



invest in Europe



European Union Office
to Hong Kong and Macao



The European Union:

28 countries, unlimited resources and opportunities for you!

Austria

Population: 8.5 million
Capital: Vienna
www.austria.gv.at

Belgium

Population: 11.2 million
Capital: Brussels
www.belgium.be

Bulgaria

Population: 7.3 million
Capital: Sofia
www.government.bg

Croatia

Population: 4.3 million
Capital: Zagreb
www.vlada.hr/en

Cyprus

Population: 0.9 million
Capital: Nicosia
www.moi.gov.cy/pio

Czech Republic

Population: 10.5 million
Capital: Prague
www.czech.cz

Denmark

Population: 5.6 million
Capital: Copenhagen
www.um.dk

Estonia

Population: 1.3 million
Capital: Tallinn
www.riik.ee

Finland

Population: 5.4 million
Capital: Helsinki
<http://virtual.finland.fi>

France

Population: 65.6 million
Capital: Paris
www.diplomatie.gouv.fr

Germany

Population: 80.5 million
Capital: Berlin
www.deutschland.de

Greece

Population: 11.5 million
Capital: Athens
www.mfa.gr

Hungary

Population: 9.9 million
Capital: Budapest
www.ekormanyzat.hu

Ireland

Population: 4.6 million
Capital: Dublin
www.irlgov.ie

Italy

Population: 59.7 million
Capital: Rome
www.esteri.it

Latvia

Population: 2 million
Capital: Riga
www.mk.gov.lv

Lithuania

Population: 3 million
Capital: Vilnius
www.urm.lt

Luxembourg

Population: 0.5 million
Capital: Luxembourg
www.etat.lu

Malta

Population: 0.4 million
Capital: Valletta
www.gov.mt

The Netherlands

Population: 16.8 million
Capital: Amsterdam
www.government.nl

Poland

Population: 38.5 million
Capital: Warsaw
www.poland.pl

Portugal

Population: 10.5 million
Capital: Lisbon
www.portugal.gov.pt

Romania

Population: 20 million
Capital: Bucharest
www.guv.ro

Slovakia

Population: 5.4 million
Capital: Bratislava
www.foreign.gov.sk

Slovenia

Population: 2.1 million
Capital: Ljubljana
<http://e-uprava.gov.si/e-uprava/en/portal.euprava>

Spain

Population: 46.7 million
Capital: Madrid
www.la-moncloa.es

Sweden

Population: 9.6 million
Capital: Stockholm
www.sweden.se

United Kingdom

Population: 63.9 million
Capital: London
www.ukonline.gov.uk



Basic data on European Union member states
Source: Eurostat 2013

An invitation to Europe



Dear investor,

I am delighted to present you with the first-ever “Invest in Europe” booklet produced by the European Union Office to Hong Kong and Macao.

The figures for Hong Kong foreign direct investment (FDI) into the European Union and its 28 Member States clearly show that many Hong Kong investors already understand the benefits of investing in Europe.

For those who need further convincing, this booklet provides an overview of the unique characteristics of the EU internal market – a growing and integrated market with harmonised rules, and free circulation of capital. From Finland in the north to Portugal in the south – from Ireland in the west to Romania in the east – our 28 Member States provide investors with a wide variety of investment opportunities, a highly skilled population and workforce, superior networks of infrastructure, political stability and legal certainty.

The European Union and Hong Kong share important common characteristics, including their openness and non-discriminatory treatment of foreign investors and their investment. Our economies enjoy increasingly closer

ties between, as also emphasised by European Commission President Barroso during his visit to Hong Kong and Macao in November 2013. Add to that the network of Bilateral Investment Treaties and Double Taxation Agreements between Hong Kong and EU Member States, and one understands why Hong Kong investors favour Europe as an attractive destination for their investment.



Trade relations between the European Union and Macao are robust and continue to develop. They hold every potential to see a further increase in investment flows.

With Europe having exited stronger and more united from the economic and financial crises, and the European economies showing growth, now more than ever is the time to invest in Europe.

This booklet provides readers and investors with information about the main strengths and characteristics of each of the 28 EU Member States and contact details for their respective investment promotion agencies.

The EU remains open for business. And investment. The choice is yours.

Vincent Piket

Head of Office

EU Office to Hong Kong and Macao

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What the EU offers



The EU Single Market

- The EU Single Market is all about dismantling barriers and simplifying rules to enable everyone in the EU – individuals, consumers and businesses – to make the most of the opportunities offered to them by having direct access to 28 countries and 508 million people.
- The cornerstones of the single market are the “four freedoms” – the free movement of people, goods, services and capital. These freedoms are enshrined in the EU Treaty and form the basis of the single market framework. But what do they mean in practice for everyone in the EU?
 - Individuals: the right to live, work, study or retire in another EU country
 - Consumers: increased competition leading to lower prices, a wider choice of goods and services and higher levels of protection
 - Businesses: much easier and cheaper to do business across borders

Free Movement of Capital

- Free movement of capital is at the heart of the Single Market and is one of its ‘four freedoms’. It enables integrated, open, competitive and efficient European financial markets and services – which bring many advantages.
- For citizens it means the ability to do many operations abroad, such as opening bank accounts, buying shares

in non-domestic companies, investing where the return is best, and purchasing real estate.

- For companies it principally means being able to invest in and own other European companies and take an active part in their management.
- Free movement of capital has the broadest scope of all Treaty freedoms: it is the only freedom going beyond the boundaries of the Internal Market, as it also covers the movement of capital between Member States and third countries.
- The EU’s open investment approach is guaranteed by the EU Treaty which states that “all restrictions on the movement of capital between Member States and between Member States and third countries shall be prohibited.”
- The EU has a longstanding commitment to economic openness and trade between nations. This is nowhere more true than in the area of investment, where the EU has long been in the vanguard, promoting investment by European companies and investors into other Member States and third countries, and investment into the EU by third countries.
- This is in everyone’s mutual interest and is all the more important now as the world emerges from the financial crisis and the economic downturn.

The EU as a Global Player

The EU is the world's largest economy, representing over 20% of world GDP

- The EU and its economic prosperity matter greatly to the rest of the world. The EU remains the world's largest economy with over 20% of the world's gross domestic product (GDP) and more than 508 million inhabitants, making it the world's most lucrative consumer market. It is also the world's largest trading block, accounting for 15% of global trade in goods and 22.5% of global trade in services in 2012.
- The EU is the world's 2nd largest investor, after the United States: in 2012, global foreign direct investments (FDI) from the EU amounted to around €170.6 billion. In the top 10 trading countries, four belong to the EU (Germany, the Netherlands, France, and Italy). The EU's trading partners benefit greatly from such a large market, in which a single tariff and a single set of trade rules apply at the border and a single set of harmonised rules apply within all Member States, making it easier for companies to do business with EU partners.
- The EU's strength is further substantiated by the findings of the World Economic Forum's 'Global Competitiveness Report' (2013–14), with 5 of the 10 most competitive countries in the world being EU Member States (Finland, Germany, Sweden, Netherlands, and the United Kingdom).

European companies are global players

- European companies are global players: out of the world's top-20 non-financial multinational corporations ranked by foreign assets, 14 are from the EU. There are 135 EU companies in the Fortune 500, more than from the United States (132), China (75) and Japan (62).

- The fact that EU companies are the world's most active investors overseas is not due to a lack of opportunities for growth in their home market: on the contrary, the EU remains the world's number one location for FDI.
- In 2011, the EU was the biggest source of foreign investment stock, totalling almost €5 trillion, corresponding to almost 32.4% of the world's total outward FDI stocks. This is impressive, especially against the backdrop of the recent global crisis.

The Euro

- The euro is the single currency shared by (currently) 18 of the European Union's 28 Member States, which together make up the euro area. The introduction of the euro in 1999 was a major step in European integration: more than 333 million EU citizens now use it as their currency.
- The single currency brings new strengths and opportunities arising from the integration and scale of the euro area economy, making the single market even more efficient.
- Before the euro, the need to exchange currencies meant extra costs, risks and a lack of transparency in cross-border transactions. With the single currency, doing business in the euro area is more cost-effective and less risky.
- Meanwhile, being able to compare prices easily encourages cross-border trade and investment of all types, from individual consumers searching for the lowest cost product, through businesses purchasing the best value service, to large institutional investors who can invest more efficiently throughout the euro area without the risks of fluctuating exchange rates. Within the euro area, there is now one large integrated market using the same currency.

EU Investment Relations with Hong Kong and Macao

The European Union: Top Destination of FDI

- The EU is the top recipient of global FDI with a total of €3,806.8 billion in 2011, equivalent to 25.4% of global inward stocks, well ahead of the United States with a 16.8% share of global trade valued at €2,521.1 billion.
- The EU is also in the top position in terms of FDI outward stocks with a 32.4% market share valued at a total of €4,983.5 billion, well ahead of the United States with a 21% market share valued at €3,232.7 billion.
- Overall, the EU also consistently tops the tables as one of the largest source and destination for FDI flows in the global economy. In 2011, FDI inflows stood at around €242 billion and FDI outflows at €365 billion.

The EU is Hong Kong's largest foreign investor after China and British Virgin Islands

- The EU was the 3rd largest foreign investor in Hong Kong after China and the British Virgin Islands, contributing to 9.9% of the total FDI stock or HK\$954 billion in 2012. Among the EU Member States, the Netherlands was the largest investor (HK\$671 billion and 70% of the EU total), followed by the United Kingdom (HK\$130 billion and 13.6% of the EU total).
- The EU is well represented in a number of sectors of the Hong Kong economy. According to an investment survey by the Hong Kong Census and Statistics Department, the EU was the largest source of foreign companies in Hong Kong with 453 regional headquarters, 725 regional offices and 744 local offices as of June 2013, outnumbering those of the United States and Japan.

- The EU's business presence covers a wide variety of sectors, mainly financial and business services, trading, logistics, construction and retailing. EU companies are key players in the banking, insurance and securities sectors of Hong Kong. As at November 2012, 35 of the 154 licensed banks in Hong Kong are EU incorporated; EU companies ranked first in number among overseas insurers operating in Hong Kong. 29 out of 156 insurance companies are EU companies.
- The investment relations between the EU and Hong Kong have grown significantly in recent years. EU FDI outflows to Hong Kong doubled during 2010–2012. Hong Kong is the top 8th destination for EU direct investment. In 2012, direct outflows from the EU to Hong Kong were close to €15 billion and the total stock of EU direct investment in Hong Kong amounted to €133 billion.

Hong Kong is a major investor in the European Union

- Hong Kong investment into the EU has increased significantly in recent years, also as more mainland Chinese enterprises are seeking to invest overseas and use Hong Kong as a base to manage their international investments.
- The total stock of Hong Kong's direct investment in the EU reached €50 billion at the end of 2012, making Hong Kong the 9th largest foreign investor of the EU.

Macao and the European Union

- Trade relations between the EU and Macao are robust and continue to develop fast.
- The growing bilateral trade in goods and services provides a solid base for a further increase in investment flows.

Austria

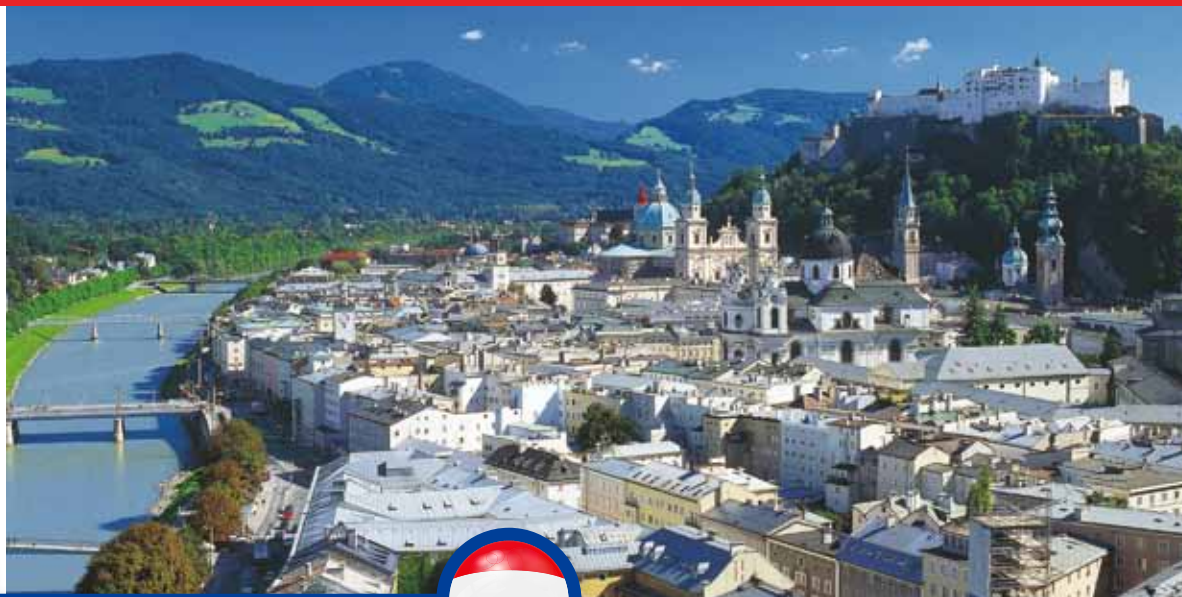
CAPITAL Vienna

POPULATION 8.5 million

COUNTRY SIZE 83,879 km²

GDP PER CAPITA €36,400 [2012]

OFFICIAL LANGUAGE German



Austria at a Glance

- Embedded in the middle of Europe, Austria's Triple A economy is a fine example of combining innovative performance, highly educated workforce & ingenious products leading to social stability thus securing prosperity.
- Austrian companies are Europe's Hidden Champions and succeeding in a large variety of industry niches, making the Alpine Republic one of the richest countries with the lowest unemployment rate.
- There are particular opportunities in Infrastructure, Environmental Technology, Construction, Lifestyle Products, F&B, Creative Industry & Education, Life Sciences as well as Logistics can be emphasized as world-class.
- Double Taxation Agreement with Hong Kong and Mainland China.

Why Invest in Austria?

• Bridgehead into Southeast and Eastern Europe and Turkey

- Central location and therefore ideal base for business in South East and Eastern Europe
- Outstanding Eastern European know-how of Austrian service providers (banks, law firms etc.)

• Research and Development

- Broad-based research promotion programmes and funding
- Preferential tax treatment for contract research; large number of new competence centers
- Close networks and cooperation of the scientific and business communities

• Excellent Infrastructure

- Efficient airports for Central and Eastern Europe
- Stability, predictability and security of energy supply

• Political and Economic Situation

- Transparent legislation, political stability
- Particularly attractive corporate tax rate and group taxation for international companies

• Labour Market

- Highly qualified and top motivated employees (with Eastern European language skills)
- Unique vocational training system
- "Red-White-Red" immigration card for top qualified employees from non-EU member states
- High level of industrial productivity and service industry

• Further Questions?

Regional Austrian Trade Commission
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F: <http://facebook.com/AC.HongKong>

Belgium

CAPITAL Brussels

POPULATION 11.2 million

COUNTRY SIZE 30,528 km²

GDP PER CAPITA €34,000 [2012]

OFFICIAL LANGUAGES

Dutch, French, German



Belgium at a Glance

- Belgium is a federal state consisting of 3 regions: Flanders, Wallonia and Brussels. Strategically located at the heart of Europe, the country boasts a cosmopolitan and multilingual society. Brussels is the capital of Europe, and English is widely used and understood.
- Belgium is home to the main decision-making bodies of the European Union and many other international organizations and multinational companies.
- These assets, together with a multifaceted cultural environment, great cuisine, and a high quality of living make Belgium a very attractive place for investors from abroad.

Why Invest in Belgium?

- Open and developed economy, world leader in per capita exports, proximity to other markets
- Ready access to European decision-makers
- Highly qualified and multilingual labour force with strong work ethics and high productivity
- Affordable real estate
- Knowledge and creativity-based centres of excellence, supported by very attractive tax incentives for R&D activities
- Extensive motorway and inland waterway system

- Two international cargo airports, High Speed Rail links with London, Paris, Frankfurt and other major cities in Europe
- Two major sea ports, Antwerp being the second largest in Europe
- Foreign investment-friendly environment with financial aid from the regions and fiscal incentives

Further Questions?

Federal Public Service Economy

Service for Foreign Investments

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E-mail: Invest.belgium@economie.fgov.be

Federal Public Service Finance

Fiscal Department for Foreign Investments

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E-mail: taxinvest@minfin.fed.be

www.minfin.fgov.be

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Walloon Agency for Export and Investment

Tel: (+852) 2537 5762

E-mail: awexhk@netvigador.com

www.awex.be

Flanders Investment and Trade (FIT)

Tel: (+852) 2523 2246

E-mail: hongkong@fitagency.com

www.flandersinvestmentandtrade.com

Bulgaria

CAPITAL Sofia

POPULATION 7.3 million

COUNTRY SIZE 110,879 km²

GDP PER CAPITA €5,500 (2012)

OFFICIAL LANGUAGE Bulgarian



Bulgaria at a Glance

- Bulgaria is strategically located and provides access to the following markets: South-East Europe – a 122 million inhabitant, high growth market, the EU – Bulgaria offers the lowest cost, zero tariff access to a 508 million inhabitant market and the Commonwealth of Independent States (CIS), Middle East and North Africa.
- Bulgaria offers a combination of political and macroeconomic stability and incentives for doing business:
 - Stable parliamentary democracy; EU, NATO and WTO member
 - Bulgaria's currency is fixed to the Euro under a currency board arrangement
 - Lowest tax rate and one of the lowest labour costs in the EU coupled with special incentives for investors
 - EU funding – more than €8 billion in EU funds over the next years

Why Invest in Bulgaria?

• Low Cost of Doing Business

- Bulgaria has the most favourable tax regime in Europe. Corporate income tax rate is 10%, the lowest in the EU together with Cyprus. Personal income tax is 10%, flat rate. Industries in high-unemployment areas are granted 0% tax rate
- There is a 2-year VAT exemption for imports of equipment for investment projects over €5 million, creating at least 50 jobs
- Depreciation time for computers and new manufacturing equipment is 2 years
- 5% withholding tax on dividends and liquidation quotas (0% for EU tax residents)
- Bulgaria has one of the most competitive costs of labour in Central and Eastern Europe
- Favourable office rents and low cost of utilities. Bulgarian cost of electricity for industrial users is 70% of the European average
- Lowest operational costs within the European Union
- Possibility for certified investors to acquire real estate (private state or private municipal property) without any tender procedure

• Infrastructure Subsidies

• Educated and Skilled Workforce

- Work force is well educated, highly skilled and multilingual
- 62.2% of the total population is in working age (approximately 4.6 million)
- 60,000 students annually graduate from 51 universities
- 98% of the high school students study a foreign language (usually English) and 73% study a second language (mainly German, French, Spanish, Russian)
- 94% of the schools have Internet access

• Financial support for vocational training / education

- Reimbursement of expenses paid by employer for social security and health insurance of employees (~17.4% of gross salary) for the period of 24 months

• Further Questions?

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Bulgaria
Tel: (+359 2) 985 5500
Fax: (+359 2) 980 1320
E-mail: iba@investbg.government.bg

Croatia

CAPITAL Zagreb

POPULATION 4.3 million

COUNTRY SIZE 56,594 km²

GDP PER CAPITA €10,200 [2012]

OFFICIAL LANGUAGE Croatian

Croatia at a Glance

- Three major Pan-European corridors pass through Croatia and make it your shortest route between Western Europe and Asia, Eastern Europe and the Mediterranean.
- Located in Southeast Europe, Croatia is perfectly positioned for reaching the EU market as well as the markets of Southeast Europe. The proximity of other EU capitals in the vicinity (Budapest, Vienna, Ljubljana) makes it easy for you to access large European markets and reach new customers.
- Croatia became the 28th EU country on 1 July 2013. Croatia is expected to join the Schengen area by 2015, and will also change the kuna for the euro as soon as its economy meets all the criteria

Why Invest in Croatia?

• Modern Transport Infrastructure

Excellent road infrastructure with modern highways, fairly developed railroads, 6 seaports and 7 national airports offers great possibilities for multimodal transport of goods. In recent years Croatia has invested heavily in developing the Pan-European transport network, primarily roads, motorways and ports. Investment into transportation, telecommunications and energy infrastructure will continue in the future.

• Attractive Investment Incentives

- The new Investment Promotion Act offers attractive incentives for investment starting from 150,000€ and creating a minimum of 5 new jobs, and for micro enterprises for investment starting from 50,000€ and creating a minimum of 3 new jobs.
- Some of the incentives available are a profit tax deduction of up to 100% for investment above €3 million, up to €9,000 for each new job created and up to €1 million for capital investment above €5 million.

• Newest EU Member

- With its accession to the European Union on 1 July 2013, Croatia has been granted an opportunity to use considerable amounts of money from the EU Structural Funds. Starting from 2014 around €1 billion per year have been made available. A large portion of these funds is attributed to the promotion of SMEs.

- Companies established in Croatia by foreign investors are able to compete for the EU funds under equal conditions as domestic ones.

• Low Operating Costs

With lower operating costs compared to the majority of other EU member states and the excellent geo-strategic position, Croatia is the perfect destination for your investment.

• Skilled and competitive workers

- Many foreign companies already operating in Croatia recognize Croatian workforce as highly skilled, experienced and multilingual. According to a 2009 survey 78% of Croatians claim knowledge of at least one foreign language, most often English.
- Croatia is among the countries with the highest rate of persons aged from 20 to 24 having completed at least upper secondary education (Eurostat). The number of students graduated from institutions of higher education is recording a continuous increase over the past few years. All this and the presence of numerous education institutions ensure the availability of the skilled workforce and easy access to lifelong learning.

• Further Questions?

Croatian Agency for SMEs and Investment, Prilaz Gj. Deželica 7, 10000 Zagreb, Croatia.

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Cyprus

CAPITAL Nicosia

POPULATION 0.9 million

COUNTRY SIZE 9,251 km²

GDP PER CAPITA €20,500 [2012]

OFFICIAL LANGUAGES
Greek, Turkish



Cyprus at a Glance

- Cyprus is Europe's eastern outpost at the crossroads of three continents – Europe, Africa and Asia – providing a gateway to and from each one of them.
- Cyprus is a European Union Member since May 2004, Economic and Monetary Union Member since January 2008. Foreign investors have the opportunity to access the EU market and vice versa.
- Cyprus offers a wonderful environment with a very comfortable standard of living. Living and working in Cyprus is combined with fabulous weather, beautiful nature, art and culture, safety, security, and above all, hospitable people.
- Cyprus combines the international competitive business environment with a pleasurable and balanced way of life.

Why Invest in Cyprus?

• Taxation

- Cyprus provides a simplified, effective and transparent tax regime that is fully compliant with the EU laws and regulations.
- Dividend income, profits from overseas permanent establishments and profits from the sale of securities are exempt from tax. Also, there is no withholding tax on dividend, interest and royalties paid from Cyprus.
- Most international transactions are exempt from VAT. Cyprus has a network of double taxation agreements with more than 48 countries.

- **Legal Framework:** Pro-business, transparent on the accounting and legal sides. The legal system is based on the U.K. Common Law principles and aligned with the EU laws and regulations (Acquis Communautaire). It provides quality legal services in areas such as international law, corporate administration, management services.

- **Human Talent:** 2013 statistics demonstrate that 39.2% of Cypriots in the 25-64 age group have acquired tertiary education – higher than the EU28 average of 28.63% and one of the highest percentage in the world.

- **Value for Money:** dynamic business centre that offers relatively lower operating costs while also providing top quality services, including accounting, auditing, tax, business administration, legal, investment, funds management.

- **Well-developed Infrastructure:** Cyprus has a robust telecommunications

system, two international airports (Larnaca, Paphos) and two ports (Limassol, Larnaca)

- **Ease of Doing Business:** The World Bank's Doing Business Report 2014 ranked Cyprus 39th out of 189 Economies and 16th out of the EU28 for the ease of doing business. The Corruption Perception Index of the Transparency International Report ranks Cyprus in the 31st position among 176 countries.

- **Residency and Citizenship:** Cyprus offers Europe's most attractive Citizenship and Permanent Residency Permit schemes. Non EU residents can acquire the Cypriot nationality with: investment of minimum €2.5 million (collective scheme, deadline 01/06/2014) or with direct investment of €5 million. Non EU residents have the opportunity to acquire a permanent residency permit with the purchase of a private home of at least 300,000€.

- **Shipping:** Cyprus is an internationally renowned shipping centre, home to some of the world's leading names of the global shipping industry with more than 140 ship owning, ship management and shipping related companies controlling a merchant fleet of 2,200 vessels, with 5 million gross tonnage. It has the 10th largest merchant fleet in the world and is the largest third party Ship Management Centre in the EU.

• Further Questions?

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Czech Republic

CAPITAL Prague

POPULATION 10.5 million

COUNTRY SIZE 78,864 km²

GDP PER CAPITA €14,600 [2012]

OFFICIAL LANGUAGE Czech



Czech Republic at a Glance

- The Czech Republic has a strategic location in the centre of Europe with very good access to western and eastern markets. Prague is only a two-hour flight from most other European capitals. The road and motorway network is already one of the densest in Central and Eastern Europe.
- One of the main attractions of the Czech economy is its skilled and well educated workers available at a fraction of the cost of those in western economies.
- The Czech educational system meets the needs of a competitive economy. Many multinationals are running Czech R&D or design centres, including Panasonic, Honeywell, Mercedes-Benz, Motorola, Rockwell Automation and Visteon. Czech scientists are behind some of the world's well-known discoveries.

Why Invest in Czech Republic?

- Safe investment environment
- Skilled and well-educated workforce
- Central location in Europe
- Dense and high-quality infrastructure
- Transparent system of investment incentives
- Strong focus on R&D
- Stable social and political system
- EU membership
- High quality of life

The Czech Republic offers both new and existing investors support covering up to 60% of costs associated with

investment projects. Aid is provided mainly from the national investment-incentives scheme. Investment incentives are offered for establishment or expansion of projects in the areas of:

- Manufacturing
- R&D and technology centres
- Centres of business support services –shared-services, high-tech repair and software development centres

• Further Questions?

CzechInvest - Investment and Business Development Agency

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Denmark

CAPITAL Copenhagen

POPULATION 5.6 million

COUNTRY SIZE 43,561 km²

GDP PER CAPITA €43,900 [2012]

OFFICIAL LANGUAGE Danish



Denmark at a Glance

- Denmark is a democratic country and one of the world's oldest monarchies.
- Denmark is often cited as one of the world's best countries to live in.
- The strong welfare state ensures economic equality in society and the virtual non-existence of corruption, while polls repeatedly show that the Danes are among the happiest people in the world.
- Main industries are within Biotech and Medtech, Agriculture, Cleantech, Shipping and IT Services.
- Denmark is a green frontrunner aiming to become entirely free of fossil fuels by 2050.

Why Invest in Denmark?

The World Bank's Doing Business Report 2014 ranks Denmark's business climate as the best in Europe. Doing business in Denmark is fast, efficient and profitable. The country also offers highly skilled employees, a famously flexible labour market and a stable business environment.

- **A Perfect Hub for Northern Europe:** Operating from Denmark gives easy access to the entire EU market place. Denmark has a well-developed infrastructure, allowing you to operate by air, sea and land.
- **Favourable Tax Climate:** Denmark has a corporate tax rate of 22%, almost no social security contributions for employers and several tax treaties and attractive rules for expatriates.

- **Flexible Labour Market:** Some of the most flexible hiring and firing regulations in Europe.
- **Innovative, highly Competent and Motivated Workforce:** The Danish workforce is among the most motivated in the world, with employees being highly educated, efficient and responsible.
- **Key Sectors:** Cleantech, Life Science, ICT, the maritime industry and Design
- **Further Questions?**

Invest in Denmark is part of the Ministry of Foreign Affairs of Denmark and assists foreign companies who consider Denmark as a business location. Services include connecting companies with key local contacts, arranging fact-finding tours and providing comprehensive benchmark analyses – all free of charge and in full confidentiality.

Invest in Denmark

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Estonia

CAPITAL Tallinn
POPULATION 1.3 million
COUNTRY SIZE 45,227 km²
GDP PER CAPITA €16,200 (2012)
OFFICIAL LANGUAGE Estonian



Estonia at a Glance

- Estonia is situated on a busy trading route between East and West and has always had excellent ports.
- It is a stable democracy, with very low corruption and government debt levels.
- Estonia can offer a progressive business environment with an efficient and compatible infrastructure. Our e-services, mobile communications and internet applications are among the most progressive in the world. Estonians are adaptable towards new technologies, and use them willingly.
- The attractiveness of Estonia is demonstrated by the large number of foreign investors doing business here and the dominance of world-renowned foreign companies in several of Estonia's economic sectors. Foreign impact is also evident from the fact that exports represents more than 90% of Estonian GDP.

Why Invest in Estonia?

- In 2013, GDP was €18.4 billion; It is easy to do trade in Estonia due to transparent regulations, easily understandable taxation system, low red tape. By the end of 2013, foreign investment in Estonia totalled 15 billion €. Estonia has one of the highest ratios of FDI to GDP and FDI per capita in Europe.
- **Tax regime:** Corporate income tax: 0%
- **Labour Market:** Average monthly wage 920€
- **Infrastructure:** International airport with most European capitals served directly within 3 hours; Daily ferry connection to Helsinki and Stockholm; Three deep sea cargo ports with free trade zones; Toll free roads; Railway network.
- **Key Economic Sectors:** ICT; Transport and logistics; Business and financial services; Industrial machinery and Metalworking; Electronics; Cleantech.
- **Opportunities:** Hot location for IT startups and regional headquarters for shared services.
- **Investment Incentives:** 0% corporate income tax; Various EU grants available.
- **Foreign investors are treated equally with local investors:** Have the same rights and obligations, and European Union subsidies, for instance, are

equally available for both foreign and domestic companies.

- Estonia has attracted a great number of foreign investors and large companies of international renown to the country – Ericsson, ABB, Kuehne + Nagel, Stora Enso, Symantec, Stoneridge, Vopak EOS, Deutsche Post DHL and many others. The fact that Estonian banks are mostly owned by well-known Nordic banks, such as Swedbank and SEB, also speaks in favour of the reliability of Estonia's business environment.
- **Information about Hong Kong investments in the country:** HK has invested mainly in the business services sector
- **Further Questions?**
Enterprise Estonia offers full support to foreign investors. Helps to gather market information, to identify suitable partners and properties, facilitates contacts with government agencies and companies; organizes investment tours.

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Finland

CAPITAL Helsinki

POPULATION 5.4 million

COUNTRY SIZE 338,400 km²

GDP PER CAPITA €35,500 (2012)

OFFICIAL LANGUAGES
Finnish, Swedish



Finland at a Glance

- Finland is an advanced industrial economy with a thriving private sector and a business environment that is highly conducive to FDI.
- The government is business-friendly, and the country has a developed infrastructure, a skilled workforce and competitive operating costs.
- Finland leads the world in terms of competitiveness, transparency and lack of corruption.
- Main exports include telecoms equipment and engineering products, paper, pulp and lumber, glassware, stainless steel and ceramics.

Why Invest in Finland?

- Sectors that offer reliable investment opportunities in Finland are for example Mining, ICT, Bioenergy, and Water Technology. Foreign-owned companies in Finland are eligible for a wide range of government and EU incentives on an equal footing with Finnish-owned companies.
- **Creative Solutions:** The Finnish Economy is knowledge-based and strong in innovations. It is among the top countries globally in terms of R&D spending per capita. Finnish companies and consumers are early adopters of emerging technologies, which makes Finland an ideal test bed for new solutions and technologies.
- **Stable Society:** Finland is a country where everything works. Reliability and expertise are available in Finland's stable society.

• **Competent Professionals:** Finland's workforce is highly educated and computer literate. The knowledge transfer between business and universities has been one of the key factors in Finland's track record of innovation and economic success. Finland has the best availability of scientists and engineers in the world, and they are trained by one of the best educational systems in the world. The workforce also includes a large number of other competent professionals with university degrees in diverse fields.

• Further Questions?

Invest in Finland assists international companies in finding business opportunities in Finland and provides all the relevant information and guidance required to establish a business in Finland.

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france

CAPITAL Paris

POPULATION 65.6 million

COUNTRY SIZE 640,679 km²

GDP PER CAPITA €31,100 (2012)

OFFICIAL LANGUAGE French



france at a Glance

- France is the largest country in the EU, stretching from the North Sea to the Mediterranean. It is one of the six founding members of the European Union.
- France is Europe's 2nd largest economy in Europe and 5th in the world (IMF 2013), the world's 6th largest exporter of goods and 5th largest exporter of services (WTO 2012).
- **FDI:** France has the 2nd largest FDI stock in Europe, 5th largest in the world (UNCTAD January 2013) and is the leading destination in Europe for foreign investment in the industry (E&Y 2013)
- **Main Economic Centres:** Paris is the most popular location in Europe for "Fortune Global 500" company headquarters in 2012 and 2nd largest center in the world for asset management (Paris Europlace, 2012).

Why Invest in France?

- **France is open to foreign investment:** 20,000 foreign companies (2 million employees) are doing business in France. Foreign companies account for 43.3% of holdings in the market capitalization of CAC 40 companies. Paris region ranks 6th among world cities for FDI (KPMG, Global Cities Investment Monitor 2013, FDI 2008/2012) and 3rd for Headquarters. Inward FDI Stock represents 35% of GDP.
- Growth is back on track in France with a projection of 0.9% growth rate in 2014, GDP back to pre-crisis level and improved business sentiment. France has a strong commitment to fiscal prudence and has deeply reformed its labour market since 2012 to reduce costs (reduce corporate taxes by €30 billion by 2017).
- **World-class infrastructure:** 3rd largest high speed train network in the world with 2,000 kilometres high speed lines, broadband penetration rate higher than the OECD average (35.5% in France, versus 33.8% in Germany and 33.6% in the UK) (OECD, 2012). Paris airport ranks 1st in Europe for freight. Le Havre awarded "Best Seaport Europe" in 2013 for the third year running by "Cargonews Asia" magazine.
- Well Educated and Skilled Workforce France is third in Europe for hourly labour productivity (The Conference Board, 2013). France has a high proportion of 25 to 34-year-old tertiary education graduates (43%), greater than the OECD average (38%) (OECD, "Education at a Glance", 2012), and 1st in Europe for the number of graduates in sciences and technology (Eurostat 2012).
- **Investment Opportunities in France:** Infrastructures, for instance with the Grand Paris Project, Renewable Energy, particularly offshore wind energy and marine current power, Technologies, Tourism (with 83 million foreign tourists per year, France is the world's leading tourist destination), Logistics, R&D operations, Real Estate.
- **Investment Incentives:** Europe's best research tax credit (30% of all R&D costs), public funding through the Public Investment Bank BPI, feed-in tariffs for electricity generated from renewable sources
- **More than 70 Hong Kong-based investors in France (7,000 jobs):** Hutchison Whampoa (Marionnaud), Dickson (ST Dupont), Pacific Andes (Gelmer), Mandarin Oriental, Shangri La and HKSHG (Luxury Hotels), etc.
- **Further Questions?**
Invest in France Agency offers international investors business opportunities and customised services in France.
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Tel: +(852) 3752 9170
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Germany

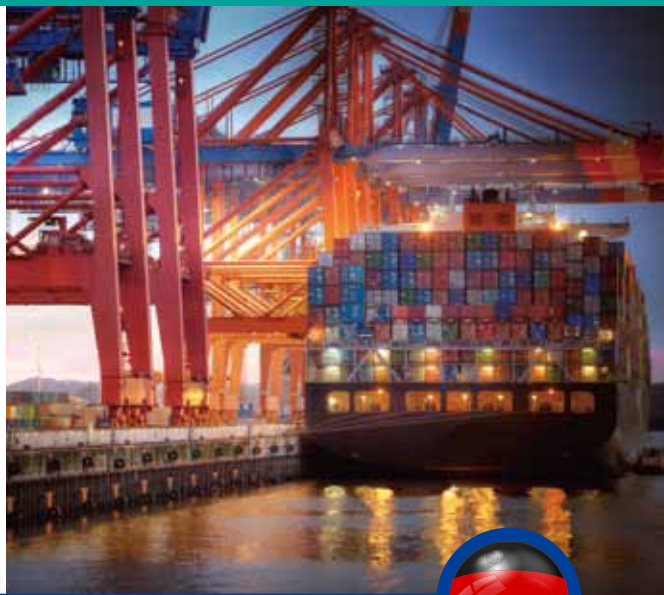
CAPITAL Berlin

POPULATION 80.5 million

COUNTRY SIZE 357,022 km²

GDP PER CAPITA €32,600 (2012)

OFFICIAL LANGUAGE German



Germany at a Glance

- Germany is Europe's best-performing economy and the largest market in Europe. It constitutes 21 percent of European GDP, and is home to 16 percent of the total European Union (EU) population.
- The German economy is both highly industrialized and diversified; with equal focus placed on services and production.
- The German market is open for investment in practically all industry sectors, and business activities are free from regulations restricting day-to-day business.

Why Invest in Germany?

- According to the United Nations Conference on Trade and Development (UNCTAD), Germany ranks among the world's leading countries for foreign direct investment (FDI), with more than €558 billion in inward FDI stocks in 2012. About 200 companies with a major shareholder from Hong Kong are listed in Germany, making Europe's largest economy an important investment location.
 - German companies are global leaders in the development of new technologies. With over 13,400 patents granted at the European Patent Office in 2013, Germany is a global innovation leader.
 - German companies represent almost 10 percent of European manufacturing companies and generate 28 percent of total EU turnover in the sector. In fact, the manufacturing sector represents nearly one fifth of Germany's "value added" – one of the highest shares in Europe.
 - Increasingly more foreign companies are placing their faith in Germany as a vital production site location, and are benefiting from the country's excellent business framework and superior productivity rates.
 - Incentives in Germany are designed to meet the immediate capital needs of investors. Early stage investment financing provides funding at the beginning of the new investment project.
- Germany Trade & Invest's teams of industry experts will assist you in setting up your operations in Germany. We support your project management activities from the earliest stages of your expansion strategy. Germany Trade & Invest (GTAI) is the federal foreign trade and inward investment promotion agency of Germany.
 - Supported by an international network of experts and benefiting from close cooperation with the Network of German Chambers of Commerce (AHK), the agency promotes Germany as a business and technology location and supports companies based in Germany with global market information.

• Further Questions?

Germany Trade & Invest (GTAI) Office Hong Kong

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Greece

CAPITAL Athens

POPULATION 11.5 million

COUNTRY SIZE 131,990 km²

GDP PER CAPITA €17,400 [2012]

OFFICIAL LANGUAGE Greek



Greece at a Glance

- Greece's strategic location at the crossroads of three continents provides access to a wide-range of quickly developing markets and makes Greece the gateway to Europe.
- Greece is a developed country with a long and stable democratic tradition and established rule of law.
- In addition to being a member of the EU, Greece is a member of major international organisations, including the EBRD, the IMF, the UN, and the OECD.
- Greece possesses an extended infrastructure and all networks to support investment and businesses, and combining high-calibre and affordable human capital.

Why Invest in Greece?

• Greece is changing fast

- Greece is undergoing a major transformation, and the economy has opened up to investors and businesses that want to explore the wealth of opportunities available.
- Greece achieved an annual rate of fiscal consolidation of 4.4 percentage points of GDP on average and a primary balance improvement of 17.5 percentage points of GDP.
- In 2013, Greece achieved a Current Account Surplus of 1%. Cost competitiveness is also recovering with a notable reduction of the unit labour cost to levels below the Euro area.

• Great Growth Potential

- Tourism & Real Estate: With a well-established tourism industry, investors benefit from opportunities through the extensive privatisation, specialised tourist products, as well as new laws for the development of integrated tourism resorts.
- Food & Agriculture: the Greek diet is one of the healthiest globally, investors benefit from the great weather conditions and the traditional high-quality ingredients; the low operating costs; and the access growing markets.
- Energy: The ample availability of renewable energy potential combined with ongoing large-scale infrastructure projects involving Greece (TAP Gas Pipeline, oil exploration) mean that the country will be a key player in the formulation of all of Western Europe's energy

mix and hold a significant role in the region's energy sector.

- Logistics: A gateway between East and West, investors can take advantage of the increasing trade flows in the region in an efficient and cost-effective manner, notably through the main port of Greece, Piraeus. Major companies including Cosco, ZTE, Huawei and Hewlett-Packard have already made significant investments.
- ICT: Greece possesses a skilled workforce, educated in high-quality technical institutions with global experience and entrepreneurial talent. The sector offers several opportunities of investment in high-end, value added services with a global reach.
- Life Sciences: With an established R&D and manufacturing capability, the industry exhibits significant growth potential within and beyond the national borders. Greece also has established itself as a regional hub for clinical trials and most major international pharmaceutical companies conduct clinical trials in Greece.

- **Incentives for Investors:** Wide range of incentives, including tax breaks; cash grants; leasing subsidies; and residence permits for strategic investors and owners of real estate property of value exceeding €250,000.

• Further Questions?

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Hungary

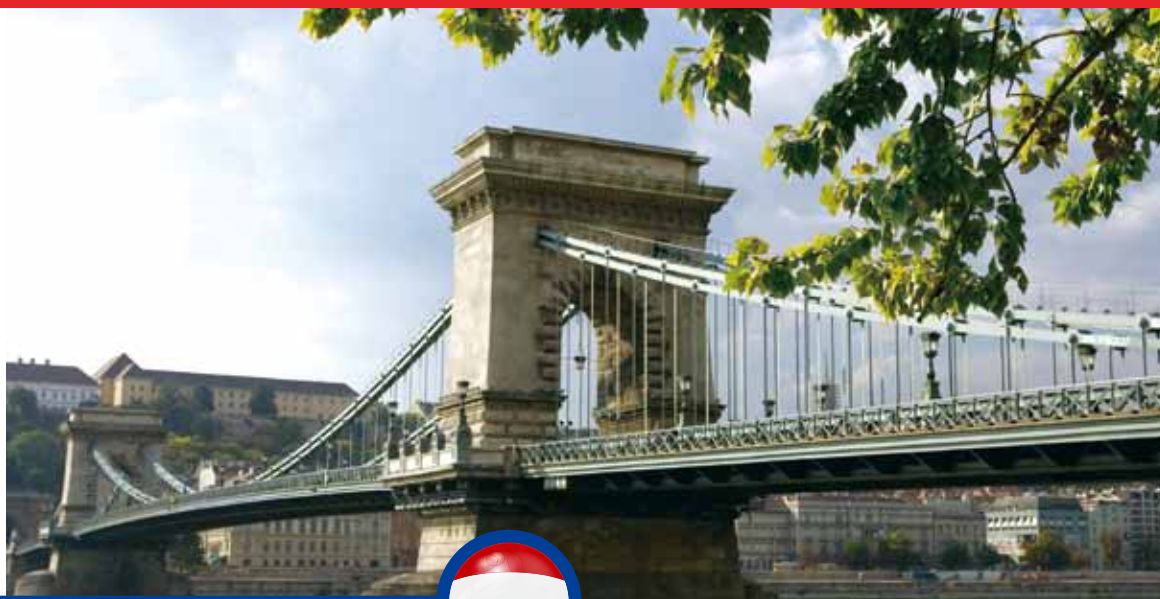
CAPITAL Budapest

POPULATION 9.9 million

COUNTRY SIZE 93,036 km²

GDP PER CAPITA €9,800 (2012)

OFFICIAL LANGUAGE Hungarian



Hungary at a Glance

- The country's favourable geographical location places it at the crossroads of main commercial routes. From Hungary, a market of some 250 million people can be reached within 600 miles (about 1,000 kilometres).
- Hungary's central location makes it a favourite destination for foreign investors who intend to expand their operations in Central Eastern (CE) Europe. The capital, Budapest, is the centre of the country's economic activity; however, the main cities are also gaining an increasing role.
- The accession to the European Union in May, 2004, brought commercial and regulatory, as well as macro-economic and social advantages.
- FDI: € 78.5 billion (2012), 78.6% from EU member states, 26.4% from Germany.

Why Invest in Hungary?

- One of the CE countries with focus on Asia through the "East Opening" policy of the government.
- Flexible visa administration, special migration opportunity for investors.
- Labour Market: cheap, but competitive and well-trained labour force.
- Infrastructure and location: in the heart of Europe, with good train and speedway network.

- Key Economic Sectors: Heavy Industry, Energy Production, Mechanical Engineering, Chemicals, Food Industry and Automobile Production.
- Opportunities: low real estate prices, competitive financial sector, innovations and technology.
- Biggest Chinese investment in the whole CE area: Wanhua Group
- Other Chinese companies present in Hungary: Huawei, ZTE, Bank of China, Haier, Lenovo, Inspur

Further Questions?

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Ireland

CAPITAL Dublin
POPULATION 4.6 million
COUNTRY SIZE 70,284 km²
GDP PER CAPITA €35,700 [2012]
OFFICIAL LANGUAGES
Gaelic, English



Ireland at a Glance

- Ireland is a small country that has re-invented itself over the last forty years through the combined force of sheer determination and growing, vibrant ambition.
- Its young, highly educated workforce has seized the opportunity provided by Foreign Direct Investment and continues to transform Ireland into a dynamic, knowledge based economy for the 21st century.
- It is the only English speaking country in the euro area.
- Ireland has a strategic location to access both North American and European market.
- Ireland is listed as the No.1 of the Best Countries for Business by Forbes 2013.

Why Invest in Ireland?

- **Young and Well Educated Talent Pool**
 - 36% population below age 25
 - 60% of students go on to higher education
 - Ireland's 15 year olds performing significantly above OECD average on maths and science performance
 - One of the best education system (2012 IMD world competitiveness report)
- **Favourable Tax Regime**
 - 12.5% Corporate rate
 - Extensive double taxation treaty network, including China Mainland and Hong Kong
 - 25% R&D tax credit
- **Key Sectors**
 - ICT: 8 of 10 global telecommunication technology companies have operation centre in Ireland, it is the 2nd global software export country and a leading location for global Internet and online companies
 - International Financial Service: No.1 location in Europe for Cross Border Life Insurance, 8 of the top 10 Global Fund Administrators are located in Ireland, as well as 80+ leading Global Banks and 9 of the Top 20 Global Financial Technology Companies

- Life Science
- Business Service

- **Chinese Companies Investing in Ireland**

- Huawei: Sales & Marketing office, International R&D Centre
- ICBC Leasing: International Leasing Operation Centre
- SATIR: Assembly and Testing Operation; EU Customer Service and Support Centre

- **Further Questions?**

IDA Ireland is an Irish Government agency, encouraging and attracting overseas investment into Ireland. Its objective is to create sustainable employment in Ireland by securing new investment from overseas and by encouraging existing overseas enterprises to expand their current Irish projects.

IDA Ireland has three offices in China, Shanghai, Beijing and Shenzhen.

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Shenzhen Tel: +86 755 3304 3090

www.idaireland.com

Italy

CAPITAL Rome
POPULATION 59.7 million
COUNTRY SIZE 301,338 km²
GDP PER CAPITA €25,700 (2012)
OFFICIAL LANGUAGE Italian



Italy at a Glance

- Italy is the 9th largest economy by GDP worldwide and the 4th among European countries. It counts for 13% of the EU GDP and almost 12% of the EU 28 population.
- Exports of goods & services (€ billion): 474 (2013); world's 9th leading exporting nation.
- Italy ranks 2nd in the world for business innovation-oriented clusters.
- Italy is the 5th manufacturing economy worldwide and the 2nd in Europe.
- Italy is one of the founding members of the European Union and has adopted the Euro since 2002.
- Italy is the first country worldwide in terms of number of Unesco World Heritage sites.

Why Invest in Italy?

- **Competitive Economy:** according to the latest UNCTAD/WTO Trade Performance Index, Italy ranks 2nd in the world for foreign trade competitiveness. In particular, it ranks 1st in 3 sectors (textile, clothing, leather and shoes), 2nd in other 3 (non-electronic machinery, basic manufacturing products and miscellaneous manufacturing, such as eyewear, jewellery, plastic products) and 6th in processed food.
- **In Italy it is easy to find sound and reliable partners to further develop business:** with over 5 million companies, the Italian production network is based on a strong entrepreneurial culture creating high quality consumer goods, high-tech design and engineering products able to compete in international markets. SMEs, the backbone of Italian economy, are well known for being flexible, innovative and able to meet clients' needs in a timely and efficient way.
- **2nd in Europe for manufacturing companies with a skilled workforce praised at international level:** companies investing in Italy can rely on an average of 270,000 graduates per year and on an extensive infrastructure network.
- One of the leading economies in business to consumers: fashion, design, food and wine. It also boasts a proven excellence in technology-driven sectors, including automotive and marine engineering, mechanics, medicine, biomedical technology, instrumental and precision engineering, ICT, aerospace.
- In 2013, the Italian Government has launched a flagship initiative named "Destinazione Italia" to attract FDI in Italy. The priority is to create a stable business environment for investment, by simplifying authorization and tax procedures and reducing labour costs, especially for the youth.
- The most anticipated international event taking place in Italy will be Expo 2015 "Feeding the planet, energy for life". From May to October 2015, Expo Milan 2015 will be displaying tradition, food safety, creativity and innovation in the food business and attract millions of visitors and potential investors from all over the world (www.expo.org).
- The beautiful Italian landscape, its art and historic masterpieces, its invaluable cultural and architectural heritage, together with its food and wine, in one word the "Italian lifestyle", are just some of the reasons why more than 47 million tourists from all over the world visited Italy in 2012 and more than 4 million foreigners live in Italy.

Further Questions?

In Italy: Invitalia is the Italian Government Agency for inward investment promotion
www.invitalia.it

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www.conshongkong.esteri.it

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Latvia

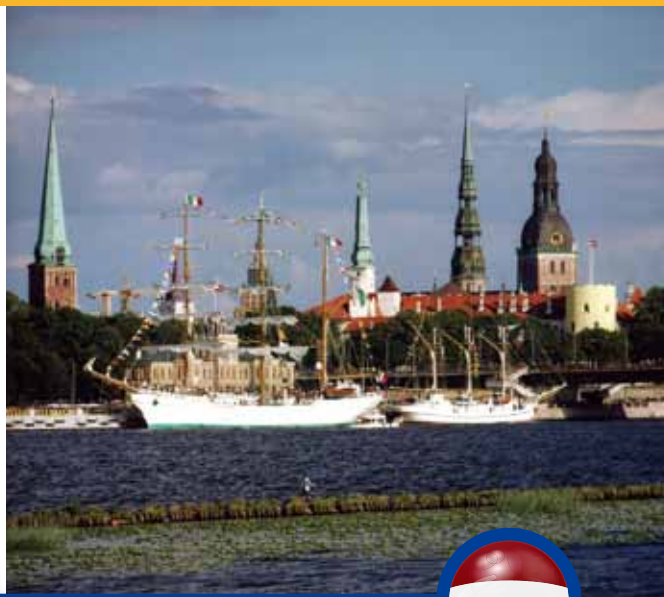
CAPITAL Riga

POPULATION 2 million

COUNTRY SIZE 65,000 km²

GDP PER CAPITA €10,900 (2012)

OFFICIAL LANGUAGE Latvian



Latvia at a Glance

- Latvia regained independence from the Soviet Union in 1991 and is situated on the Baltic coast. It benefits from a unique mix of mentalities as the most popular foreign language among young people under 35 is English, followed by German and French. On top of that, Latvia has most Russian speakers among Baltic countries.
- Latvia is a member of NATO and the European Union since 2004 and a member of Schengen since 2007. Additionally, Latvia is a member of the WTO and the UN organizations. Latvia is also planning to join the OECD in 2015.
- In 2013, the GDP growth was 4.1 percent, which was the highest GDP growth rate in the EU. This economic achievement has come about thanks to a rapid rise in industrial output and diversification of export markets, which now make up 60% of GDP, and solid inflows of FDI, which amounted to €11.5 billion in 2013.

Why Invest in Latvia?

- **Tax Regime:** There are only 7 payments necessary to pay all taxes, and according to PwC total tax rate in Latvia is lower than both EU and world average. At a flat rate of 15%, Latvia's Corporate Income Tax rate is among the lowest in Europe. Value Added Tax is 21%, Personal Income Tax is at flat rate of 24%, decreasing to 22% in 2016.
- **Labour Market:** The highly educated workforce is rated as one of the most qualified in Europe in terms of university students per capita. Latvia possesses a highly educated and multi-lingual workforce, a northern European working ethics, in depth business knowledge and experience with Russia and the Commonwealth of Independent (CIS) States. Latvia's labour prices are very competitive, especially in comparison to those of other EU countries - for every euro spent, your company can obtain more profit. Latvia is a leader among other EU countries with regard to wage-adjusted labour productivity (value added divided by personnel costs).
- **Infrastructure:** Three ice-free international ports, largest international airport in the Baltic States, direct-access to EU external border with Russia and common railway (1520 kilometres) infrastructure with CIS countries; highly developed ICT infrastructure ensures strong internet speed performance, placing Latvia in Top 10 of average internet speeds.
- **Key Economic Sectors:** There are eight target sectors based on comparative advantages of Latvia that Latvia

particularly focuses on and sees potential investment opportunities for foreign investment: Transportation and Logistics; Metal Working, Machinery and Electronics; Green Technologies; Life Sciences; Healthcare; IT (incl. Global Business Services); Woodworking; Food Processing.

- **Investment Incentives:** Latvia provides important tax incentives - for example, companies that operate in one of the four Special Economic Zones can benefit from an 80% rebate on real estate tax, corporate income tax and withholding tax. Companies can also benefit from a corporate income tax rebate for large-scale investment projects and holding company regime. There are a range of other incentives such as support for training programmes, innovation, R&D, technology/knowledge transfer between others.

- **Hong Kong Investment in the country:** For Hong Kong investors, Latvia is still untapped opportunity. Currently there are around 20 companies in Latvia owned or co-owned by Hong Kong investors, operating mainly in such sectors as finance, retail, wholesale and transportation.

Further Questions?

The Investment and Development Agency of Latvia (LIAA), acts as a first point of contact for potential investors and our services are available free of charge. For more information please visit LIAA website, www.liaa.gov.lv or contact Investment Promotion Division (E-mail: invest@liaa.gov.lv; Tel: (+371) 67039473) and learn more about how Latvia can help you realize your business aims.

Lithuania

CAPITAL Vilnius

POPULATION 3 million

COUNTRY SIZE 65,300 km²

GDP PER CAPITA €11,000 (2012)

OFFICIAL LANGUAGE Lithuanian



Lithuania at a Glance

- Lithuania is a springboard to the EU markets of Western Europe and Scandinavian countries, while the Eastern markets of Russia and the Commonwealth of Independent States (CIS) are just to the other side.
- Lithuania is a part of the Baltic Sea Region (BSR), and has always been an active business partner with its neighbours in the region like Germany and the Scandinavian countries, as well as Poland, Latvia and Estonia.
- The BSR accounts for almost 70% of Lithuania's foreign trade, and about 70% of foreign direct investment as well.
- Lithuania is a member of the EU, NATO and WTO.
- 2-3 hour flights to major European cities and Moscow.

Why Invest in Lithuania?

• The Most Educated Labour Pool in the EU

- 1st in the EU: 93% of population have secondary or higher education (Eurostat, 2013)
- 12th in the World: 77% of population aged 20-24 are enrolled in tertiary education (Global Competitiveness Index, 2011-2012)
- 92% of population speaks at least one foreign language (European Commission, 2012)

• World Class ICT Infrastructure

- 1st for Internet upload and 3rd for download speed in the EU (Ookla Netindex, 2013)

- 1st in the World Competitiveness Rankings for communication technology (IMD: The World competitiveness yearbook, 2013)

- Among Top 10 countries in the world for cloud readiness (Cisco Global Cloud Index, 2013)

• Special Territories for Business Development with 2 Special Economic Zones (SEZ)

- 0% corporate tax for the first 6 years
- 50% discount on corporate tax over the next 10 years
- 0% tax on dividends
- 0% tax on real estate

• Further Questions?

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Luxembourg

CAPITAL Luxembourg

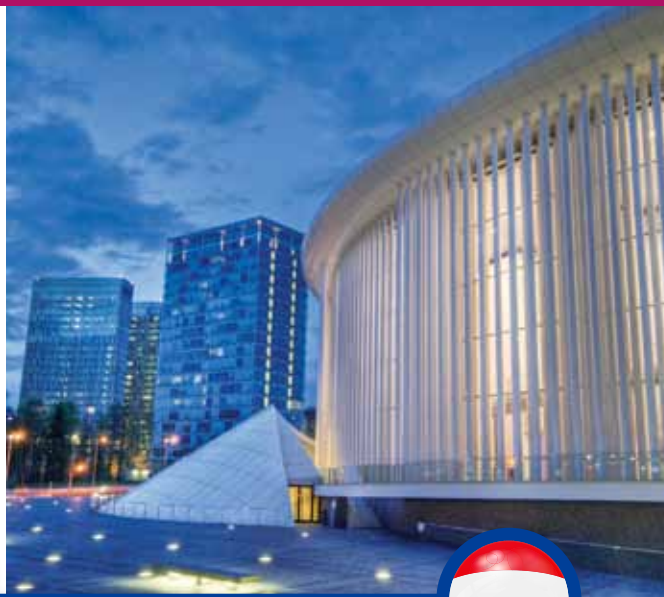
POPULATION 0.5 million

COUNTRY SIZE 2,586 km²

GDP PER CAPITA €80,700 [2012]

OFFICIAL LANGUAGES

Luxembourgish,
German, French



Luxembourg at a Glance

- Situated in the heart of Europe, between Belgium, Germany and France, the Grand Duchy of Luxembourg is an ideal gateway to the European market and its 500 million consumers.
- Luxembourg is one of the few European countries with a AAA rating.
- As a founding member of the European Union, its political and social stability based on a culture of consensus, combined with a high quality of living, excellent connectivity to surrounding market and a favourable legal environment, has attracted investors from around the world.
- Luxembourg, and in particular its capital, offers a truly cosmopolitan environment. Out of a population of some 537,000 people, 44.4% are foreign residents while no less than 71% of the active population are foreigners.

Why Invest in Luxembourg?

• The Financial Sector

- Luxembourg is the premier private banking centre in the euro area and the second largest fund centre in the world. 150 banks from 26 different countries are established in Luxembourg and focus their activities on international markets.
- Luxembourg is the third largest Renminbi centre in the world by numbers, in certain activities such as deposits, loans, bond listing and investment funds. Three of the largest Chinese banks have their European hub in Luxembourg.

• A Diversified Economy

- Over the years, Luxembourg has established itself as a sound hub for Logistics, Automotive Components, ICT, Life Sciences and Clean Technologies and has been able to attract many of the world's leading companies to establish their headquarters in the Grand Duchy.
- Among these global players are ArcelorMittal, the world's largest steelmaker, satellite communications giant SES and Intelsat, automotive components maker Delphi (Powertrain Systems), chocolatier Ferrero, RTL Group, the leading European radio and TV broadcaster, Internet voice and video call provider Skype and Cargolux, Europe's biggest all-cargo airline, to name but a few.

• R&D

- Recent legislative initiatives were designed to create an optimal, specialised legal framework for the management of intellectual property and the development of research and development activities.
- In this field, the automotive sector is a prime example of how major research-driven world companies can use the Grand-Duchy as a base in Europe. In this respect, global leaders such as Tarkett, IEE, Delphi Automotive, to name but a few, have chosen Luxembourg as their base for their manufacturing and R&D activities.

• Further Questions?

For any further information on the Luxembourg financial centre, please contact Luxembourg for Finance, the Agency for the Development of the Financial Centre at

E-mail: lff@lff.lu

Website: www.luxembourgforfinance.lu

For any enquiries relating to the Luxembourg economy, please contact Luxembourg for Business at

E-mail: info@luxembourgforbusiness.lu

Website: www.luxembourgforbusiness.lu

Malta

CAPITAL Valletta

POPULATION 0.4 million

COUNTRY SIZE 316 km²

GDP PER CAPITA €16,400 [2012]

OFFICIAL LANGUAGES

Maltese, English



Malta at a Glance

- Malta is a well-connected investment location boasting an advanced communications setup and a business environment which gives every incentive for companies to invest, grow, innovate and compete in a global marketplace.
- Boasting a highly productive English speaking workforce, a European time zone, a Mediterranean lifestyle, a competitive incentives package, as well as frequent air and sea connections, Malta is a sure choice for foreign direct investment and international trade.
- Malta's status as an EU Member State, together with the adoption of the Euro on January 1st 2008, further enhances the country's attractiveness as a centre for international business in the Euro-Mediterranean region.

Why Invest in Malta?

- **Strategic Location:** Malta is very strategically located at the heart of the Mediterranean with very close ties to mainland Europe, North Africa and the Middle East. The island is considered the best choice for investment in knowledge based sectors and high end manufacturing. Malta is also considered an ideal logistical hub due to its excellent port infrastructure. This, together with EU membership, make the country a perfect gateway to the Euro-Mediterranean region and further.
 - **Nimble Economy:** Progress and flexibility are key factors in the success of Malta's ability to react quickly to international trends and the global market place. The pro-business government continually seeks to strengthen Malta's attractiveness as an open market economy.
 - **Language Fluency:** The country's national language is Maltese but both the latter and English are official languages in Malta. This certainly adds to the destination's appeal for visitors, traders and investors. Practically all Maltese are bilingual and many are also conversant in Italian.
 - **Workforce:** The success of a business is not achieved by financing or technology but is ultimately determined by people power. The labour force in Malta is a very productive one, highly educated and extremely flexible with an excellent work ethic. People are Malta's greatest
- natural resource and the country has good availability of professional, managerial and technical staff as well as a ready supply of top graduates, most of whom are technology-experienced.
- **International Finance Centre:** Malta is now an internationally recognised financial services hub. The reputation of the Maltese financial services sector improved considerably due to the resilience and stability it showed during the financial crisis.
 - **Excellent ICT infrastructure:** Malta's fully liberalised and developed ICT infrastructure has certainly contributed to the island fast becoming a regional centre of excellence in ICT and financial services.
 - **Low Corporation Tax:** A long-standing, full imputation tax system has existed in Malta since 1948. The rate for corporate taxation in Malta stands at 35%; however upon distribution of dividends, shareholders may qualify for a refund generally equivalent to 6/7th of the tax paid, thus resulting in a paid tax rate of 5%.
 - **Safe and Pleasant Lifestyle:** However, the biggest selling point of the island nation is undoubtedly the lifestyle that investors and their families enjoy in the country.
 - **Further Questions?**
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Netherlands

CAPITAL Amsterdam

POPULATION 16.8 million

COUNTRY SIZE 33,800 km²

GDP PER CAPITA €35,800 (2012)

OFFICIAL LANGUAGE Dutch



Netherlands at a Glance

- The Netherlands plays a prominent role in the world economy because of its exports, imports, attracting foreign investors, and its investment overseas.
- The Netherlands has traditionally always had an open economy and the level of trade with other countries is very significant.
- As the sixth-largest exporter of goods in the world, the Netherlands occupies a prominent position when it comes to world trade.
- Dutch businesses are truly international in their orientation. Dutch-based multinationals, such as AkzoNobel, Heineken, KPN, ING, Philips, Unilever and Shell have made substantial foreign investment in the past.

Why Invest in Netherlands?

- The Netherlands, long Europe's trading crossroads, is an obvious choice to locate a pan-European operation - whether it's a European headquarters, a shared services centre, a customer care centre, a distribution and logistics operation, or an R&D facility.
- The country's pro-business environment creates a gateway to Europe that helps international companies succeed throughout the continent. An international outlook and openness to foreign investment is firmly ingrained in the Dutch culture, and this has yielded a wealth of world-class business partners who know how to deal with global business challenges in today's economy.
- **Labour Market:** The Dutch labour market is reputed for its highly trained employees, flexibility, industrial stability and sound social security.
- **Infrastructure:** The Port of Rotterdam is Europe's largest and most important seaport, while Schiphol Airport is ranked as Europe's best airport for both cargo and passenger transport. The Netherlands is also classified as one of the most 'wired' countries in the world; a dynamic force in electronic commerce, communications and outsourcing.
- **Well Educated and Skilled People:** The Netherlands features one of the

most highly educated, flexible and motivated workforces in Europe. Dutch professionals are also among the most multilingual in the world, enabling them to successfully operate in companies across any industry, serving customers throughout the continent.

• Investment Incentives

- Innovation Box: effective tax rate of 5%
- Tax incentive for R&D (WBSO): 35%/14% wage tax reduction
- R&D tax deduction facility (RDA): general tax facility to reduce R&D costs

• Further Questions?

NFIA Guangzhou (for companies in Hong Kong and Macao)

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Poland

CAPITAL Warsaw

POPULATION 38.5 million

COUNTRY SIZE 312,679 km²

GDP PER CAPITA €9,900 (2012)

OFFICIAL LANGUAGE Polish

Poland at a Glance

- Poland is the 6th largest state of the EU in terms of area, population and economy with 25 years of continuous, stable economic growth.
- Poland's western border is with Germany; the south-western border's with the Czech Republic and to the south it's Slovakia, to the North is a coastline of 520 km on the Baltic Sea.
- Poland is a very interesting place for foreign investors. The country's main advantages are: large number of inhabitants (almost 40 million), diversified economy in terms of sectors, ambitious employees and easy access to markets of Eastern and Western Europe.

Why Invest in Poland ?

• Poland is a perfect place for investment and business expansion

- Poland's 38 million customers market is one of the biggest in Europe. Favourably located in the heart of the Europe, Poland is an attractive gateway to both the Eastern and Western Europe, which serves a population of over 500 million.

- According to E&Y European Attractiveness Survey, Poland is one of the top potential investment destinations for FDI projects in Europe (in 2010 No.1)

• 14 Special Economic Zones (SEZ) offer particularly beneficial conditions like tax exemptions, employment incentives, well prepared investment plots.

• High Qualifications of Employees

- Skills based on a solid education plus relatively low cost of employment (€7,1/h – Eurostat 2012)

- The quality of Polish scientific and technical thought is confirmed by the fact that the largest global corporations tend to locate their R&D centres (so far over 40)

- Most of them work in the IT, Automotive, BPO, Aviation, Chemical, Electronic, Metal and Machine Industry and in Nanotechnology

• Infrastructure in Poland is well developed, also thanks to European Funds

• Investment Incentives include financial assistance

- Grants and tax incentives: corporate income tax exemption available in SEZ

- Local tax exemption

• Further Questions?

The Polish Information and Foreign Investment Agency (PAIIZ) provides help through all the essential administrative and legal procedures.

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Portugal

CAPITAL Lisbon
POPULATION 10.5 million
COUNTRY SIZE 92,072 km²
GDP PER CAPITA €15,600 (2012)
OFFICIAL LANGUAGE
 Portuguese



Portugal at a Glance

- Portugal is geographically situated on the west coast of Europe, with the Atlantic Ocean on the west and south, thus placing it in a strategic position within the triangle Africa, Europe and the Americas.
- Economic recovery is now on track in Portugal. The country is under an economic adjustment programme, subsequent to the bail-out in 2011, and has been committed to restore public finances and improve competitiveness. The terms and conditions of the financial assistance have been implemented successfully and the assistance programme is due to end in May 2014.
- Portugal has operated a steady and strong return to the international financial markets, placing itself as an attractive option for foreign investors to diversify their investment portfolio.

Why Invest in Portugal?

- **Qualified, Motivated, Flexible and Innovation-oriented Workforce:** Students enrolled in tertiary education have been increasing overtime and engineering and science areas already represent 43%. English, French and Spanish are the most known languages and half million foreigners live there, which means a wide native language pool.
- **Strategic Location and Access to Markets:** The country has a privileged access to the Portuguese speaking countries like Brazil (one of the BRIC countries), Angola (one of the fastest growing economies), Mozambique, Cape Verde, Sao Tomé and Príncipe, Guinea-Bissau and East Timor, all with whom Portugal has important economic and cultural ties and which represent a 250 million consumers market.
- **Excellent Infrastructures:** Portugal has an impressive network from modern highways to deep sea ports and international airports. The country has a very reliable telecommunications network, fully digitalized.
- **Costs:** According to Cushman & Wakefield, Lisbon is the 8th least expensive location for industrial spaces within 53 worldwide cities. Regarding the office market, Lisbon is the 16th least expensive city in a total of 68 worldwide cities. Unit labour costs in Portugal decreased by 4.6% in the whole economy from 2011 to 2012.
- **Ease of Doing Business:** 90% of Portuguese public services are online and the country is considered as a

case study in e-Government by the United Nations. Average time to set up a business in Portugal is less than 1 hour.

- **Government Incentives and Tax Benefits**
 - Fiscal Incentives for Companies: Tax credit on corporate income tax up to 20% of relevant investment (also R&D), exemption or reduction of municipality tax (IMI), exemption or reduction of property acquisition tax (IMT), exemption of stamp tax duty. Qualified Expatriates can apply for a flat income tax rate (20%)
 - Job Creation Incentives: There are several programmes that can be used cumulatively, allowing companies to benefit from a total cost saving of up to 38.5% of the cost of the jobs created.
- **The Golden Residence Permit programme:** Fast track for foreign investors from non-EU countries to obtain a full valid resident permit in Portugal. The program states that a non-EU investor can qualify for such visa as long as it has acquired a property in the amount of or greater than €500,000; transfer of funds above €1,000,000 or more; and creates ten jobs in Portugal. The visas will be valid for a period of one year, renewable, as long as the investor proves that the property, the financial funds or the jobs are still in place.
- **Further Questions?**
AICEP Portugal Global - Trade & Investment Agency
 (www.portugalglobal.pt) is a governmental investment promotion agency, responsible for welcoming all foreign investment projects in Portugal.

Romania

CAPITAL Bucharest
POPULATION 20 million
COUNTRY SIZE 238,391 km²
GDP PER CAPITA €6,500 (2012)
OFFICIAL LANGUAGE
 Romanian



Romania at a Glance

- Romania is a country located at the crossroads of Southern and Central Europe, on the Lower Danube, north of the Balkan Peninsula and the western side of the Black Sea.
- Romania is one of the most active economies of Eastern Europe with a GDP growth of 3.5% in 2013.
- Romania's trade in 2013 reached 104.8 billion euros, a record volume of Romanian foreign trade, an increase of 5.1% since 2012.
- Foreign direct investment reached in 2013, a level of €2.7 billion by 26.8% over the level recorded in 2012, becoming the highest value recorded in the last four years.

Why Invest in Romania?

• Great Market Potential: Reaching Out Widely Broadens Your Opportunity

- Largest market in South Eastern Europe (SEE), 2nd largest market in Central and Eastern Europe (CEE)
- Market gateway to EU - the biggest market worldwide
- One of the biggest domestic markets in EU (9th in terms of size and 7th by population)
- Biggest GDP in South Eastern Europe
- Access to the Black Sea region, one of the fastest growing areas outside Asia (300 million consumers)

• Strategic Location that gives the Perspective

- At the crossroads of three major markets: EU, Commonwealth of Independent States (CIS) and Middle East
- Crossed by 3 important pan-European transportation corridors: No.4 (links Europe from West to East), No.9 (from North to South), and No.7 (inland water transportation on the Danube river)
- Extensive maritime and river navigation facilities, gateway to EU business and beyond with over 200 kilometres of the Black Sea shore and largest and deepest port at the Black Sea - Constanta Port

• Delivering Performance for World Class Business

- 1st in SEE in attracting FDI, including Greenfield investment projects

- 1st oil and gas producer in CEE and SEE
- 1st in EU28 by internet connection speed and the 2nd worldwide
- 1st in EU28 and 6th in the world by the number of certified IT specialists
- 2nd in EU28 by total investment share in GDP (23.2%)
- 3rd highest geothermal potential in Europe, 10th most attractive country worldwide in wind energy investment
- 3rd shipyard exporter in EU28
- 4th largest vehicle manufacturer in CEE - automotive hub in the region
- One of the most important software producers in CEE and top IT outsourcing service provider worldwide
- Highly skilled workforce at competitive prices - second lowest in EU
- Competitive taxation (16% flat tax) and incentives for investment
- Largest Renault R&D centre outside France; top CEE in terms of R&D investment in pharmaceutical field
- Fostering top international players: Renault, Ford, Continental, Pirelli, Michelin, Bosch, Siemens, Oracle, IBM, Ericsson, Microsoft, OMV, Saint Gobain, Lafarge, Procter & Gamble

• Further Questions?

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 Bucuresti, Romania
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Slovakia

CAPITAL Bratislava
POPULATION 5.4 million
COUNTRY SIZE 48,845 km²
GDP PER CAPITA €13,200 [2012]
OFFICIAL LANGUAGE Slovak



Slovakia at a Glance

- Slovakia became an independent state in January 1993 after Czechoslovakia split into its two constituent parts. The country is in the heart of central Europe, linked to its neighbours by the River Danube.
- The Slovak Republic consists of 8 self-governing regions, their governing being in principle independent from the central government, and 79 districts. The most populated regions are Košice and Prešov, the population density being the highest in Bratislava self-governing region (294 people/km²).
- In general, the western regions (Bratislava and Trnava self-governing regions) are the most developed ones.

Why Invest in Slovakia?

- Slovakia is an ideal investment destination because of its political economic stability strengthened by the common European currency Euro, competitive taxation system tax, and availability of a highly skilled and educated workforce offering the highest labour productivity in the Central and Eastern Europe (CEE) region with favourable labour costs, and the eighth lowest debt of GDP level in the EU27.
- Steadily growing infrastructure, large selection of industrial land and offices available for purchase or lease, harmonised investment incentives and high innovation potential for R&D projects are further assets of the country.
- The country has a favourable location in the heart of the Europe, between East and West, and between Poland, Hungary, Austria and the Czech Republic, with great export potential.
- The country enjoys positive ratings from international rating companies and gained the best position among the CEE countries in World Bank's Doing Business Report 2008 - 2013.
- Currently the best investment opportunities are observed in sectors of R&D, Design & Innovation, Technology centres, ICT & SW development, BPO - Regional headquarters, High-tech sectors and Tourism centres. Additional opportunities can be found in the traditionally strong sectors with a growth potential in Slovakia: Machinery & Precision engineering, Automotive, Metallurgy & Metal processing, Electronics and Chemistry & Pharmacy.
- The attraction of Slovak investment environment is proved by a constantly rising number of foreign investors and volume of foreign direct investment in the country.
- The Slovak labour force is widely perceived by foreign investors as educated, motivated, adaptable to culturally different management styles with great multilingual competencies and very positive attitude to work habits. According to OECD Slovakia is one of the TOP 10 hardworking countries along with countries like the United States or Japan.
- Slovakia is the Central and Eastern Europe leader in labour productivity and investment freedom. The investment climate and unique advantages of Slovakia have been shaping the country from a potent precision component manufacturing, metallurgical and automotive assembly hub to a knowledge based economy. Slovakia with its well-diversified and developed base is solidly positioned to retain and expand its foreign investor base.
- **Further Questions?**
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Slovenia

CAPITAL Ljubljana

POPULATION 2.1 million

COUNTRY SIZE 20,273 km²

GDP PER CAPITA €17,200 (2012)

OFFICIAL LANGUAGE Slovenian



Slovenia at a Glance

- Slovenes are renowned as a diligent, hard-working nation, part of the reason that Slovenia is the wealthiest of the new EU member states.
- Services are the largest sector of the economy, accounting for 64% of total GDP in 2008. Tourism is an increasingly important service sector. Manufacturing accounts for approximately 26% of total GDP. The most important sectors of the manufacturing industry include steel and metals, the car industry, white goods, wood and textiles, pharmaceuticals and chemicals, and machinery.
- Slovenes are also very thorough in learning foreign languages to make themselves understood. The majority of people can speak good English, while most have a good grasp of German.

Why Invest in Slovenia?

- **Quality Workforce:** Slovenia's highly educated workforce is a greatly valued asset - 104,000 students enrolled in undergraduate courses; 79,830 students enrolled in secondary and 161,000 in primary schools. The level of formal education attained by young people and adults remains an important factor for employability and reducing unemployment.
- **Quality Link to Regional Markets:** Investors wishing to build a customer network in Europe's east and southeast by leveraging Slovenia as a gateway to the regional markets can benefit from expanding their business through Slovenia with its supportive environment with pro-business infrastructure and technically-savvy workforce. Ideally situated to serve Europe's west and east, north and south, Slovenia does not only have excellent communication and transport infrastructure, high-quality services and the functioning public administration and the financial system, but has people with long business and personal links in the Western Balkans.
- **Quality Infrastructure:** Slovenia boasts infrastructure for inland transport of goods, modern port infrastructure, reliable electricity and gas supply and dependable internet connections. Slovenia's transport system consists of over 39,000 km of road network, of which motorways add up to nearly

700 km. The total length of railway tracks is 1,209 km. The development of the transport infrastructure and multimodal transportation calls for the modernisation of the existing infrastructure and the construction of new sections. Both passenger and cargo traffic handled by three international airports is on the rise year-on-year. Adria Airways, the national flag air carrier, has been carrying passengers and cargo for nearly half a century. Its network links Ljubljana with all important destinations in Europe and its connections with all the capitals in the region are excellent.

- **Quality of Life:** Slovenia boasts natural diversity of the landscape and facilities to meet different lifestyles and to cater for those enjoying the thrills of energetic pursuits and those preferring thermal spas, wellness treatments or simply relaxing on a day off or on holiday. According to OECD Better Life Index 2012, safety, work-life balance, community and health are the most cherished qualities and people living in Slovenia are determined to keep it that way. Colourful, vibrant and authentic Ljubljana is Slovenia's administrative, business, education and cultural centre.

• Further Questions?

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Spain

CAPITAL Madrid

POPULATION 46.7 million

COUNTRY SIZE 504,782 km²

GDP PER CAPITA €22,300 (2012)

OFFICIAL LANGUAGES

Castilian-Spanish and
other Regional
languages



Spain at a Glance

- **Government:** Spain is a Parliamentary Monarchy (section 1.3 Spanish Constitution). The members of Parliament are elected for four years. The People's Party won the elections in November 2011.
- **Economy, Trade, FDI:** Spain is the 13th Global Economy and 5th in Europe (in terms of GDP), the 8th largest exporter of commercial services worldwide, 4th in the EU and the 20th largest country in merchandise exports. Spain has the 12th largest accumulated inward FDI stock and is the 11th largest investor in the world. There are more than 12,800 foreign companies operating in Spain and 70 of the 100 largest companies in the Forbes index are based in and do business in Spain.
- **Main Economic Centres (Top 5):** Catalonia, Madrid, Andalusia, Valencia and the Basque Country

Why Invest in Spain?

- **Tax Regime:** Approximately five points lower than in EU27 countries. The holdings tax regime (ETVE) is an opportunity for investors to channel their investments (in Latin America and elsewhere) through a holding company in Spain, benefiting from Treaties to Avoid Double Taxation and Investment Protection Agreements Network. Spain has a favourable tax rate on corporate income (30%/25% for SMEs), below OECD average, reinforced with an attractive allowance and deduction system in corporate tax (19.4% effective rate). In addition, there is a fixed personal tax rate of 24.75% for foreigners (up to 600,000 €).
- **Labour Market:** Different regulations to make labour market more flexible, such as part-time jobs & lower social security rate for employees with temporary contracts. There has been a reduction in Unit Labour Costs and a sharp increase in labour productivity.
- **Infrastructure:** 47 airports and 46 ports with access to the Atlantic and Mediterranean. 1st European country and 3rd in the world in kilometres of high-speed rail. The European country with the highest number of kilometres of highways. 81 technology parks with more than 6,000 companies.
- **Education:** Three top business schools in the world (IE, IESE and ESADE). IE holds the No. 1 position in the 2013 Financial Times ranking of European business schools. Spain ranks 4th in Europe in number of people with a scientific/technical tertiary education.
- **Key Economic Sectors:** Aerospace, Automotive, Biotechnology, Pharmacy and Life Sciences, Environmental, Renewable Energy and ICT.
- **Investment Incentives and Opportunities:** Spain has eligible regions for the European Regional Development Fund. Less developed regions: Extremadura. Transition regions: Castile-La Mancha, Andalusia, Murcia, Melilla and the Canary islands. The ICO (Official Credit Institute) also provides funding for companies and entrepreneurs who make productive investments in national territory.
- **Favourable Fiscal System for Foreign Investors and R&D activities:** Equal treatment for investors, regardless of their nationality. 2nd most favourable fiscal incentives for R&D in OECD. Besides, the Golden Visa Scheme enables investors to obtain a Resident Visa if they meet one of the following criteria:
 - Invest 500,000€ or more in real estate.
 - Invest 1 million €, or more, in shares of a Spanish company or deposit 1 million €, or more, in a Spanish Financial Institution.
 - Invest 2 million €, or more, in Spanish public debt.
 Residence permit lasts 2 years and can be renewed as long as the investment is held.
- **Information about HK investments in the country:** Hutchison Whampoa Ltd operates a Barcelona's Port terminal, Jardines Group opened Mandarin Oriental in Barcelona and Marionnaud has 115 shops all over the country.
- **Contact:**

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Sweden

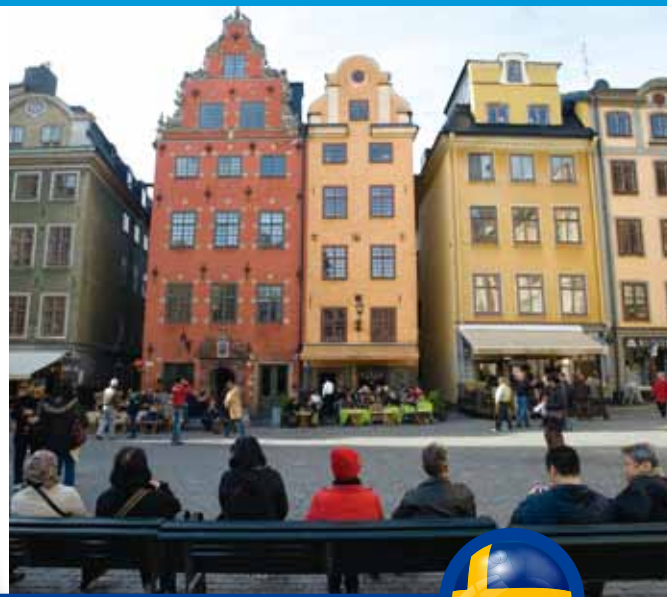
CAPITAL Stockholm

POPULATION 9.6 million

COUNTRY SIZE 450,000 km²

GDP PER CAPITA €42,800 [2012]

OFFICIAL LANGUAGE Swedish



Sweden at a Glance

- Sweden is located in Northern Europe and is the largest market in the Nordic region made up of nearly 25 million people. Sweden has the largest population of the region. The Nordic countries constitute the 12th largest economy in the world.
- Research and Development is a strong priority and is home to a number of internationally recognized research facilities and universities distributed across the country.
- Swedish regions offer many different investment opportunities.

Why Invest in Sweden?

- There are few countries that can match Sweden's potential to benefit from the intensifying, technology-driven global competition. Sweden already hosts one of the most internationally integrated economies in the world.
- The nation's competitiveness is manifested by large flows of trade and foreign investment. Sweden offers access to new products and technologies, skills and innovations, as well as an attractive location and gateway to Northern Europe/the Baltic Sea region.
- Low levels of corporate tax, the absence of withholding tax on dividends and a favourable holding company regime combine to make Sweden particularly attractive for doing business.
- The Swedish growth rate is in the EU's upper range, trade is at record levels and there is an international confidence in the Swedish economy.
- Whether you are a foreign investor planning to establish or expand business operations in Sweden, a consultant, a researcher or a journalist requiring information on business and investment opportunities in Sweden, the Invest in Sweden Agency, Business Sweden, is ready to provide you with professional assistance, free of charge.

• Business Sweden provides

- Comprehensive information on business opportunities in Sweden, key business sectors and the Swedish economy.
- Tailor-made information and practical advice on how to proceed when setting up a business in Sweden.
- Introductions to relevant contacts among Swedish authorities, utility providers and professional service companies such as lawyers, accountants, relocation specialists and recruitment specialists.
- Assistance in finding and arranging visiting programmes to the most suitable locations in Sweden.
- Support in finding companies for possible joint ventures or other forms of cooperation

• Further questions?

Business Sweden in Hong Kong

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United Kingdom

CAPITAL London

POPULATION 63.9 million

COUNTRY SIZE 243,610 km²

GDP PER CAPITA €30,300 [2012]

OFFICIAL LANGUAGE English



United Kingdom at a Glance

- With a population of over 63 million people, the UK is a major market in its own right and offers an ideal gateway to the EU and to the rest of the world. It is the sixth largest economy in the world, a world leading business location and financial centre and consistently attracts more foreign investments than any other country in Europe.
- World leading centres of excellence across the UK from London's Tech City, Cambridge's advanced technology hubs, Edinburgh's financial services cluster and Manchester's graphene inventing University.
- Over a third of all Fortune 500 firms have their European HQ in London alone.

Why Invest in United Kingdom?

- **Ease of Doing Business:** The UK is the easiest major market in Europe to establish and operate a business, according to the World Bank. With programmes such as a fast track visa schemes for Global Entrepreneurs, it's no surprise that the OECD regards the UK as having the fewest barriers to entrepreneurs anywhere in the world.
- **Supportive Business Environment** with political and economic stability, an open and transparent legal system and one of the largest financial services sector in Europe.
- **An Internationally Competitive Tax Environment:** The UK Government is committed to creating the most competitive tax regime in the G20. This means that tax rates are as simple, competitive and transparent as possible. The corporation tax rate is 21%, the lowest in the G7, and will reduce further to 20% by 2015, the joint lowest in the G20.
- **Europe's Strongest Research & Development Environment:** The UK has the strongest R&D environment in Europe, with four of the world's top ten universities and a range of attractive tax incentives including the new 'Patent Box'.
- **A World-Class Skills Base:** The skill, commitment and flexibility of the country's workforce are recognised as proven commercial assets and

enable businesses to expand when the time is right.

- **Great Connectivity:** The UK is the ideal gateway to access over 500 million consumers across the EU with great infrastructure to transport you across the country and the world including more than 70 airports and 40 major ports.
- **A GREAT Place to Live and Work** where relocating international executives and their families enjoy a superb quality of life. The UK is one of the most cosmopolitan countries in the world with an internationally renowned health service and education system and a sporting and cultural heritage that is second to none.

• Further Questions?

UK Trade & Investment is the Government Department that helps overseas companies bring their high-quality investment to the UK, by offering expertise and contacts through its extensive network of specialists in the UK and in British embassies and other diplomatic offices around the world. For more information please contact:

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