



LITHUANIA'S USP SUMMARY

LITHUANIA'S MESSAGING KEYWORDS

O1. Open Lithuania

- Modern, growing and safe
- Young and thriving democracy
- Open, free and collaborative society
- Digital, innovative and future focused
- Gateway to Europe

O2. Relaxed life

- A perfect work-life balance
- Cities with unique character
- Nature front and centre
- Short and green commutes

O3. Inspiring work

- Driven and globally-minded / Making real impact
- Vibrant tech scene / A wealth of opportunities
- Faster career prospects
- Flexible work culture
- Gender balance and equality

OPEN LITHUANIA. SUPPORTING FACTS (I)

Modern, growing and safe

- Member of EU, NATO, Schengen Area, OECD
- 1st in EU for GDP per capita growth (2000–2020); *Eurostat, 2020*
- 12th freest economy in the world; *Fraser Institute, 2022*
- Lithuania is in the TOP 25% safest countries in the world; *Global Peace Index, 2022*

Young and thriving democracy

- 7th globally for freedom of speech; *World Press Freedom Index, 2023*

Open and collaborative society

- People speak 2.7 languages on average; *Eurostat, 2016*
- 85% of young professionals speak English; *Invest Lithuania estimation, 2021*
- 4th in EU by population with higher education in 25–34 age group with 58%; *Eurostat, 2021*
- 10% of people living in Vilnius are foreigners; *Centre of Registers, November 2022*
- More flexible requirements for the EU Blue Card Visa*
- Financial relocation incentive* for up to 3000€
* - for the most wanted professions.
- Internation Houses in Vilnius and Klaipėda

OPEN LITHUANIA. SUPPORTING FACTS (II)

Digital, innovative and future focused

- 90% of public sector services are digitalised; *European eGovernment Scoreboard, 2022*
- 11th globally for digital quality of life; *Surfshark, 2022*

- 100% 4G coverage; *DESI, 2022*
- 2nd in EU for fibre optic coverage; *2021 Market Panorama, FTTH Council Europe*
- 2nd globally for public wi-fi speed; *Rotten WiFi 2021*

Gateway to Europe

- 90+ direct flight connections from Lithuanian airports; *Lithuanian airports report, 2022.*
/ 1.5 hours to Berlin or Stockholm.
/~3 hours to London, Paris or Rome.
- The geographical centre of Europe

RELAXED LIFE. SUPPORTING FACTS

A perfect work-life balance

- 11th in the OECD for work-life balance; *OECD Better Life Index, 2020*
- Only 1% of employees work very long hours in Lithuania; *OECD Better Life Index, 2020*
- Up to 2 years paid parental leave
- 15 public holidays – 2nd highest number in the EU; *Esri UK, 2022*
- Lithuania is among the TOP 20 happiest countries in the world; *World Happiness Report, 2023*

Cities with unique character

- UNESCO World Heritage Sites:
 - / Vilnius Old Town
 - / Curonian Spit

+ Check slides for city highlights

Nature front and centre

- 33% of the country is covered by forests
- Over 6000 clean and swimmable lakes
- 90 kilometers of seaside and sandy beaches

Short and green commutes

- 6th shortest commutes in Europe; *Eurostat 2019*
- Extensive car-sharing network (modern and EV)
 - / Vilnius is Europe's leader in car-sharing services with 1.5 million rides per year
- Trains connect 3 major cities
- Affordable public transport – monthly pass costs up to 30 euros

INSPIRING WORK. SUPPORTING FACTS (I)

Driven and globally-minded - Vibrant tech scene

- International industry leaders in Lithuania: Western Union, Nasdaq, Amerisourcebergen, Accenture, DanskeBank
- Local innovators and unicorns: Vinted, Nord Security, Trafi, Hostinger, Kilo Health.
- Booming startup ecosystem with 1000+ startups; *Startup Lithuania, 2023*
- FINTCH / Largest Fintech hub in Europe with 260+ companies; *Invest Lithuania, 2023*
/ 10th fintech ecosystem globally; *Global Fintech Index, 2021*
/ 2nd in Europe based on the 15-34 y.o. talent share in the sector; *Invest Lithuania, 2023*
- CYBERSECURITY / 4th in the EU in ITU Global Cybersecurity Index; *Global Cybersecurity Index, 2022*
/ 6th globally in the National Cybersecurity Index; *National Cybersecurity Index, 2022*
/ Lithuania-born companies are leading global best practices
- GAME DEVELOPMENT / Fast-growing sector, hosting 120+ companies; *Invest Lithuania, 2022*
/ 57% of employed talent is international; *Invest Lithuania, 2022*

INSPIRING WORK. SUPPORTING FACTS (II)

Faster career prospects

- 2nd in the EU by the share of employees under 35 joining the ICT sector; *Eurostat, 2022*

Flexible work culture

- 8th best freelancer hotspot; *tide.co, 2021*
- 5th in the Global Remote Work Index; *NordLayer, 2022*

Gender balance and equality

- 1st in EU in the Gender Development Index; *UNDP, 2021*
- 52% of STEM specialists are women – the highest share in the EU; *Eurostat, 2020*

- 9th globally for ensuring women's rights and opportunities; *The Global Gender Gap Index, 2023*

ADDITIONAL RECOMMENDATIONS FOR COMPANIES TO COVER

Salaries on offer

- Showing broader picture and career path

Motivating benefit packages

- Featuring best practices and standards

Top-notch office spaces

- Providing a picture of real environment

Success stories

- Sharing real experiences

DOWNLOADS

01. Complete narrative



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02. Short booklet



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03. One-pagers

Open Lithuania



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Relaxed life



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Inspiring work



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