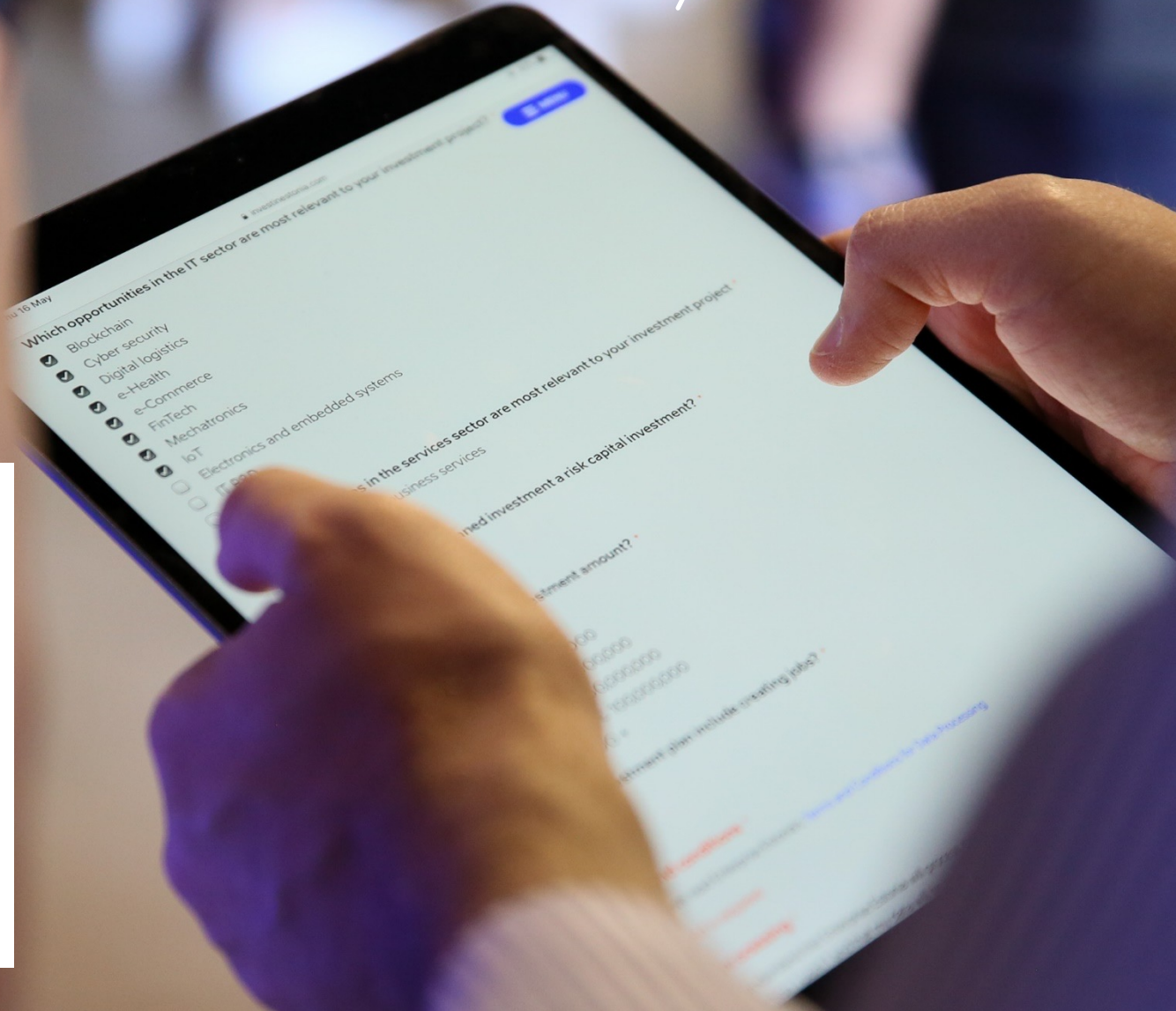
overcoming the resource challenge

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our results

The Estonian Investment Agency (EIA), a part of Enterprise Estonia, is a government agency promoting foreign investments in Estonia and assisting international companies in finding business opportunities in Estonia. We are happy to present you our real-time dashboard with the agency's key figures, also available as a downloadable PDF document.

LAST YEAR

THIS YEAR TO DATE

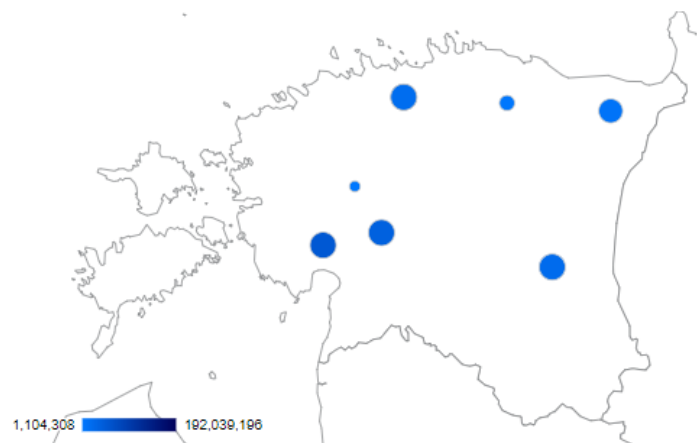
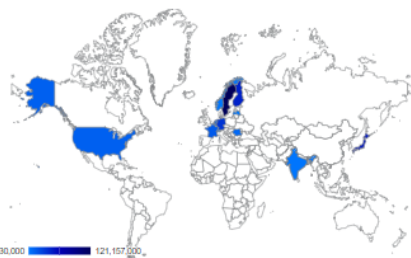
THIS YEAR TO LAST COMPLETED MONTH

THIS YEAR TO LAST COMPLETED QUARTER

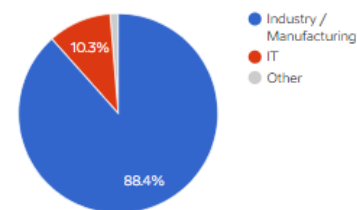
Investments: 336M€
140% of annual target



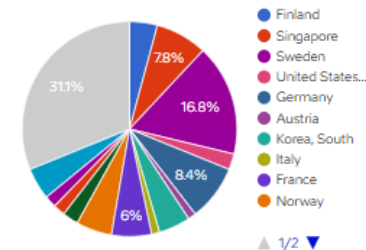
New jobs facilitated: 1,078
108% of annual target



Investments by sector



Incoming visits: 167
167% of annual target



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business in Estonia, please use our complimentary e-Consulting service here: <https://investinestonia.com/start>.

If you, however, need general information about business and everyday life in Estonia, then I am the one to talk to.

Before we start chatting, please read how I will handle the information you are sharing with me: <https://eas.ee/en/personal-data-processing/>

Ask your question here



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northern europe's hub for knowledge and digital business

World-class human capital, unique digital capabilities and a competitive business environment make Estonia a smart, agile location for businesses with global ambitions.

Read more about the latest developments and support measures for large-scale industrial projects in Estonia [here](#)

LEARN MORE

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#1

globally in tax competitiveness

#1

in number of unicorns per capita

98%

of companies established online

Suve



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Ask your question here



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Use our unique location attractiveness comparison tool to compare Estonia's investment attractiveness to that of other European countries.

Choose your business opportunity to begin:

Defence

START COMPARING











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digital is a mindset




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05/17/2024

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