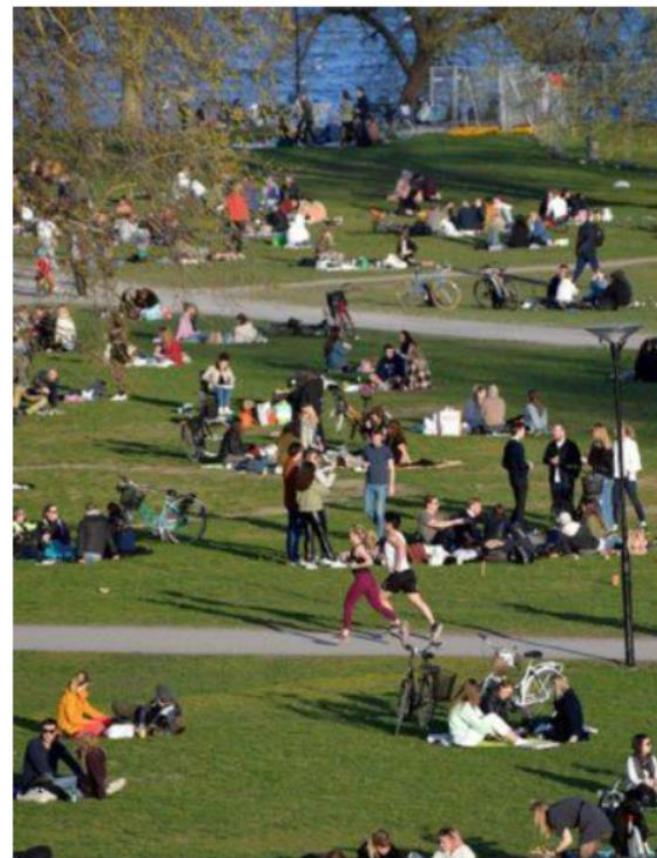


Lithuanian dependencies on neighbors

- Order inflow
- Investments
- **Identity of the country**

Swedish strategy to COVID19: April



Sweden: impact on engineering industry

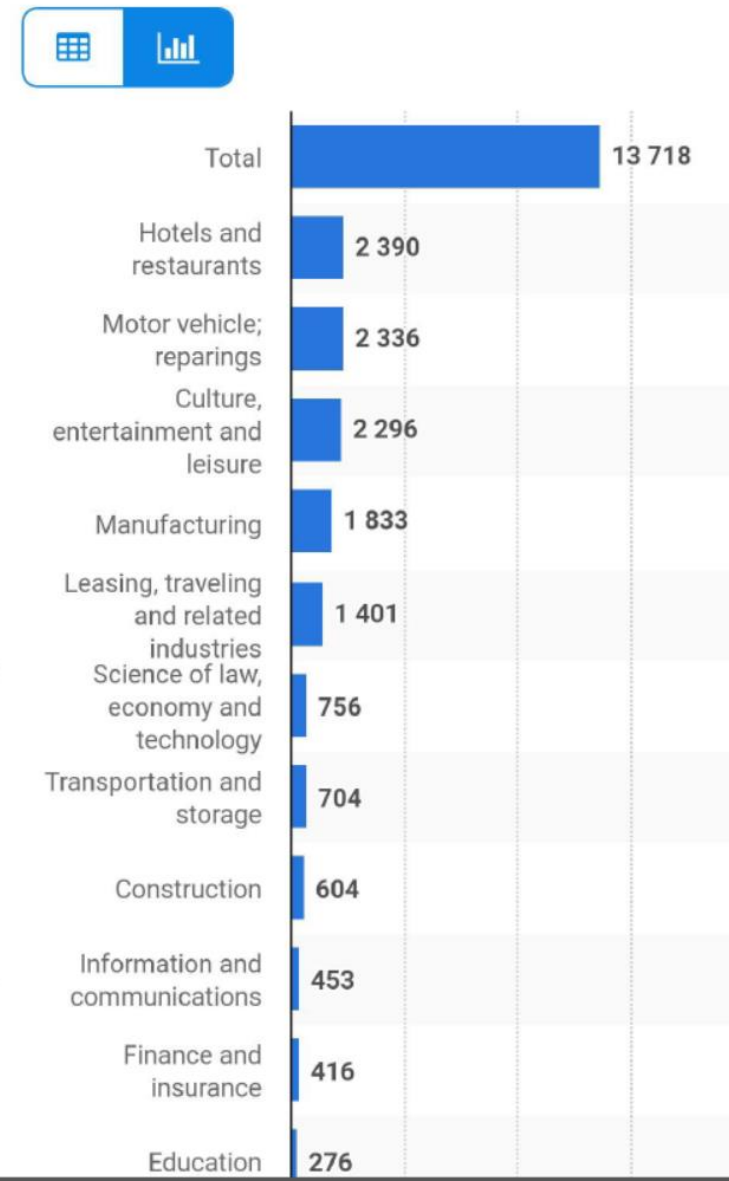
- Swedish export is ~50% of SE GDP and one third of this export depends on imported components
- **the impact is more dependent on external world trend:
orders are decreasing from export markets and there are supply chain challenges from foreign countries**
- truck and car manufacturers Volvo Group / Volvo Car have been forced to suspend production for a few weeks not because of Swedish conditions but because of shortages of parts and supply problems from other countries

Impact of engineering industry

- "Sweden alone is losing value added value equivalent to **SEK 650 million every day** in the automotive industry. With each passing day, it becomes more obvious that we are risking a financial crisis of historical proportions. If production is not up and running in a month, Sweden will have lost over **SEK 18 billion in the automotive industry.** "

Mats Kinnwall, chief economist of the Teknikföretagen (2020 April)

Number of dismissals after the coronavirus (COVID-19) outbreak in Sweden from April 1 to 10, 2020, by industry



Challenges

Research of top managers of manufacturing companies oriented into export says that:

- 80% of managers expect negative sales impact
- 2/3 forecasts negative impact to manufacturing
- 2/3 negative export and supply chain impact
- 50% expects difficulties with deliveries to customers
- 2/3 has a plans related to COVID where key actions:
 - Investment delays 62%
 - Production shrink 54%
 - Optimization of supply chain: 43%
 - Personell optimization 29%

Challenges

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Possibilities for Lithuanian business

- with other countries closing their borders and the Swedes not stopping work, the need for manpower to carry out projects increased. Lithuanians arranged the previously necessary documents for the departure of posted people from Lithuania and successfully filled this niche
- more problems when posting employees (the ferry went up, 2 weeks of quarantine is needed after returning to Lithuania)



Identity of Lithuania



Research about the country

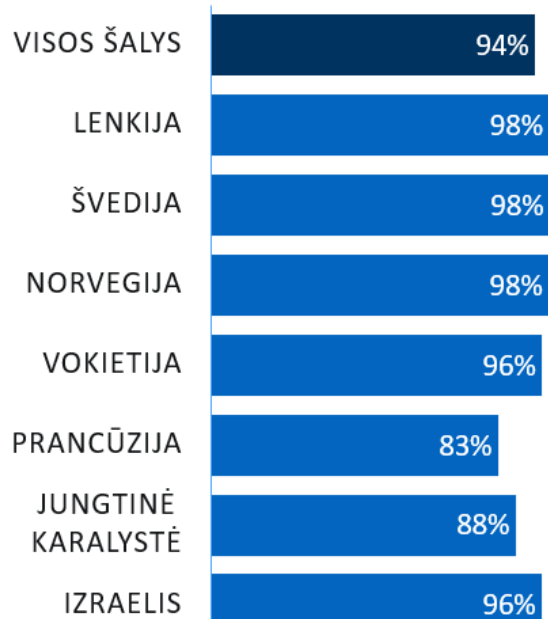
K
O
G

Knows country

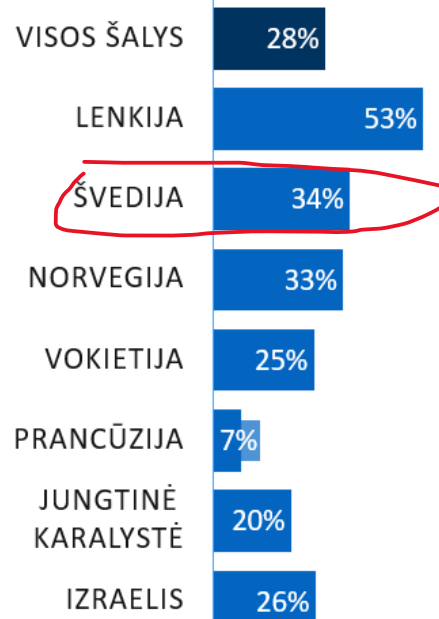
Knows about Lithuania more
than a name and location

Knows capital

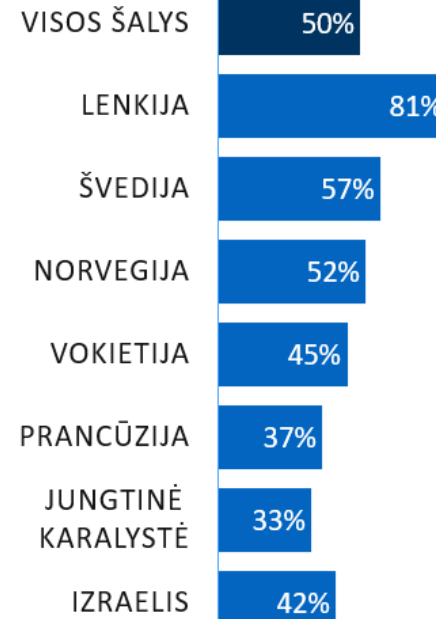
LIETUVOS ŽINOMUMAS



ŽINO APIE LIETUVĄ DAUGIAU NEI TIK PAVADINIMĄ IR GEOGRAFINĘ VIETĄ



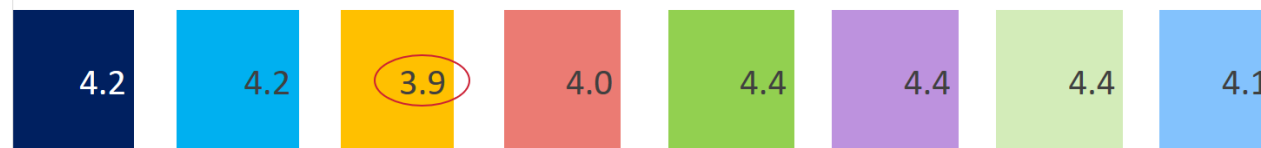
ŽINO LIETUVOS SOSTINĘ



Eksportas

■ Visos šalys ■ Lenkija ■ Švedija ■ Norvegija ■ Vokietija ■ Prancūzija ■ JK ■ Izraelis

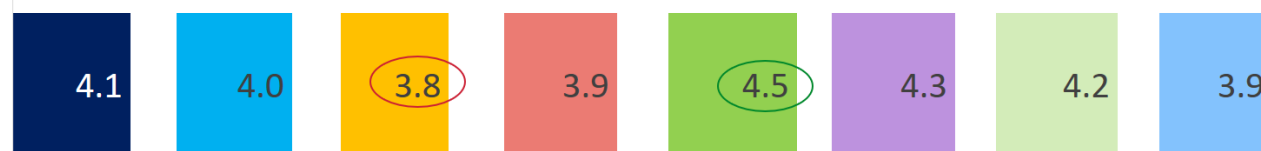
Lietuva teikia aukštos kokybės prekes ir paslaugas



Lietuva yra kūrybiška vieta, žengianti naujų idėjų ir naujų mąstymo būdų priešakyje



Lietuva yra ypač novatoriška mokslo ir tyrimų srityje



Lietuva yra ypač pažangi technologijų srityje



○ Reikšmingai daugiau palyginus su visais respondentais

○ Reikšmingai mažiau palyginus su visais respondentais

Vidurkiai skalėje nuo 1 iki 7, kur 1 reiškia „visiškai nesutinku“, o 7 – „visiškai sutinku“

Research data

	All countries		Poland		Sweden		Norway		Germany		France		UK		Israel	
Lithuania provides high quality goods and services	4.2	1.5	4.2	1.5	3.9	1.8	4.0	1.7	4.4	1.3	4.4	1.3	4.4	1.3	4.1	1.6
Lithuania is a creative place, at the forefront of new ideas and new ways of thinking	4.2	1.5	4.2	1.5	3.8	1.9	3.9	1.8	4.5	1.2	4.4	1.3	4.4	1.3	3.9	1.9
Lithuania is particularly innovative in the field of science and research	4.1	1.6	4.0	1.7	3.8	1.9	3.9	1.8	4.5	1.2	4.3	1.4	4.2	1.5	3.9	1.9
Lithuania is particularly advanced in the field of technology	4.0	1.7	3.9	1.8	3.7	2.0	3.8	1.9	4.4	1.3	4.2	1.5	4.2	1.5	3.9	2.0
Lithuania is a respected and active member of international organizations	4.5	1.2	4.6	1.1	4.2	1.5	4.3	1.4	4.7	1.0	4.6	1.1	4.7	1.0	4.5	1.2
Lithuania respects the rights of citizens and treats the people of the country fairly	4.4	1.3	4.3	1.4	4.0	1.7	4.0	1.7	4.8	0.9	4.6	1.1	4.5	1.2	4.3	1.4
Lithuania respects the rights and values of minorities	4.3	1.4	4.1	1.6	3.9	1.8	3.9	1.8	4.7	1.0	4.5	1.2	4.5	1.2	4.3	1.4
Lithuania is ruled by competent and honest politicians	4.2	1.5	4.2	1.5	3.8	1.9	3.9	1.8	4.4	1.3	4.5	1.2	4.4	1.3	4.1	1.6
Lithuania assumes responsibility by providing assistance in the event of international crises	4.1	1.6	4.3	1.4	3.9	1.8	3.9	1.8	4.4	1.3	4.1	1.6	4.4	1.3	3.9	1.8
Lithuania has a rich cultural heritage (traditions, architecture, monuments)	5.0	0.7	5.4	0.3	4.8	0.9	4.9	0.8	5.0	0.7	4.9	0.8	4.9	0.8	4.8	0.9
Lithuania has a very interesting history	4.9	0.8	5.4	0.3	4.9	0.8	4.8	0.9	4.9	0.8	4.8	0.9	4.9	0.8	4.9	0.8
Lithuania is an interesting place of modern culture - music, theater, art and performances	4.7	1.0	4.9	0.8	4.4	1.3	4.5	1.2	4.8	0.9	4.8	0.9	4.7	1.0	4.6	1.1
Lithuanian athletes and athlete teams are known in the world for their achievements	4.1	1.6	4.1	1.6	3.8	1.9	3.7	2.0	4.1	1.6	4.4	1.3	4.1	1.6	4.4	1.3
Lithuania is a hospitable country	4.7	1.0	5.0	0.7	4.4	1.3	4.5	1.2	5.1	0.6	4.9	0.8	4.7	1.0	4.6	1.1
Lithuanian employees are hard working and reliable	4.6	1.1	4.6	1.1	4.4	1.3	4.6	1.1	4.7	1.0	4.6	1.1	4.8	0.9	4.5	1.3
I would like to have a close friend from this country	4.4	1.3	4.7	1.0	4.3	1.4	4.4	1.3	4.5	1.2	4.6	1.1	4.6	1.1	4.0	1.7
Many charismatic people in Lithuania (eg in politics, sports, art, etc.)	4.2	1.5	4.4	1.3	3.9	1.8	3.9	1.8	4.3	1.4	4.2	1.5	4.4	1.3	4.3	1.4
There are interesting historical buildings and monuments in Lithuania	5.1	0.6	5.6	0.1	4.9	0.8	4.9	0.8	5.2	0.5	5.0	0.7	5.0	0.7	5.1	0.6
Lithuania has beautiful nature	5.0	0.7	5.5	0.2	4.6	1.1	4.6	1.1	5.4	0.3	5.0	0.7	5.0	0.7	5.2	0.5
Not to mention the money, I would like to visit Lithuania during the holidays	4.9	0.8	5.3	0.4	4.6	1.1	4.9	0.8	4.9	0.8	4.9	0.8	4.8	0.9	4.8	0.9
Lithuania has a lively city life and there is a lot of entertainment	4.7	1.0	4.8	0.9	4.3	1.4	4.6	1.1	4.9	0.8	4.7	1.0	4.8	0.9	4.5	1.2
Lithuania strongly promotes equality of society	4.2	1.5	4.2	1.5	3.8	1.9	3.9	1.8	4.5	1.2	4.5	1.2	4.4	1.3	4.2	1.5
Lithuania is a great country to invest	4.2	1.5	4.2	1.5	3.9	1.8	3.9	1.8	4.3	1.4	4.3	1.4	4.3	1.4	4.1	1.6
Lithuania is a great place to get an education	4.2	1.5	4.1	1.6	4.0	1.7	3.9	1.8	4.3	1.4	4.4	1.3	4.3	1.4	4.2	1.5
Lithuania is a great place to live and work	4.2	1.5	4.3	1.4	3.8	1.9	3.8	1.9	4.4	1.3	4.5	1.2	4.4	1.3	4.0	1.7
Lithuania has a high standard of living	4.0	1.7	4.0	1.7	3.6	2.1	3.6	2.1	4.3	1.4	4.1	1.6	4.3	1.4	4.0	1.7
Lithuania is charming	4.6	1.1	4.9	0.8	4.3	1.4	4.6	1.1	4.9	0.8	4.6	1.1	4.7	1.0	4.5	1.2
Lithuania is an attractive country	4.6	1.1	5.1	0.6	4.2	1.5	4.4	1.3	4.6	1.1	4.7	1.0	4.8	0.9	4.4	1.3
I like Lithuania	4.6	1.1	5.2	0.5	4.4	1.3	4.6	1.1	4.9	0.8	4.5	1.2	4.7	1.0	3.9	1.8
If someone talks about Lithuania in a negative way, I don't like it	4.0	1.7	4.6	1.1	3.5	2.2	3.7	2.0	4.5	1.2	4.4	1.3	4.0	1.7	3.1	2.6

SWEDEN

Sweden's skepticism about Lithuania is not entirely clear.

Assumption I is a surplus of negative information in the media.

Assumption II - Swedes are proud of their Scandinavian culture, technological progress, attention to social welfare, so Lithuania's achievements in these areas are reserved.

Forming the image of Lithuania in Sweden will require a longer period of time and higher investments than, for example, in a favorable France or the United Kingdom.



Partnership

