



ACCESSING INTERNATIONAL MARKETS

DOING BUSINESS IN CENTRAL & EASTERN EUROPE

WITH A FOCUS ON:

- AUSTRIA
- BULGARIA
- CROATIA
- CZECH REPUBLIC
- HUNGARY
- POLAND
- ROMANIA
- SLOVAKIA
- SLOVENIA

Fast track to the world

UK

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WHY CENTRAL & EASTERN EUROPE?

Central & Eastern Europe offers exciting opportunities for your business.

Consisting of eight EU member countries, with an area of 987,000sq km (381,000sq miles) and a combined market of over 100 million people, a foothold in one gives you ready access to doing business in the rest.

- Strategic location, centrally situated at the heart of Europe.
- A population of over 100 million people offers opportunities in many sectors.
- English is an accepted business language.
- Easy access from the UK.
- Countries benefit from EU structural funds to 2013.
- Could be your springboard to other Eastern European countries.

Five countries from this region offer customers an option to commission combined UKTI services (OMIS): Austria, Czech Republic, Hungary, Slovakia and Slovenia.

Please contact UK Trade & Investment (UKTI) teams in any of these countries to find out more.



POLAND

Warsaw

CZECH REPUBLIC

Prague

SLOVAKIA

Bratislava

AUSTRIA

Vienna

HUNGARY

Budapest

SLOVENIA

Ljubljana

CROATIA

Zagreb

ROMANIA

Bucharest

BULGARIA

Sofia

AUSTRIA

Key Facts

Capital:

Vienna

Population:

8.3 million

Official language:

German

Currency:

Euro

GDP per capita:

US\$ 45,562 (World Bank 2010)

KEY TARGET SECTORS:

- Advanced Engineering
- Business and Consumer services
- Chemicals
- Creative & Media
- Energy
- Environment & Water
- Leisure & Tourism
- Healthcare & Pharmaceuticals
- Mass transport (Rail)
- Education & Skills
- Food & Drink
- Lifestyle Design & Fashion

OTHER FACTS:

- Major offices of the UN, UNIDO and OPEC as well as headquarters of the CTBTO and OSCE.
- Vienna is the CEE HQ of 350 international companies.
- Vienna International Airport offers direct flights to 192 destinations and is the leading hub for the CEE markets.
- Leading companies in the automotive sector.
- Leading companies active in niche markets: Red Bull, Voest Alpine, Blum, Silhouette, Plasser & Theurer, Strabag, AVL.
- 1.7m inhabitants living in Vienna, one-third of population originally from neighbouring Eastern European countries.
- Vienna ranked as most liveable city in the world (Mercer Consulting 2009).



BULGARIA

KEY TARGET SECTORS:

- Environment
- Water
- Education
- Ports
- Creative Industries
- Security
- ICT

OTHER FACTS:

- EU's most favourable taxes: 10 per cent corporate income tax rate and 10 per cent flat tax rate on personal income.
- EU funds of €12.5 billion available to upgrade infrastructure, regional development, environment, human resources, agriculture and competitiveness for 2007-13.
- UK is the fourth largest investor in Bulgaria.
- About 350,000 British tourists visit the country annually to enjoy its outstanding skiing and Black Sea resorts.

Key Facts

Capital:
Sofia

Population:
7.6 million

Official language:
Bulgarian

Currency:
Bulgarian lev

GDP per capita:
US\$ 11,900



CROATIA

Key Facts

Capital:

Zagreb

Population:

4.4 million

Official language:

Croatian

Currency:

Croatian kuna

GDP per capita:

US\$ 14,242

KEY TARGET SECTORS:

- Marine and leisure
- Education
- Tourism
- Creative industries
- Security Sector
- Food & Drink
- Environment protection & water
- Energy
- Ports

OTHER FACTS:

- Croatia represents the shortest and fastest route between Western Europe and Asia as well as between Eastern Europe and the Mediterranean.
- Three out of ten Pan-European transport corridors pass through Croatia.
- Newly constructed highway system for the maritime transport from Asia, Australia and Oceania through the Suez Channel to Europe; also the best solution for transport of goods from Europe to North and South America and Africa.
- Skilled labour force.
- English widely spoken – 49 per cent of population reported to speak English.



CZECH REPUBLIC

KEY TARGET SECTORS:

- Advanced Engineering
- Biotechnology
- Consumer Goods
- Education & Training
- Food & Drink
- ICT
- Power/Energy
- Science & Innovation

OTHER FACTS:

- Open economy where English is widely spoken.
- EU membership since 2004 ensures there are no major constraints to doing business here.
- The best infrastructure, including airport connections, in Central Europe.
- A base where a company can look west to Germany and east to Russia.
- Attracts more investment per capita than any other country in the Region.
- Highest level of ICT spend in Central Europe (3.2 per cent of GDP).
- Good matches with UK regions, eg in Advanced Engineering, Food & Drink, ICT and Energy.
- Companies like Rolls Royce, Mott MacDonald, BAE, Crown Relocations and Logica base their Central European HQs here.

Key Facts

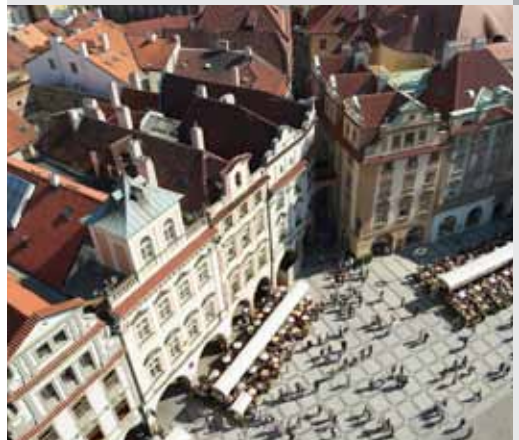
Capital:
Prague

Population:
10.3 million

Official language:
Czech

Currency:
Czech crown (koruna)

GDP per capita:
US\$ 24,093



HUNGARY

Key Facts

Capital:

Budapest

Population:

9.9 million

Official language:

Hungarian

Currency:

Hungarian Forint (HUF)

GDP per capita:

US\$ 19,300

KEY TARGET SECTORS:

- Infrastructure
- Logistics, Shared Services
- ICT
- Automotive
- Advanced Engineering
- Electronics
- Biotech
- Sustainable Building and Urban Development
- Security/Policing

OTHER FACTS:

- Central location in Europe, with four European corridors linking South with North and East with West.
- New government committed to energising the business world in Hungary (i.e. tax reforms).
- R&D and innovative solutions in a range of sectors offer areas for potential co-operation between UK and Hungarian companies.
- Focus on EU funded activities, with €23 billion available until 2013.



POLAND

KEY TARGET SECTORS:

- Automotive
- Education & Training
- Sustainable Construction
- Infrastructure
(including sport infrastructure)
- Financial Services
- FMCG
- Rail, Security and Healthcare

OTHER FACTS:

- Poland is the largest nation in Central and Eastern European (CEE) and the UK's biggest trading partner in the region.
- English widely spoken, particularly among younger business people.
- GDP in 2010 estimation: 3.5-3.7 per cent; GDP in 2011 projection: 3.9 per cent (Eurostat).
- Growing consumption and private investment major economic drivers in 2011 (the World Bank).
- Almost two million students in 455 higher education schools. Polish society is young – almost 40 per cent are below the age of 30.
- Major UK investors include Tesco, GlaxoSmithKline, M&S, Costa Coffee, Kingfisher, Aviva, HSBC, Whitbread (Costa Coffee), Royal & Sun Alliance.
- Poland is the largest beneficiary of EU funds: €67 billion for 2007-13.
- Major infrastructure, road, airport and hotel projects related to the UEFA Euro 2012 European Football Championships have made Poland the biggest construction site in Europe.

Key Facts

Capital:
Warsaw

Population:
38 million

Official language:
Polish

Currency:
Polish zloty

GDP per capita:
US\$ 18,072 (IMF, 2010)

Euro 2012 Championship host
EU/Schengen border with Ukraine,
Belarus & Russia.



ROMANIA

Key Facts

Capital:
Bucharest

Population:
21.5 million

Official language:
Romanian

Currency:
Romanian Leu

GDP per capita:
US\$ 12,131

KEY TARGET SECTORS:

- Water & Wastewater
- Environment
- Ports
- Airports
- Railways
- Financial Services
- Education and Training
- Fire, Police & Security
- Defence
- Food and Drink
- Agriculture
- Oil and Gas
- Energy

OTHER FACTS:

- Strategic location at the crossroads of the EU, the CIS states and the Middle East, and in the proximity of energy suppliers.
- Part of the EU since 1 January 2007, and part of NATO since 2004.
- Highly qualified, skilled labour force at low costs.
- Second largest country in Central and Eastern Europe after Poland.
- €31 billion available in EU funds until 2013.
- 16 per cent flat rate income and corporate profit tax; sound banking system.
- Romania has the potential to be the second largest producer of wind power in Europe and the third largest producer of geo-thermal energy.



SLOVAKIA

KEY TARGET SECTORS:

- Automotive / Engineering
- Environment
- Chemicals
- Food & Drink
- Education & Training
- ICT
- Power

OTHER FACTS:

- 19 per cent income and corporate tax.
- Highly skilled and flexible labour force.
- In 2010, Slovakia was the fastest growing Eurozone country.
- Slovakia can be used as a springboard to either the West or the East of Europe. Its capital, Bratislava, is less than an hour's drive from Vienna and two hours from Budapest.
- Infrastructure is developing fast, mainly thanks to the €12 billion structural and cohesion funding secured for the 2007-13 period.

Key Facts

Capital:
Bratislava

Population:
5.4 million

Official language:
Slovak

Currency:
Euro

GDP per capita:
US\$ 22,018



SLOVENIA

Key Facts

Capital:

Ljubljana

Population:

2 million

Official language:

Slovene

Currency:

Euro

GDP per capita:

US\$ 37,654

KEY TARGET SECTORS:

- Creative & Media
- Financial & Business Services
- ICT
- Medical
- Airports
- Railways

OTHER FACTS:

- Slovenia represents a gateway to Southeastern Europe.
- Sophisticated market which requires quality services and goods.
- Long tradition in automotive, chemical and pharmaceutical industries.
- Slovenia has access to €4.2 billion of EU funding until 2013.
- Development of sport, tourism, traffic and leisure infrastructure planned.
- A market where English is widely spoken.
- Banking, Energy, Insurance and Telecommunications sectors yet to be privatised and therefore offer numerous opportunities.
- Government incentives for foreign investors.



ABOUT UK TRADE & INVESTMENT

UK Trade & Investment is the Government Department that helps UK- based companies succeed in an increasingly global economy. Our range of expert services are tailored to the needs of individual businesses to maximise their international success. We provide companies with knowledge, advice and practical support.

UK Trade & Investment is represented by UKTI departments at the British Embassies in Austria, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia, Slovenia.

If you need answers to any questions on the markets in the Central and Eastern Europe please contact us and we can help you with:

Pre-Market Support – tailored market research; business partner identification; one-to-one partnering; door opening; next-step advice.

In-Market Support – prestigious Embassy and Residence facilities; networking support; contact generation; accompanied meetings.

Mission Support – arranging of visit programmes and individual meetings; organisation of networking receptions; logistics advice; briefing and debriefing sessions.



Product Launches – concept development; delegate identification; events at the Embassy and/or Residence; PR & Marketing services.

Other Services – organisation of seminars, presentations and other public events upon request; Market Opportunities information placed on the UK Trade & Investment portal www.ukti.gov.uk; trouble-shooting and lobbying assistance; exhibition support.

All these services can be ordered from UK Trade & Investment through the Overseas Market Introduction Service – OMIS.



At the heart of OMIS's success is the unique value of our UK Trade & Investment staff in our Embassies. We have local language skills, local market knowledge and extensive political and commercial contacts. OMIS service is available online, giving you a direct link to our staff irrespective of time zone or location – ensuring faster access to track progress of your agreed OMIS activities.

WHAT DOES OMIS COST?

Because companies have individual requirements there are numerous levels of service offered. The levels vary in price depending on the amount of help required. The levels needed to achieve a similar result may differ from country to country and depend on the product or service involved. Tell us what you want and we will do our best to help you – our services are tailored to your specific requirement.

HOW CAN THE OMIS SYSTEM BE ACCESSED?

Talk to your local International Trade Adviser – your “ITA” or just contact us. Please also visit the UK Trade & Investment website www.ukti.gov.uk to find out more about OMIS.

WHY USE OMIS?

UK Trade & Investment's OMIS is a flexible business tool enabling direct communication between you and our commercial teams. OMIS opens the door to a wealth of practical support, advice and key market information. It guides you through the process of breaking into a new overseas market, providing all the help you need at every stage, from initial research to making your first market visit.

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ACCESSING INTERNATIONAL MARKETS

Solutions for Business

Funded by
UK Government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business (SfB). The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

UK Trade & Investment is the Government department that helps UK-based companies succeed in the global economy, and is responsible for the delivery of the two SfB products “Developing Your International Trade Potential” and “Accessing International Markets”.

We also help overseas companies bring their high-quality investment to the UK’s dynamic economy – acknowledged as Europe’s best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

For further information please visit www.ukti.gov.uk or telephone +44 (0)20 7215 8000.

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