

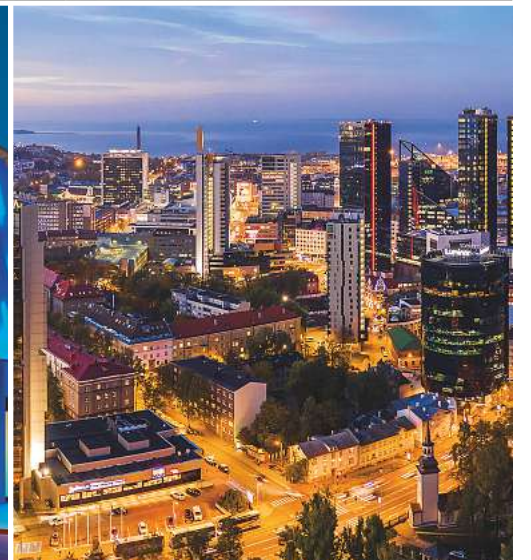
LIFE IN ESTONIA

SUNDAY, SEPTEMBER 12, 2021
A GULF NEWS SPONSORED SUPPLEMENT

A nation of tomorrow

Where clean and untouched nature co-exists with the world's most digitally advanced society

Discover
the country's
plans for
**Expo
2020**



ESTONIA IS PROUD TO SHARE ITS DIGITAL SUSTAINABILITY SUCCESS WITH THE WORLD

Kaja Kallas, Prime Minister of Estonia, welcomes the opportunity for Estonia to share the success of its digital transformation with global stakeholders at Expo 2020 Dubai

Diplomatic relations between Estonia and the UAE were established just 15 years ago, but today we can state with certainty that this relationship has developed into a prosperous friendship to the benefit of both countries. The UAE and Dubai in particular have become the go-to business destination for Estonian companies looking to expand their operations beyond the traditional realm of Europe. And Estonia is becoming increasingly popular among the entrepreneurs of Dubai, offering the perfect balance between the edgiest technology and the greenest nature, two of the keywords for this year's Expo 2020 in Dubai.

The global pandemic delayed the launch of the Expo 2020 global meeting place by a full year, but thankfully it has given both the participants and the organisers some well-deserved extra time for putting the final touches on what will prove to be the greatest show on earth. I would like to recognise the authorities of Dubai and the UAE for their patience and perseverance in ensuring the event takes place as planned.

We need a global forum for exchanging ideas and solutions for tackling the challenges we all face as a community on this planet, ranging from climate change to mitigating the impact of the Covid pandemic.

Estonia's excellent track record in achieving greatness through digital innovation allows us to proudly export our knowledge and expertise to other countries as well. The e-governance solutions developed in Estonia can be crucial for meeting the sustainability objectives we have set for public sector organisations worldwide and the success of our digital economy fuels both the green and digital transition goals. These aims would be unreachable without great education, which Estonia



“
This year's Expo will see the largest turnout of Estonian business delegates ever

prides itself in. We have already established our embassy and business representation in the UAE. This year's Expo gathering will see the largest turnout of Estonian business delegates ever, which will help us forge even stronger ties between our countries and our businesses. I am confident that the long-term impact of our prosperous relationship will be increased further beyond the events of the Expo and I would like to invite you all to visit Estonia and to find out more about what we have to offer to the world and to the UAE in particular.

Wishing you a successful Expo!

Kaja Kallas
Prime Minister of the
Republic of Estonia



Jaan Reinhold, Ambassador of the
Republic of Estonia to the UAE

Emirates to seek opportunities for co-operation and networking between our businesses, academic and cultural circles. I am pleased to have visited almost all the Emirates and to have established the road map to develop further cooperation.

What key services have the Embassy of Estonia been providing to UAE nationals and the expat community in the last 18 months?

The pandemic has critically influenced the embassy's activities over the past 18 months. At the beginning of the crisis, we helped our citizens return home. Recently, however, the Estonian community in the UAE has grown and we are engaged in providing the necessary services to citizens. I am pleased to note that the Estonian e-residency programme is also gaining more and more popularity among UAE residents and there is an increased number of those who, as e-residents, have wanted to open their businesses in Estonia and thus in the European Union. We definitely want to promote educational and research cooperation between our countries, and expect UAE citizens to acquire education in Estonian universities.

What message to you have for the UAE Nationals and UAE residents?

I would like to congratulate the leadership of the UAE and all of its people on the country's forthcoming 50th anniversary. The UAE's achievements during this period have been significant, not only in developing the economy and building up a stable multinational society, but also in creating global initiatives to insure peace and stability in the region and worldwide. The UAE's membership of the UN Security Council in 2022-2023 is an example of the UAE's ambition to play a greater role on an international scale. Estonia, which will end its membership in the Security Council in December, wishes the UAE partners all the success. We hope that initiatives by Estonia during its membership of the Security Council will be supported and continued by the UAE to stand against challenges we are faced with.

Estonia is paying great attention to the developments in the UAE and I am proud that the contacts between our peoples in recent years have brought us closer to each other, built trust and brought good friends.

This has laid a good foundation for the development of relations between our two countries.

DEVELOPING ESTONIA'S SPECIAL RELATIONSHIP WITH THE UAE

Jaan Reinhold, Ambassador of the Republic of Estonia to the UAE, says that a number of initiatives are taking place to further improve close ties

How would you describe the special relationship between Estonia and the UAE, how has this developed in 2021 and what you look forward to achieving during your tenure?

There have been trusting relations established between the Republic of Estonia and the United Arab Emirates. As the embassy opened in 2019, we set the goal that during the remaining year leading up to the Dubai Expo, we would create important direct working contacts at political level and also between business organisations and companies. The pandemic has caused alterations to our plans, but it can be said that we have used this time very efficiently and through virtual solutions, the cooperation has become

even closer than predicted. One can only hope that during the Dubai Expo we can continue with the same momentum and that the meetings held through computer screens will be replaced by the traditional ones in majilises and B2B meeting rooms.

Some steps toward normality have already been taken. In May, we organised an Estonian digital mission to the UAE, where meetings and workshops took place at the level of officials and entrepreneurs in Abu Dhabi, Dubai and Ras Al Khaimah. This has been followed by active follow-up activities, which will certainly continue during the Expo.

As an ambassador, I have set myself the goal of visiting each of the seven



I would like to congratulate the leadership of the UAE and all of its people on the country's 50th anniversary

NEW NORDIC SILICON VALLEY

The nation has developed into a hub for entrepreneurship



POTENTIAL IN THE MENA REGION

“The Middle East and North Africa region is home to 600 million people, which means a great potential for us to grow our customer base and gain a larger market share, while looking to provide the opportunity for people in the region to experience the joys of alternative financial products which we have seen take off so successfully in Europe over the last years,” says **Sergei Bogatenkov, CEO of Estonian Fintech company Admirals**. “Our expansion plans are supported by the rapid development of the IT sector there.”

Another Fintech company present at the Expo 2020, **Pay RND** creates financial instruments that make every kind of business as efficient, innovative, and powerful as possible. They offer different financial instruments for businesses that vary from custom software development to machine learning and blockchain-based digital banking. According to **CEO Ihor Hrabovych** their team believes in the digital future of humanity and Estonia – as one of the most progressive digital societies – is a great inspiration.

Estonia – #1 in Europe with unicorns per capita Estonia is the country with the highest number of unicorns per capita in Europe and one of the leaders in the world. In the last 10 years, the vibrant start-up community in Estonia has raised a total of more than €1.6 billion and seven unicorns have been founded by Estonians and/or in Estonia (Skype, Playtech, Wise, Bolt, Pipedrive, Zego, and ID.me). A further dozen home-grown start-ups are valued at over €100 million each.

According to Index Venture, start-ups are less prone to fail here, and Estonia has been perceived as an extremely attractive place for business thanks to its reasonable business policy and a busy, supportive, and open start-up ecosystem eager to support ambitious individuals and start-ups.

And the Estonian start-up community is as vivid as ever. During 2020, a total of €440.9 million was invested

into Estonian start-ups. There were 76 new investment deals, out of which 32 deals were valued at more than €1 million. By far the largest investments of 2020 were raised by Bolt, who secured 25 million euros. That is followed by Monese’s €55.4 million euros, €41.3 million for the now matured Skel-ton Technologies, Veriff with €14 million, and RangeForce, whose round amounted to €13.6. The year 2020 also saw a record amount of exits from the start-up ecosystem.

Among Estonia’s shooting stars, Pipedrive shone the brightest by reaching unicorn status. Pipedrive was one of just eighteen new one-billion-plus USD tech companies born in Europe last year.

An Estonian-founded unicorn is a company:

- whose goal is to develop and launch an innovative and repeatable business model with great global growth potential;
- that has a valuation of at least a

billion euros confirmed by a major international news outlet.

And meets at least one of the following conditions:

- at least one of whose founders at the time of founding the startup was an Estonian citizen
- the company is or has been headquartered in Estonia
- the company’s R&D operations reside or have resided substantially in Estonia.

Estonian unicorns:

- **Skype.com:** Founded in 2003, unicorn in 2005
- **Playtech.com:** Founded in 1999, unicorn in 2007
- **Wise.com:** Founded in 2010, unicorn in 2015
- **Bolt:** Founded in 2013, unicorn in 2018
- **Pipedrive.com:** Founded in 2010, unicorn in 2020
- **Zego.com:** Founded in 2016, unicorn in 2021
- **ID.me:** Founded in 2010, unicorn in 2021

IN 2020,
€440.9 M
WAS INVESTED
INTO ESTONIAN
START-UPS

ABOUT ESTONIA

Facts and figures about
the Northern European nation

OFFICIAL NAME:

Republic of Estonia

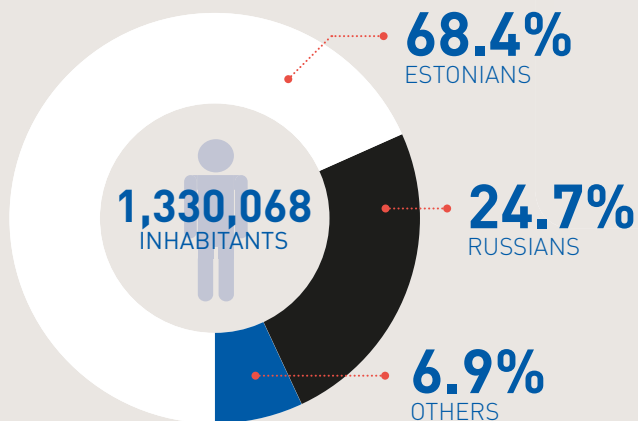
STATE ORDER:

Unitary parliamentary republic

AREA:

45,227 sq kilometres (17,462 sq mi).
The territory of Estonia has been
inhabited since at least 9,000 BC.

POPULATION:



POPULATION DENSITY:

29.22 per km²
(75.7/sq mi).
Over 70% reside in
urban centres

CAPITAL:

Tallinn with 437,619 inhabitants (as of 2020)
Tallinn is located 80 kilometres (50 mi) south of
Helsinki, Finland, 321 kilometres (200 mi) west of
St. Petersburg, Russia, 301 kilometres
(187 mi) north of Riga, Latvia, and 380 kilometres
(240 mi) east of Stockholm, Sweden.

OTHER NOTABLE CITIES:

Tartu (92,972), Narva (54,409), Pärnu (39,605),
Kohtla-Järve (35,395), and Viljandi (17,407).



ISLANDS, LAKES AND RIVERS:

Estonia has **2,355 islands**, about **1,500 lakes** and **200 rivers**. The largest islands are **Saaremaa**, **Hiiumaa** and **Muhu**.



THE LARGEST LAKE:

Lake Peipsi – is shared with Russia.
3555 sq km, out of which 1,529 sq km belong
to Estonia. It is Europe's 5th largest lake.



THE LONGEST RIVERS:

The longest rivers are the **Vohandu River**
(162 km), the **Pärnu River** (144 km) and the
Põltsamaa River (135 km).



THE HIGHEST PEAK:

Suur Munamagi (Great Egg Hill) – 318 m
above sea level.

TIME ZONE:

UTC+02:00 (EET), Summer (DST)
UTC+03:00 (EET)

MEMBER OF

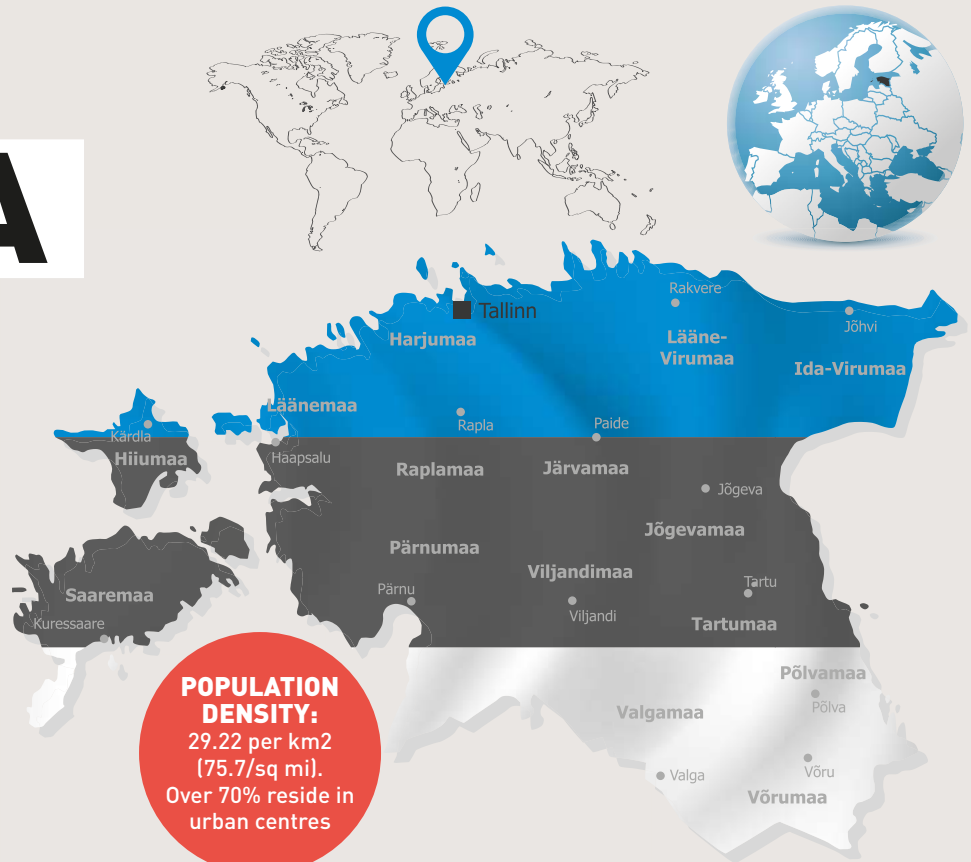
the European Union (2004), NATO (2004), the Schengen Area (2007),
OECD (2010), and Eurozone (2011).

OFFICIAL LANGUAGE:

Estonian, a member of the Finno-Ugric group, is the second-most-spoken Finnic
language and one of the few languages of Europe that is not of an Indo-European
origin. Many Estonians also speak Russian, English, German, Finnish.

ALPHABET:

Latin



MEET TALLINN

THE CAPITAL OF INNOVATION

How the Estonian city developed into a hub for start-ups and creativity



SMART AND GREEN, TARTU ATTRACTS TALENT

Tartu, situated on the banks of the magnificently flowing river Emajõgi, will celebrate the 1,000th anniversary of its birth in eight years' time. It is home to one of the oldest universities in Northern and Eastern Europe, which has played a pivotal role in the development of the city. Before the "Athens of Emajõgi" transforms into the European Capital of Culture in 2024, Tartu will present its smart solutions at Expo 2020 this autumn in Dubai.

T

allinn, a city that never stops innovating, has the beginning of the word hard-coded even at the end of its name: Tallinn – and ovation naturally follows. But besides that, what actually makes Tallinn the capital of innovation?

A CITY WHERE THE FUTURE JOINS THE PRESENT

You may have heard about the success story of Estonia as an 'e-country'. Tallinn, a renowned Baltic capital, is a meeting place of creativity and innovation, dreaming big and making the dreams come true. It has understood the importance of providing start-ups with an environment that is safe and supportive for innovation, in particular, a location for testing ideas and new products or services. The opportunity of developing products in a real life environment is a catalyst to ensure that new services reach the clients as soon as possible.

Think global, test in Tallinn, is the motto. Tallinn is not only open to new ideas, but also encourages everyone to think big and is constantly looking for

solutions to make the urban environment smarter, increasingly sustainable, and more comfortable. A number of competitions directed towards innovation have been initiated with that purpose in mind.

All this has taken the 'innovative concentration' in Tallinn to another level in comparison with most other cities. It is here that you can find self-driving cars and delivery robots, solar-panelled pavements, smart crossings, self-service mini shops or other futuristic products and services. There are good reasons why Tallinn has been globally listed among the '21 Places of the Future.'



Tallinn has been listed as one of the '21 Places of the Future'

TALLINN - UNICORN CAPITAL

Unicorns were originally a mythical single-horned creatures sighted by only a few mythical characters, but the name has become an industry term for privately held start-up companies worth over \$1 billion. Estonia is a good place to sight one of those rarities, as the incidence of unicorns per capita in this country is Europe's highest. Most of them are based in Tallinn or have their origins here.

Even though Tallinn is not among the 50 biggest cities in Europe, it is one of the biggest start-up hubs that is worth keeping an eye on and its developments are being actively followed. Since 2005, a unicorn has been born in Estonia once every two years, which testifies to the rapid development of the start-up sector in the country and support from the national and local governments in creating a favourable business environment. Openness, co-operation and consultation with economic operators offer good potential for speeding up amendments to the legislation and receiving any permits needed for testing. ●



EXPO ESTONIA PAVILION

THE STORY OF E-ESTONIA FOR ALL SENSES

What visitors can expect from the Estonian teams participation in the world's greatest show

By Maris Hellrand

Estonia's pavilion, a bright blue cube, is located near the epicentre of Expo, a few steps away from AI Wasl plaza. Designed by the award-winning KOKO/MOTOR architecture team, the pavilion will make digital Estonia visual and tangible to all visitors. Estonian filmmaker Martti Helde has joined the design team as a creative storyteller.

ENTER E-ESTONIA

The ground floor of the pavilion is open to all visitors – a universe filled with blue light, the focal point being an installation of 400 blue balls hanging from the ceiling at different heights. The balls reflect endlessly on the mirrored walls creating a sensation of infinity, symbolising Estonia's scalable and indefinitely expandable digital services. Digital services bring the government closer to citizens and help them lead an easier life.

On the floor there's a path for the visitor to follow and discover Estonia on the screens on the walls. The AI-trained ExpoBot by Alpha Blues on

a digital screen can answer most questions about Estonia. A chat version of the ExpoBot is also available online in any language of the world.

EXHIBITS IN ACTION

Having completed the discovery path, the visitor reaches the Taste of Estonia Café. KOKO/MOTOR has designed the simple Nordic interior that is part of the exhibition, as partner companies will present their products "in action".

ETS Nord has created the core of the café – a sophisticated air-cleaning technology will eliminate all smells and grease in the kitchen. The furniture has been created by Standard, an experienced company that specialises in hospitality furnishings and is regarded for its high-quality woodwork. The dining space stretches along a natural clay wall by UKU – Pure Earth that incorporates the signature patterns of the Expo design.

The Christmas tree by Adamlights that has been exhibited in Canary Wharf and near Tower Bridge in London will serve as a photo point of the pavilion creating the atmosphere of the Nor-

dic winter. An AI-powered robot bartender called Yanu will be offering a glimpse into the future of busy venues, a contactless bar in action and will also be serving refreshing drinks from Liviko, one of the largest Baltic companies dealing with quality beverages and also producing Estonia's signature liqueur Vana Tallinn.

To escape the bustle of Expo, visitors can relax in Silen's Mind Spa that has come to life in cooperation with Synctuition – a six-minute-long sound experience in a comfortable recliner that will calm the senses. Silen's modular spaces have become popular in modern open offices as a way to boost creativity and productivity. Here the booth fills a recreational function.

The second floor is dedicated to business activities and can be entered by appointment and for special events. The Nortal conference room has space for around 50 people. The business expo hall introduces participating companies on digital displays. Two Silen silent work pods can be used for meetings. As a special treat, guests on the business floor can enjoy the supreme sound quality of Estelon loudspeakers that combine excellent engineering and grand design, and a desing wall coverings by Relief. Tallink – the biggest ferry operator on the Baltic Sea offers a branded lounge for business meetings. The online payment service Pay RND is hosting a smaller meeting lounge.

The classroom of the future created by the leading Estonian furniture manufacturer Standard will demonstrate how classrooms will look in the future. This will be used as a multifunctional workspace to include the Estonian Pavilion's office as well as a venue for workshops and seminars. ●



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The first country
in the world to
vote online

WELCOME TO THE E-ESTONIA PAVILION AT EXPO 2020 DUBAI

Daniel Schaer,
Commissioner
General of the
Estonian Pavilion
at Expo 2020
Dubai, reveals
what visitors can
expect

Every five years, the world meets for six months at a global Expo to share what we have accomplished and how we are shaping the world. In 2021 a landmark Expo will be hosted for the first time by a Middle Eastern country in Dubai, United Arab Emirates.

Despite a postponement due to the COVID crisis, Expo Dubai has more than 190 participant countries and 25 million visitors are expected to visit. Due to the vision of the organisers, the direction of Expo itself has changed and returned to philosophic roots in which innovation, technology and business connections come first.

I am very happy that Estonia is par-



Estonia's pavilion will illustrate how the country became the most digitally advanced nation in the world

combined with a love of nature. All our partners advocate a sustainable lifestyle, the importance of the environment to what we wear and eat. We show every visitor the inescapable tomorrow that Estonia occupies today.

DIGITAL

Estonia has experienced the transformative power of digital development over the last 30 years since restoring its independence in 1991. Estonia has shared the benefits of an e-society and lessons learned with many other countries around the world. Digitalisation has served as an equaliser within the country as well as in international competition as it makes countries more efficient. Expo 2020 Dubai offers a global platform to showcase Estonia's digital story and present the different companies and organisations that have helped build and continue to develop it.

Just as the Estonian digital society was born and continues to evolve in a public/private partnership, Estonia's presence at Expo is driven by a similar approach. In Estonia, tech companies are used to getting things done quickly, implementing digital solutions at home and then exporting the knowledge all over the world. This is on display at Expo

On top of the pavilion displays and events, Estonia is adding a digital layer of activities to the Expo theme weeks on all topics ranging from space to health and water management. There is hardly an aspect of life today that is not touched by digital development.

Throughout the six months we will create opportunities for Estonia and the participating companies to tell their stories outside the pavilion through the Expo theme weeks programme. The Travel & Connectivity week in January 2022 will be the main opportunity to present Estonian digi-

ticipating in the world's greatest show with the largest business delegation ever, giving a boost to our companies and prepared to expand into new markets. Estonia's 40+ companies and organisations will offer world-class digital, smart and sustainable solutions in a bid for new partners around the globe.

At the heart of Estonia's bright, flag-blue pavilion just off the main Al Wasl Plaza, we'll display the story of how we've become the most digitally advanced nation in the world. Estonians live in an environmentally-friendly digital realm, so smart and sustainable are also keywords in the exhibition. Our pavilion portrays how Estonia's digital society is carefully


tal services and e-governance beyond the walls of the pavilion.

SMART

As first in Europe in the OECD PISA test, the same tests have shown that Estonia has been successful in increasing equity in education – here, everyone has the access to high-quality education.

We are an education nation, and our biggest asset is educated people. In our pavilion you get a glimpse of the future – with a classroom of the future and the best of our ed-tech solutions are on display.

The year of the pandemic has accelerated the development of educational tools and concepts even further. The generation of digital natives studying today adapt to the new technologies almost intuitively. The classroom of the future couples practical experiences of using smart technologies in education with the latest teachings methods simultaneously with a fun, and friendly learning environment to ensure that kids learn best.



In our pavilion you get a glimpse of the future – with a classroom of the future and the best of our ed-tech solutions are on display

SUSTAINABLE

Digital services have helped to make Estonia more sustainable by saving time, money, energy and materials. All the digitally signed documents that have not been printed, the car journeys to government offices that have been avoided, have thanks to digital services helped to reduce the environmental footprint of the country. Around 100 Estonian tech companies have signed the Tech Green Pledge, promising to be completely climate neutral by 2030 and to encourage joint action by the ICT sector worldwide to reduce its environmental footprint. Digital technologies have a potential to reduce the CO2 emissions of the world by 20 per cent by 2030. The world's largest civic action Let's Do it World, with roots in Estonia, is also focusing on tackling digital waste and its Digital Clean-up Day actions will last throughout Expo.

Expo Dubai is a real world show and will be remembered as one of the grandest gatherings the world has ever seen – the world's greatest show. And Estonia is present with its blue pavilion, wearing its tricolour blue-black-and-white uniforms stands ready to participate in both the story telling and the business world championships. ●

Daniel Schaer,
Commissioner General of the
Estonian Pavilion at Expo
2020 Dubai



A selfie point at Estonia's Expo 2020 pavilion



WHY INVEST IN AND TRADE WITH ESTONIA

Discover the country's attractions for both start-ups and traditional investors

Estonia combines elements of both the old and new economy; while the success of the technology sector created a blossoming startup scene, the country is also moving up in the value chain in sectors such as forestry and green energy.

With its low red tape, high economic freedom and transparency, the most competitive tax system in OECD and a highly skilled workforce, doing business in Estonia is easy. One of the most important advantages is 0 per cent corporation income tax on retained and reinvested profits. Estonia is ranked first in tax competitiveness in OECD countries for the seventh year in a row! A first-rate tax code is also one that keeps marginal tax rates low.

Just as importantly, taxes can be filed online and 98 per cent of all tax declarations in Estonia are filed electronically, including forms for income tax, social tax, unemployment insurance and contributions to the mandatory pension fund, requests excise duty returns and customs declarations. A company can also be established fully online in just a few hours and from almost anywhere in

the world. Economic freedom and transparency have made e-Estonia one of the most advanced e-societies in the world.

Through continuous experimentation, learning and iteration, Estonia considers the natural next step in the evolution of the e-state will involve moving basic services into a fully digital mode. This means that citizens and companies can be served in efficient, rapid and automated ways, with many basic functions occurring seamlessly in the background.

But nothing happens without people who make the decisions and always want to move forward. Estonia has highly skilled workforce, and 86 per cent



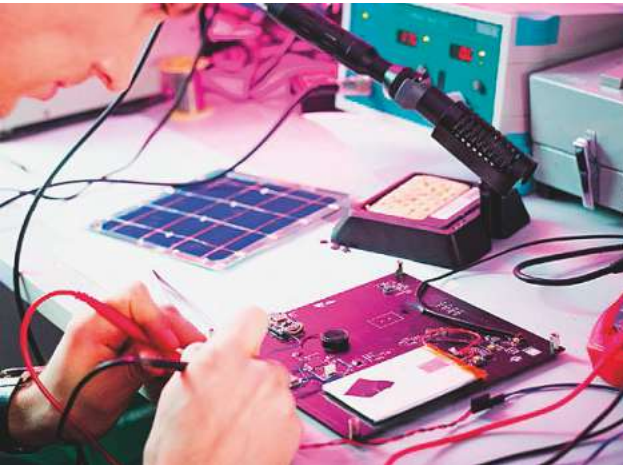
In Estonia, smart infrastructure screens traffic lights onto the pedestrian crossing, so that people who are looking at their smart phones whilst walking can also cross the road safely.

of adults speaking at least one foreign language! Building a company here is made easy with simple and straightforward labour legislation, easy hiring processes and low unionization. IT skills are taught extensively in primary school and our students rank in the top 10 globally in science, mathematics and reading at the secondary school level.

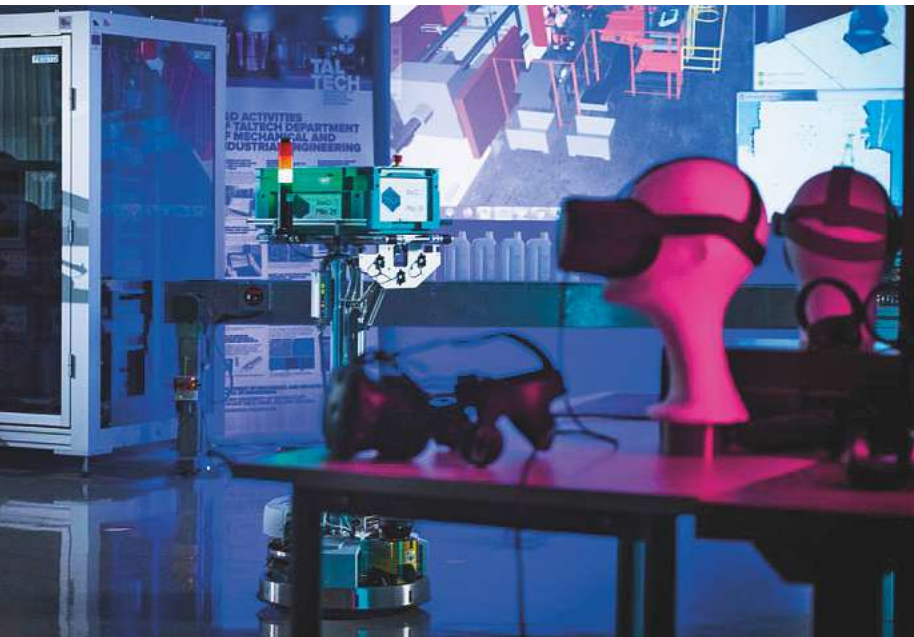
Estonia's solution for maintaining a modern State is X-Road (X-tee), which saves Estonians 844 years of working time every year. The backbone of e-Estonia, X-Road is a software-based programme allowing the nation's various public and private sector e-service information systems to link up and function in harmony. As it is designed with growth in mind, it can be scaled up as new e-services and new platforms come online. It can also be exported and today is used in Finland, Kyrgyzstan, Faroe Islands, Iceland, Japan and other countries.

Doing business and living our daily lives both in the physical and virtual world is normal in Estonia. But it is the result of years of work. Information and communications technology (ICT) has taken centre stage in reshaping the glob-





Below: New solutions are regularly created in student projects and by scientists in the TalTech labs.



al socio-economic order during the past couple of decades. But the spread of ICT technologies in Estonia has been rapid.

ESTONIA'S DIGITAL ECOSYSTEM – CREATING A SEAMLESS SOCIETY

For the public sector, seamlessly connected digital services lead to bigger potential for economic growth and a healthier, better living society. For businesses, smart e-solutions are key to save

money and to build profitable growth. Estonia is championing both.

Estonia is the first country to implement smart parking, to legalise ride sharing and delivery bots, or to offer e-Residency. It's now working on becoming the first country to develop a comprehensive legal framework for artificial intelligence. ●

For more information visit tradewithestonia.com or investinestonia.com

PANDEMIC CALLED FOR DIGITAL SKILLS

The past year clearly demonstrated the significance of the digital skills of businesses and organisations. Fortunately, Estonian government was ready to provide its services in a digital way with only some adaptation needed. "Our experience and our learning points from our digital path are worth sharing because we all see that ICT helps to cope in the crisis," explains Doris Põld, the ICT Cluster Manager.

Doris Põld is especially proud of the fact that during the crisis, public private partnership remained strong. Many new solutions were created as a response to the crisis almost overnight as a result of several hackathons which were held in cooperation of the Estonian private and public sector players or just by enthusiastic IT companies.

"Estonia gained a lot from this, as did several other countries: new solutions, such as registering your sick leave online, were created within 48 hours. Also, at the same time when a lot of major events around the world were cancelled in 2020, it was possible to hold the WRC Rally Estonia thanks to the creation of a data warehouse solution, which shared critical data between different parties during the event and included also checking the participants' virus tests."



A LEADING DESTINATION FOR UNICORNS

Ege Devon explains why Estonia is a European leader at creating an ecosystem for highly successful start-ups

Estonia has more unicorns per capita than any other country in Europe; this success is based on a clear cohesive ecosystem that enables businesses through some of the world's leading digital IT and data management systems and companies. In 2019 to maximise and optimise United Arab Emirates partnerships, Enterprise Estonia set up a trade office in Dubai to facilitate B2B opportunities, sharing information that would create dynamic strategic platforms for growth. We focus on a long-term partnership and sustainable growth strategy, to support that United Arab Emirates and Estonia have started discussions to create a joint business council to enable the partnership.

Enterprise Estonia in collaboration with industry experts offers variety of programs and services to support Estonian and UAE based companies. We connect and enable businesses and investors across multiple commercial sectors through webinars, information and data exchange, for example, for more than four years, we have attended the Gulfood and Idex trade shows with an Estonian stand.

With the financial support of Enterprise Estonia, we enable our companies to access our "Local experts" program that is curated in collaboration with UAE market experts and supports companies in creating a market entry strategy.

Until September 28, we have a public procurement organising trade missions and B2B meetings during the period of 2022-2023 open. For more information, please contact us.

Estonia and the United Arab Emirates share many strategic parallels in terms of historical development, therefore it is the objective of the Enterprise Estonia office to embrace the Dubai Expo 2020 its focus on sustainability, conservation, mobility and opportunities to connecting the two continents, building partnerships that embrace the ambition of both governments.

Ege Devon,

Chief Representative Officer at Enterprise Estonia GCC,
is contactable at ege.devon@eas.ee

estonia

Northern Europe's hub for knowledge and digital business

investinestonia.com
tradewithestonia.com



On September 15, 2021, the Minister of IT and Entrepreneurship, **H.E. Mr Andres Sutt**, is visiting Dubai to open the e-Estonia Pavilion at Expo 2020 Dubai.

To learn more visit:

tradewithestonia.com | investinestonia.com | expo2020.ee