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THE GLOBAL SPOTLIGHT ON UK INNOVATION

GREAT
BRITAIN & NORTHERN IRELAND

EMERGING EUROPE: HIGH GROWTH BUSINESS POTENTIAL IN THE CEE

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Paul Taylor

Regional Director,
CEE, UKTI

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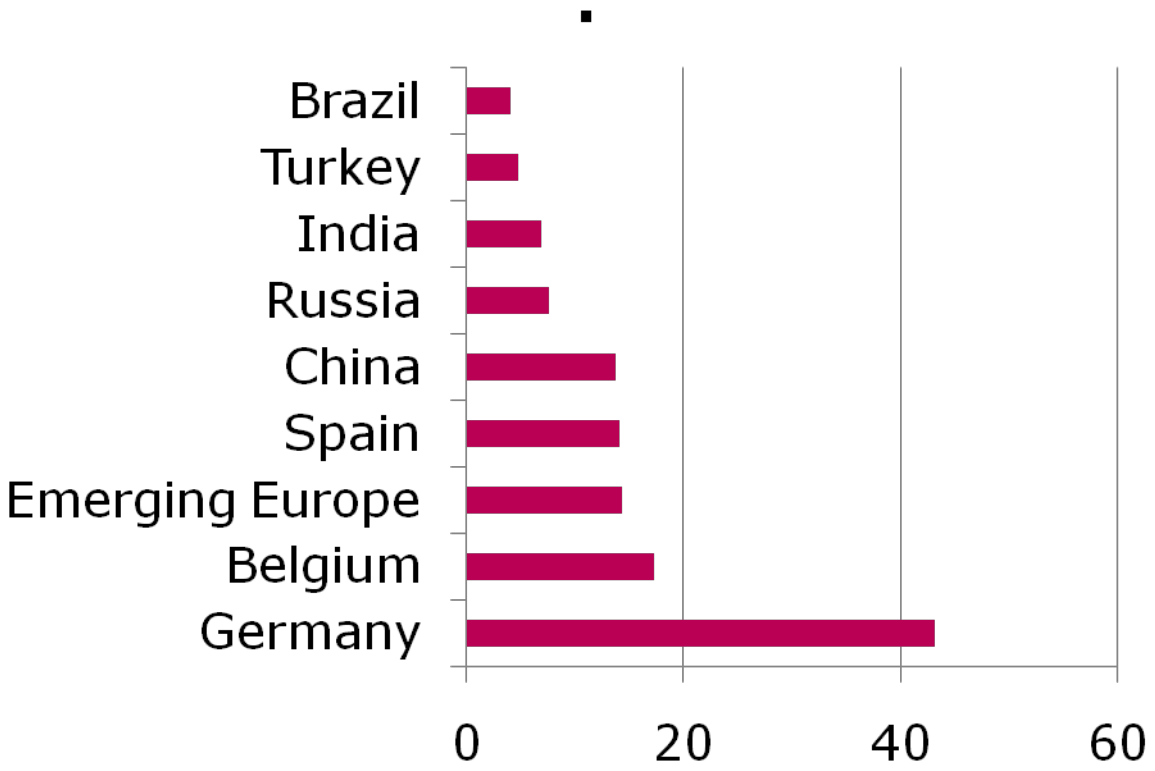
Emerging Europe – High Growth Business Potential in the CEE

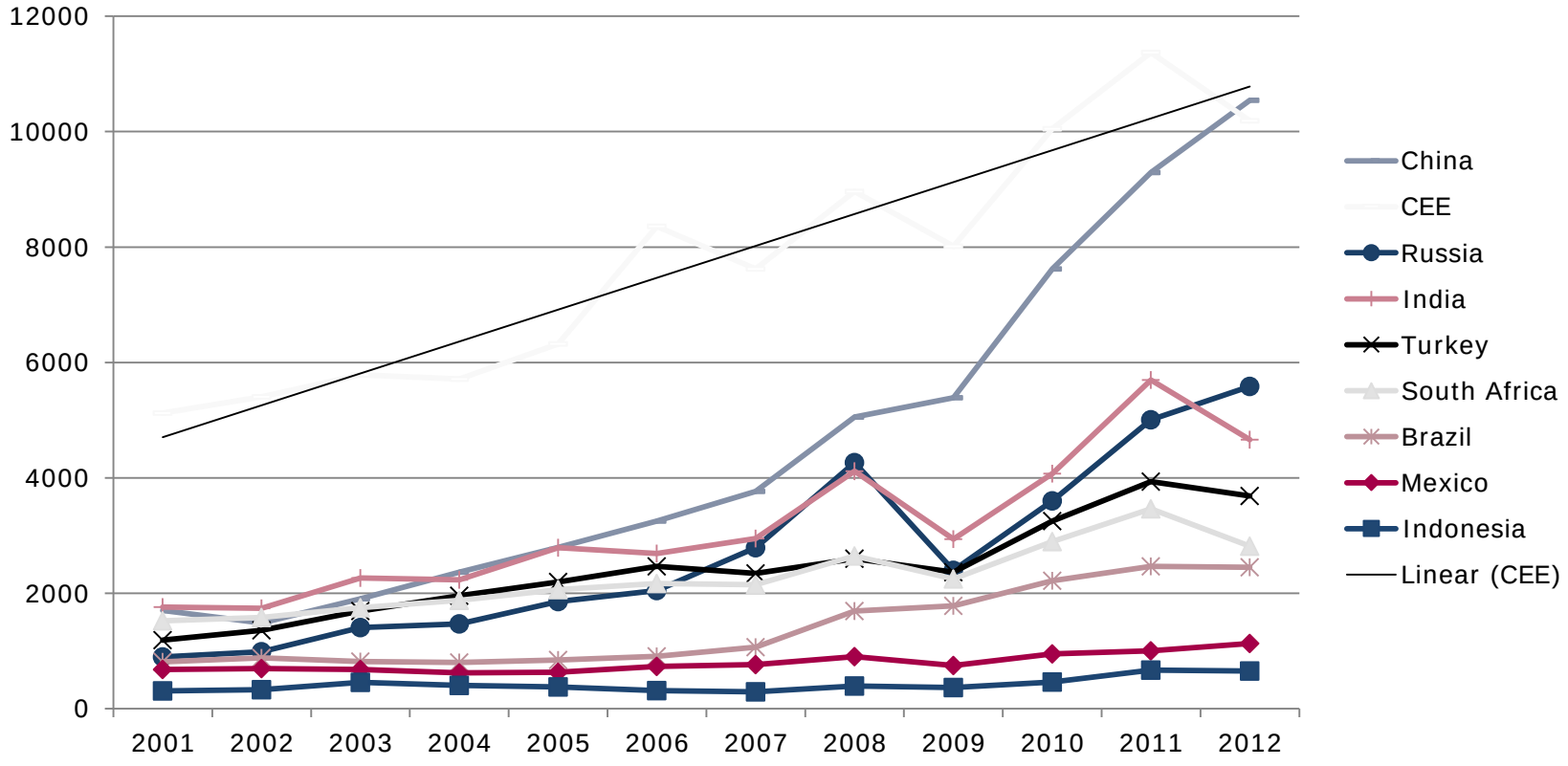
Paul Taylor – Regional Director CEE, UKTI

Access 110 million consumers on the UK's doorstep

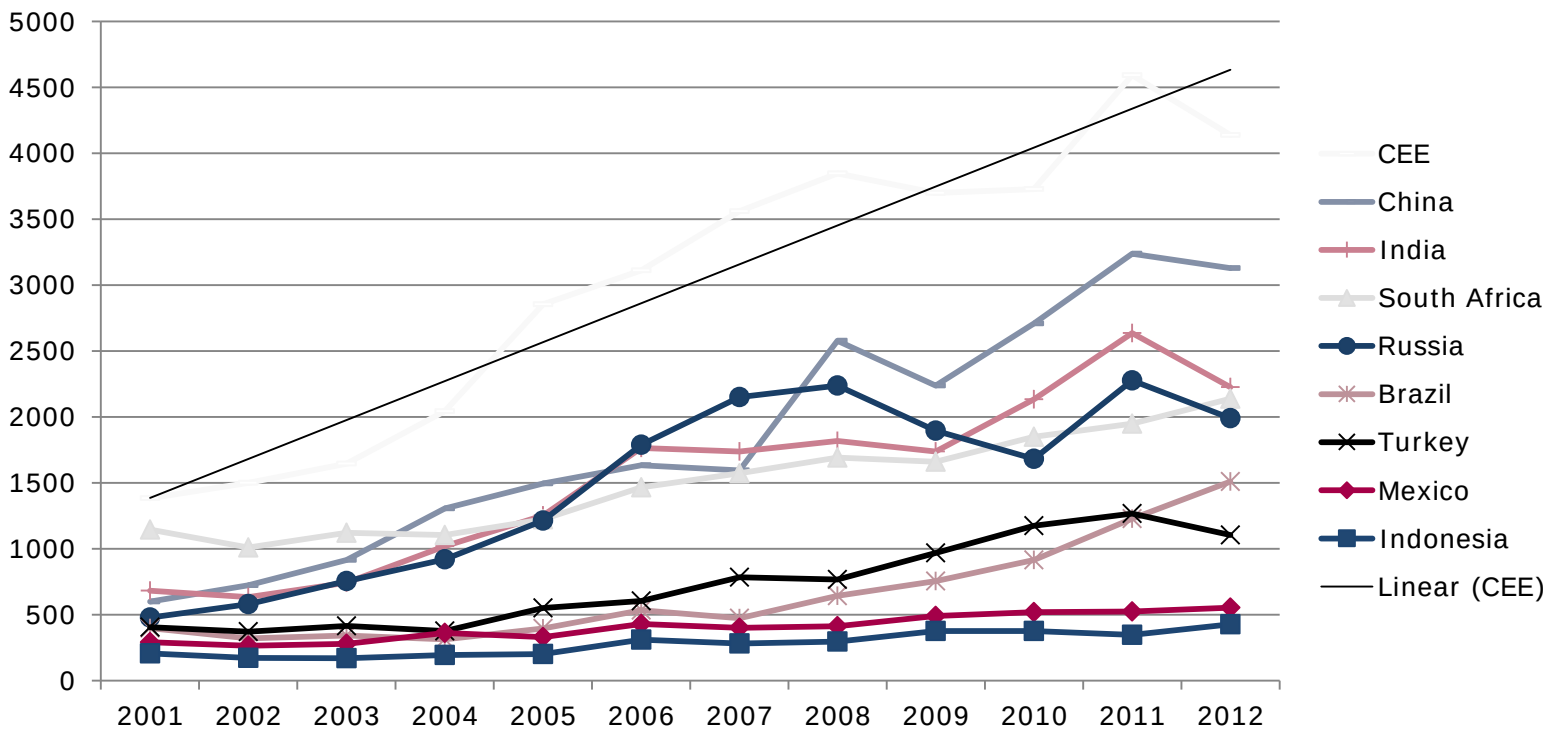
UK Exports of Goods and Services 2013 (£ billion)



Increasing business potential – exports of goods



Increasing business potential – exports of services



UK Share of Emerging Europe's Imports (2013)

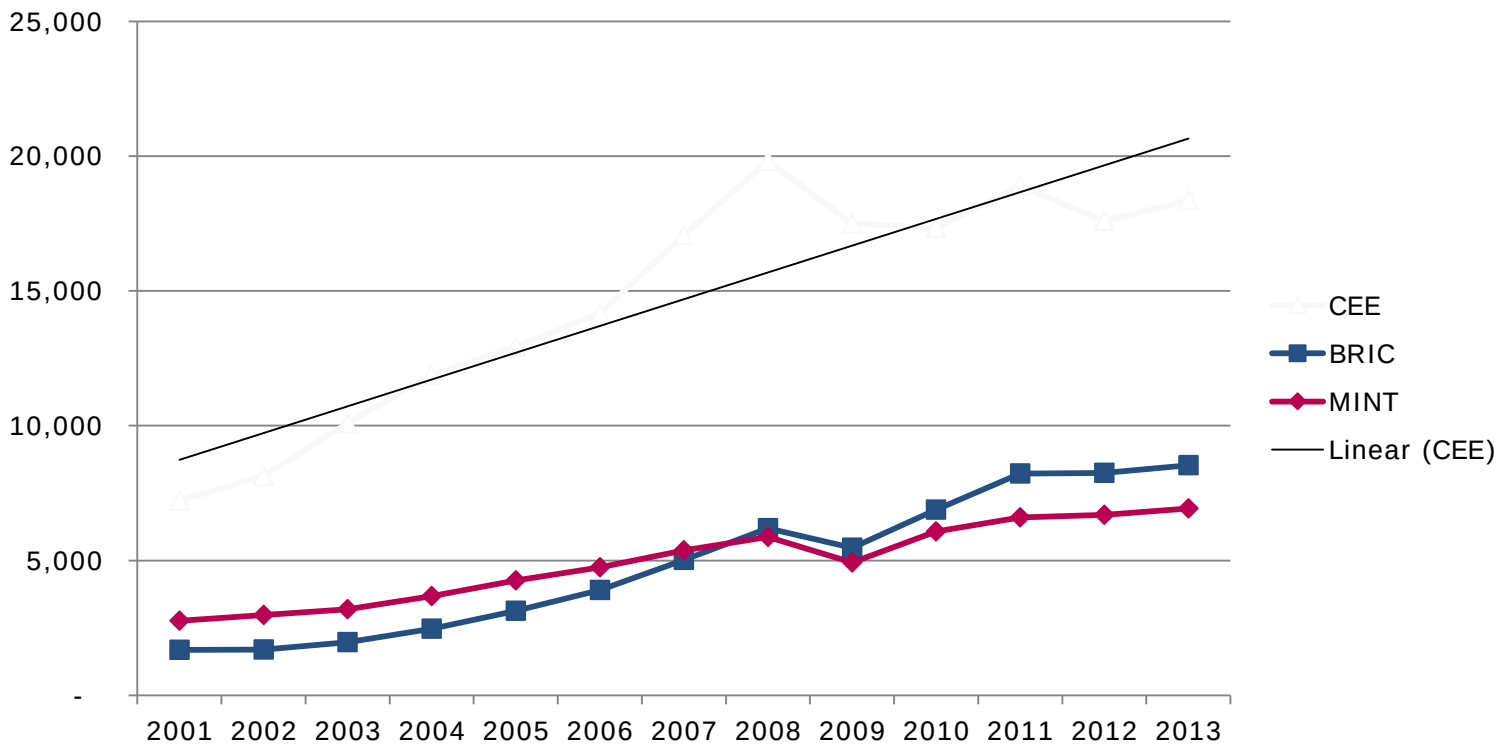
Growth forecasts roughly on a par with other Emerging economies

Average annual GDP growth forecast (%)

	2010-2020	2020-2030	2030-2040
CEE Average	**4.7**	**4.2**	**3.8**
Dev. World	1.8	1.8	1.9
Asia	5.8	5.1	4.7
Lat. Am	4.9	4.5	4.1

Source: HSBC The World in 2050

Increasing disposable income



An increasingly sophisticated market

Practically everything sells

Opportunities - Infrastructure

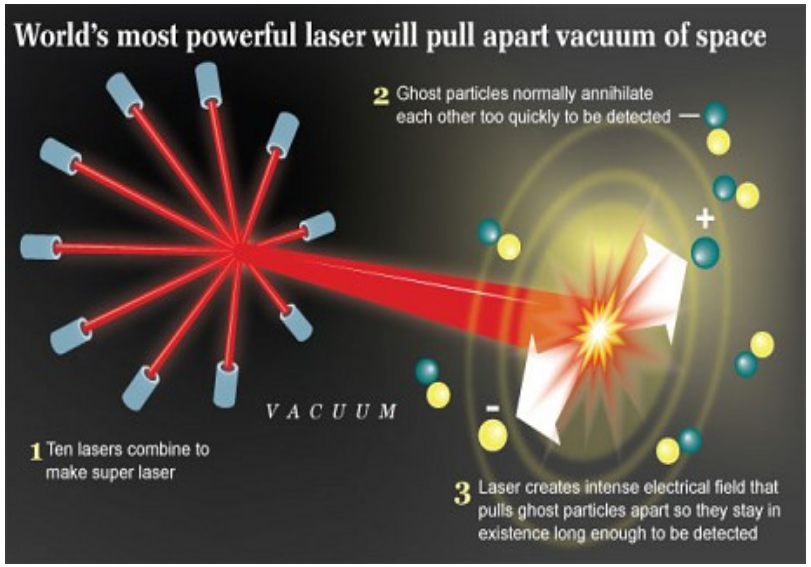
Opportunities - Energy

Opportunities - Security

Opportunities – Manufacturing supply chain

Opportunities – Innovative Retail

Opportunities – Science and EU-funded R&D



The main challenges

- Outdated perceptions of the region among business in the UK
- Transparency
- Bureaucracy
- Strong competition

Ease of Doing Business ranking: 2013

Austria	29	China	91
Slovenia	35	Russia	112
Slovakia	46	Brazil	130
Hungary	54	India	132
Poland	55		
Czech Rep	65		
Bulgaria	66		
Romania	72		
Croatia	84		

World Bank Ease of Doing Business survey 2013, rankings 1-185

Corruption Perceptions Index

Austria	25	China	80
Slovenia	37	Brazil	69
Poland	41	India	94
Hungary	46	Mexico	105
Czech Rep	54	Russia	133
Croatia	62		
Slovakia	62		
Romania	66		
Bulgaria	75		

Transparency International Corruption Perceptions Index 2012 – rankings from 1-174

UK TRADE & INVESTMENT

One Stop Shop access to Emerging Europe

With a network of 60 trade specialists across nine markets, UKTI helps thousands of British companies to win business in Emerging Europe each year

We are making it easier for you to build your business in Central & Eastern Europe.

Contact our One Stop Shop team for instant access to knowledge, expertise and support at a regional level.

One Stop Shop	
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CONSTRUCTION	Martha.Rasheeva@fco.gov.uk
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Support for business expanded

Next steps

High Growth Europe Showcase
26 November 2014
Millbank Tower

GREAT Mega Mission #2
2-5 March 2015
Bucharest/Sofia

GREAT Innovation Exchanges
2015-16 Programme
CEE locations

Thank you for listening

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