



Work in  
**Lithuania**



Invest  
**Lithuania**

**Eglė Adašiūnaitė**

ecoRIS3 Thematic Meeting, Kajaani, Kainuu, Finland

October 1, 2019

# HERE'S HOW INVEST LITHUANIA CAN HELP FOREIGN COMPANIES

Invest Lithuania is the official agency for Foreign Direct Investment and Business Development.



## Decision-making

- Tailored in-depth market and industry insights,
- Advice on business costs,
- Information concerning the local labour and legal framework.



## Business Establishment

- Intros and meetings with key market players and relevant governmental institutions,
- Sourcing of governmental financial support.



## Business Development

- Assistance with one-off problems,
- Lobbying for greater governmental support.

# WORK IN LITHUANIA – A DEDICATED TALENT ATTRACTION PROGRAMME

The programme connects highly skilled employees living abroad with international employers in Lithuania.



Help businesses find the right employees



Encourage professionals living abroad to choose Lithuania for their career



Improve the talent ecosystem at a national level



# WORK IN LITHUANIA TEAM



**Simonas Keblas**

Team lead, programme development



**Asta Misiutė**

Partner relationships, enquiries



**Eglė Adašiūnaitė**

Product manager



**Mingailė Šukevičiūtė**

Digital marketing



**Rūta Balčiūnaitė**

Marketing & communication



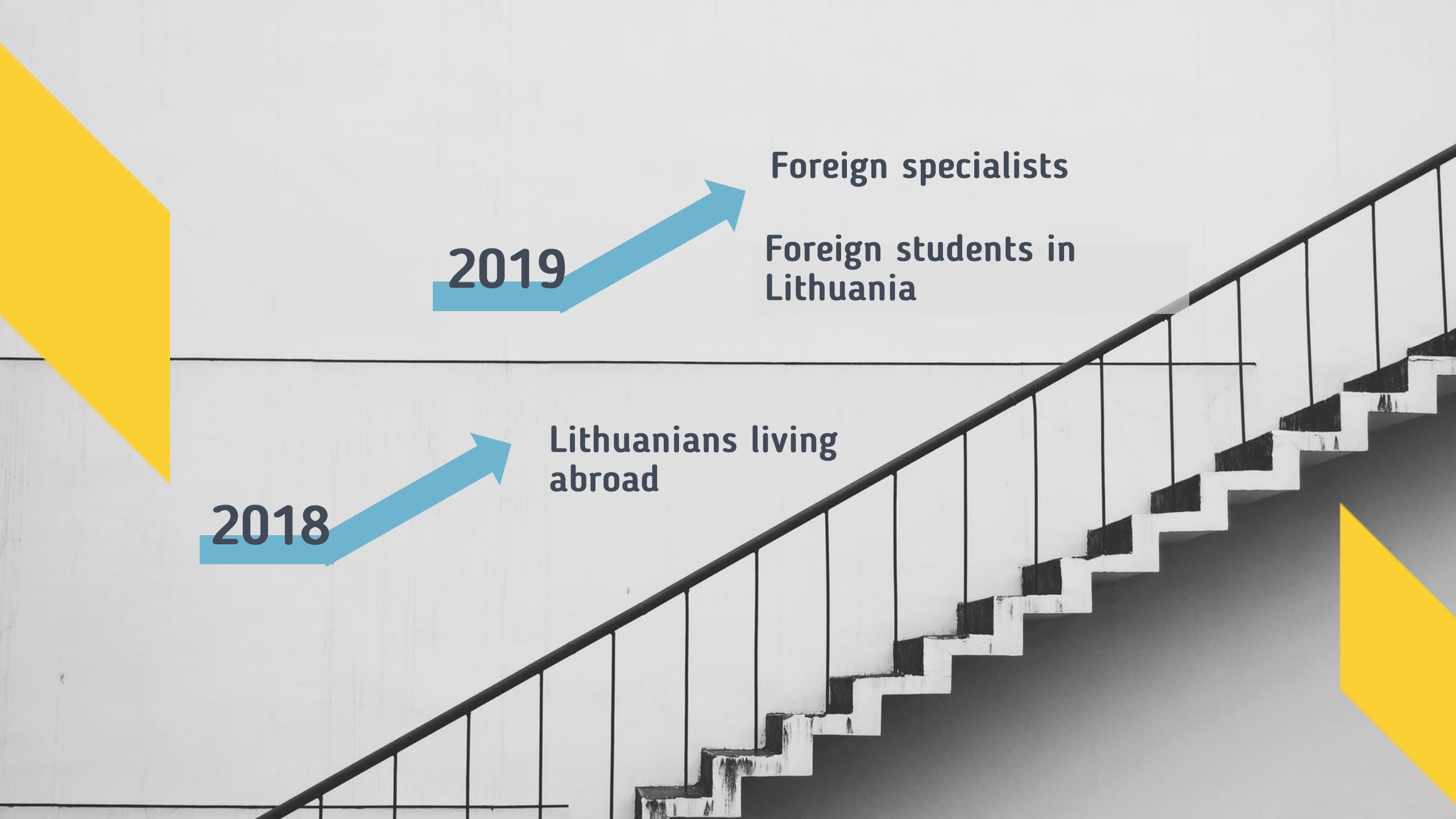
**Justina Uždavinis**

Talent ecosystem improvement



**Dovilė Žeimienė**

Foreign students



**2018**

**Lithuanians living  
abroad**

**2019**

**Foreign specialists**

**Foreign students in  
Lithuania**

# OUR APPROACH TO TALENT ATTRACTION

## PRODUCT DEVELOPMENT

### Strategy and value proposition development

Migration data and labor market analysis  
Consumer research

### Talent ecosystem improvement

Initiatives at governmental level  
Immigration, integration, incentives

### Partnership management

Company attraction and cooperation  
Tailored support for partner needs

## ACTIVE ATTRACTION ACTIVITIES

### Website development

Latest job offers &  
constantly updated content

### Marketing, communication, social media

Country branding  
Targeted campaigns for in-demand specialists

### Events and sponsorship

Own events  
Participation in partner initiative events

# WORKINLITHUANIA.COM

- ✓ Career vacancies for highly qualified specialists
- ✓ Practicalities on career and life in Lithuania
- ✓ Success stories
- ✓ International companies in Lithuania

**Benoit Marmillod From France**

When I look at where I am right now, I know that I probably would not be able to live such a life in France because of the prices, the amount of competition, etc.

READ MORE

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ALL SUCCESS STORIES

**JOB OFFERS**

SEE ALL

1 / 2

	Cloud Engineer	Seniority Specialist	Valid until 2019-06-30
	Customer Service Executive (Swedish)	Seniority Specialist	Valid until 2019-12-31
	Structural engineer/ coordinator	Seniority Specialist	Valid until 2018-12-31

## THE LIFESTYLE YOU DREAM OF AT A PRICE YOU CAN AFFORD



Lithuania  
Rent for average one-room flat in the city centre:

**506€**

1 896€ UK  
1 329€ DK



Lithuania  
Price of average two-room flat in the city centre\*:

**94 230€**

525 790€ UK  
223 340€ DK

\*prices for a 50 sq.m. flat.



Lithuania  
Private kindergarten typical monthly fee:

**338€**

1 374€ UK  
415€ DK

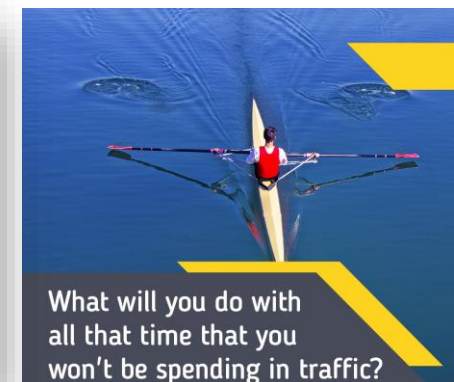
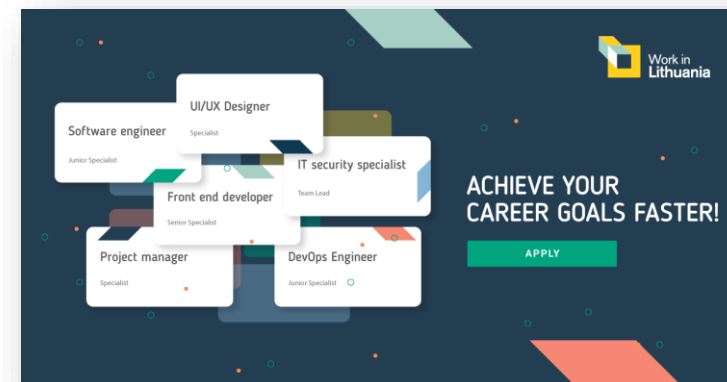
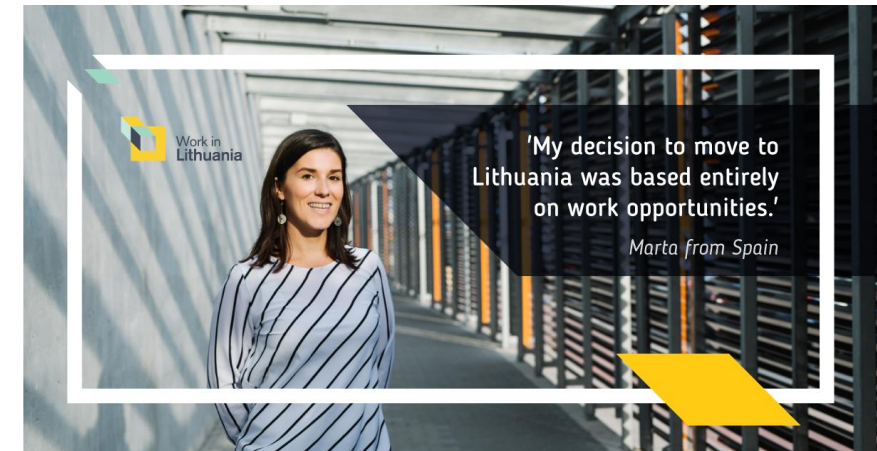
# MARKETING & COMMUNICATION

## Country and employer branding activities:

- ✓ Newsletters
- ✓ Success stories
- ✓ Social media
- ✓ Promotion at events

## Talent sourcing campaigns targeted at:

- ✓ IT specialists
- ✓ Language specialists
- ✓ Specific areas of employment (manufacturing, engineering, etc.)





# IMPROVING THE TALENT ECOSYSTEM AT A NATIONAL LEVEL

We co-operate with government institutions to improve talent ecosystem:

## IMMIGRATION

- Easier Blue Card process
- Easier procedures for “white list” companies
- International House project

## INTEGRATION

- Career consultations for spouses
- Process implementation in institutions to suit foreign talent needs

## INCENTIVES

- Tax incentive
- Relocation cost reimbursement
- Pilot short-term incentive campaigns

# HOW WE'VE DONE SO FAR



18,600

Monthly platform visitors on average

↑ DOUBLED  
SINCE 2018



900

Monthly applications on average

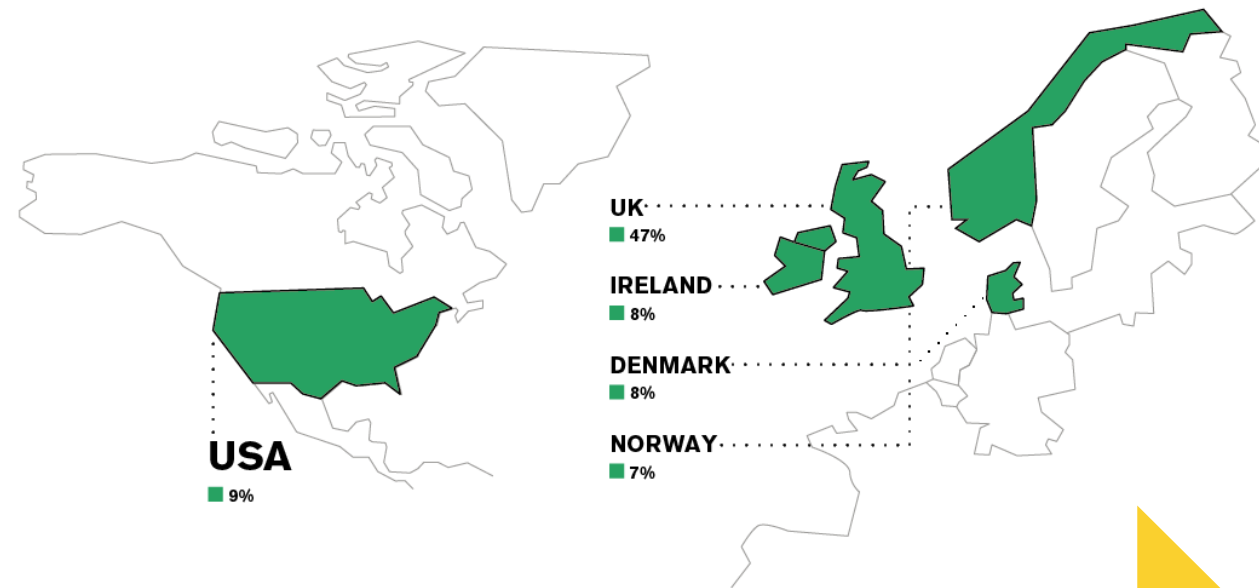
↑ UP 8x  
SINCE 2018



130+

International companies active on the platform

TOP5 countries of users visiting the 'Work in Lithuania' platform:



# CHALLENGES

- Migration data
- Immigration procedures
- Country branding
- Competition with other countries
- Anxiety in social and political realm



**THANK YOU!**

## **Eglė Adašiūnaitė**

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**Work in  
Lithuania**

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