



In Touch with Emerging Europe

September 2012

'Accessing opportunities for British businesses abroad - both in new and established markets - is at the heart of this Government's foreign and economic policy. That's why it's crucial that businesses understand the long term growth potential of Poland and the Emerging Europe area and how UK Trade & Investment and our broader commercial diplomacy agenda helps thousands of companies each year to succeed in entering or expanding in the region.'

**Rt. Hon. William Hague,
Foreign Secretary.**



Putting you in touch with

EMERGING EUROPE

Nine markets and over 100 million consumers just 2-3 hours from the UK but with much less of the market penetration of more Westerly markets and lower risk than entering BRIC markets.

The Emerging Europe region is the most exciting opportunity for UK companies of all levels in Europe. This monthly bulletin gives you an overview of the opportunities in the region and how to access them.

What is Emerging Europe?

- 9 markets (Austria, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia and Slovenia) ranging from developed to developing.
- Located just 2 – 3 hours from the UK with a large number of budget airlines, ideal for SMEs on tight budgets and for forging business relationships.
- Markets at differing stages of development but all offering long-term growth prospects.
- The Majority are EU regulated with a lower overall risk profile than emerging markets further from the UK.
- Supply chain opportunities in supporting strategically

important industries and EU funded infrastructure projects worth around £150 billion over the current spending round.

Where are the Opportunities?

- Energy (Nuclear, Shale Gas, Conventional & Renewables)
- Infrastructure (Railways, Roads, Ports and Airports, Water and urban regeneration)
- Healthcare, Life Sciences and S&T
- Industry and Engineering
- Services (Financial, ICT and Engineering)
- Retail
- Security & Defence

How can UKTI help my business?

With UKTI offices in each of the 9 markets, we're the best placed organisation to give your business an understanding of your regional potential and convert that potential into business on the ground.

Whether you're a multinational looking to enter several markets simultaneously or needing high level strategic advice and support from our Embassy experts, or a SME looking to enter the region for the first time, we have a range of business services to help you. Get in touch to find out how (see below).

Market Opportunity Diagnostic

Drop us an email and we'll give you a free market diagnostic to assess whether your company has the potential to succeed. We're up-front about the risks and rewards in Emerging Europe because – unlike a private organisation – our motivation is your business success, not our profit.

The biggest regional events programme ever, find out more:

On the 8th November 2012 at the CBI in London, UKTI hosts the biggest ever event held to showcase the significant market potential of the Emerging Europe region. To find out more about the event, including details of key sectors and how you can register to get in touch with market experts, visit <http://www.emerging-europe.ukti.gov.uk>

This will be the showcase event for the biggest ever series of Emerging Europe events, all aimed at getting more British business out to this high-growth potential region. To find out more get in touch with us.

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