



Emerging Europe Market Brief 2014

In March, Lord Livingston, the UK government's new Trade & Investment minister, embarked on a tour of some of the countries of 'Emerging Europe.'

These states, many of which were once in the former Soviet bloc, have rightly been identified by UKTI as offering vast potential, and most are already experiencing enviable growth.

Lord Livingston said that Central Europe offered a 'big opportunity' to Britain's growth agenda.

"If you are a small or medium-sized company already exporting to our top three EU markets – France, Italy and Germany – then Poland, Czech Republic, Slovakia and Hungary should be on your business development plan too," he said, although those sentiments could equally apply to others in the region including Croatia and Latvia, for instance. "Today the region is easy to get to from many places in the UK – just over two hours by plane. It's also just as easy to travel round the region," he continued before embarking on his tour. He pointed to firms such as AstraZeneca, BP, Bupa, Rolls-Royce and Tesco who already have a massive presence in the region, attracted by the "sheer growth potential" of the markets.

Global Trader is publishing its **Emerging Europe Market Brief** in June, where provided an overview of these key commercial markets, enabling companies to investigate and identify potential commercial opportunities. It provides essential information on these target markets and the current sectors for trade, investment and export.

The brief, produced in association with the British Chambers of Commerce and the Institute of Export, contains:

! Ambassadorial and government ministry forewords from several countries

! Focus on the key sectors

! Case studies of successful companies operating in the markets

! Market profiles of the countries of Emerging Europe

! Comment and analysis.

Emerging Europe Market Brief In association with

