



The European-American Business Organization, Inc.

**SUPPORTING SMEs IN TRANSATLANTIC BUSINESS SINCE 1998**

***Building Business Relationships between  
Lithuania and the United States***

**Overview of Entering the US Market**

**Monday, 27 June 2022**

**405 Lexington Avenue, 37th Floor, The Chrysler Building, New York, NY 10174**

# OUR MISSION AND SERVICES

- Full-service consulting firm specializing in European and U.S. business expansion for SMEs
- A “one-stop shop” for transatlantic business development, our range of consulting services include:
  - Comprehensive Support for **Industry Delegations**
  - **Partner Search** (for supply chain entry, R&D, procurement bids, etc.)
    - Customer **Lead Generation**
  - **Market Research & Competitive Analysis**
    - Media & **Visibility Campaigns**
    - Public & Private **Financing Search**
  - **Procurement & other Government Relations**
    - **Regulatory & Compliance** Support
    - **Legal** and Incorporation Assistance
      - Business **Visas** & Immigration
    - **Tax, Accounting, Translation** Services

***One of only two U.S. members\* of the Enterprise Europe Network USA***

*\*Business Cooperation Center (BCC)*

# OUR TEAM

- International, with knowledge of EU languages, cultures & business customs in national, regional & local markets
  - Decades of experience in international business development
    - Fast, cost-effective support
  - Extensive networks in the USA, EU, UK and Latin America

# NETWORKS

- Enterprise Europe Network: **600** partners in **50** countries
- **US-EU Match Consortium**: partnership with U.S. science and technology organizations
- **American Business Forum on Europe**: developed network of “tri-state” business leaders
  - **U.S. Department of Commerce** Export Assistance and SelectUSA
  - CEO is a member of the annual **US/EU Best Practices Workshop for SMEs** (TEC/USTR)
- Excellent industry, government, academic & research networks throughout most of the 50 U.S. states  
(proprietary databases)
  - California-based EABO high-tech industry specialist

# OUR TYPICAL CLIENTS



Small & Medium-sized Enterprises

Government Trade & Investment Agencies

Incubator & Innovation Centers

Non-profit Groups & Foundations

Art & Academic Institutions

**\*\*Latvian Prime Minister Laimdota Straujuma**



Bwyd a Diod Cymru  
Food & Drink Wales



HAMBURG  
Marketing GmbH



Innovate  
UK



FING  
FEDERATION OF  
INDUSTRIES OF  
NORTHERN GREECE



*Business Support on Your Doorstep*

**Newable**

# The US Markets

## Biggest Markets

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Dallas-Fort Worth
6. San Francisco-Oakland-San Jose
7. Washington, D.C.
8. Houston

## The Northeast Corridor

- Most densely populated metropolis in the USA
- The richest market in the USA
- Engine of economic activity for the United States



# US Market Entry Challenges

- Visibility & Brand Awareness for European SMEs and Countries/Regions
  - Large, Diverse Markets
  - Highly Competitive Markets (lowest price or highest quality)
    - Federal vs. State – regulations, taxes, procurement, etc.
- Regional Differences & Business Cultures (East Coast, West Coast, Great Lakes, Rockies, Sunbelt, Deep South)
  - Political Uncertainty (taxes, infrastructure etc.)
  - Finding Optimal Partners (trust & reciprocity)
- Go-to-Market Strategies – Ethnic Markets, Chicago, PA, CA, MA, NY
  - Marketing & Communication Styles
  - Meeting and Negotiating with U.S. Americans

# LITHUANIA-U.S. TRADE FIGURES (2020)

## JOBS

- U.S. affiliate jobs in Lithuania have grown from **2,200** in 2016 to an estimated **5,122** in 2020

## INVESTMENT

- U.S. FDI in Lithuania was **\$182 m**

## SERVICES

- **\$132 m** in U.S. *exports*, **\$185 m** in U.S. *imports*







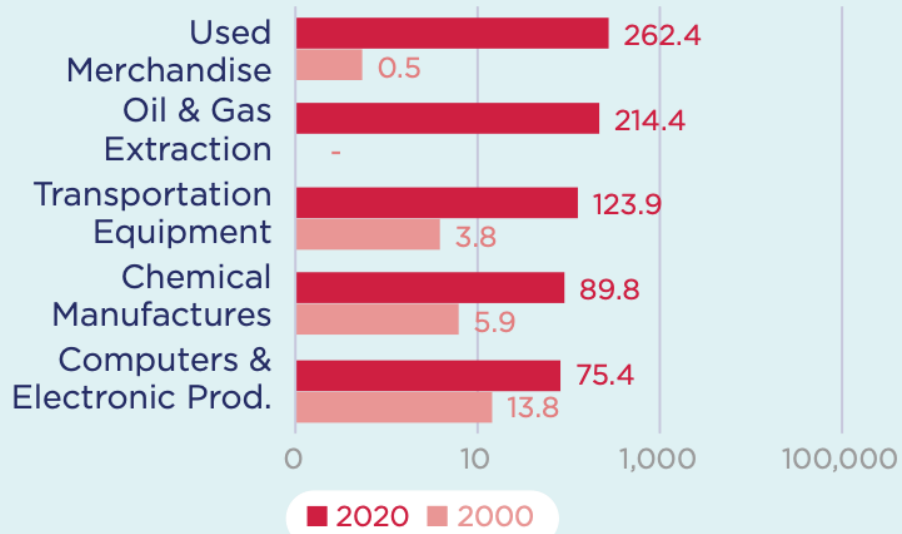


# TRADE FIGURES, CONTINUED

## GOODS

- **\$1.0 bn** in U.S. exports, **\$1.3 bn** in U.S. imports

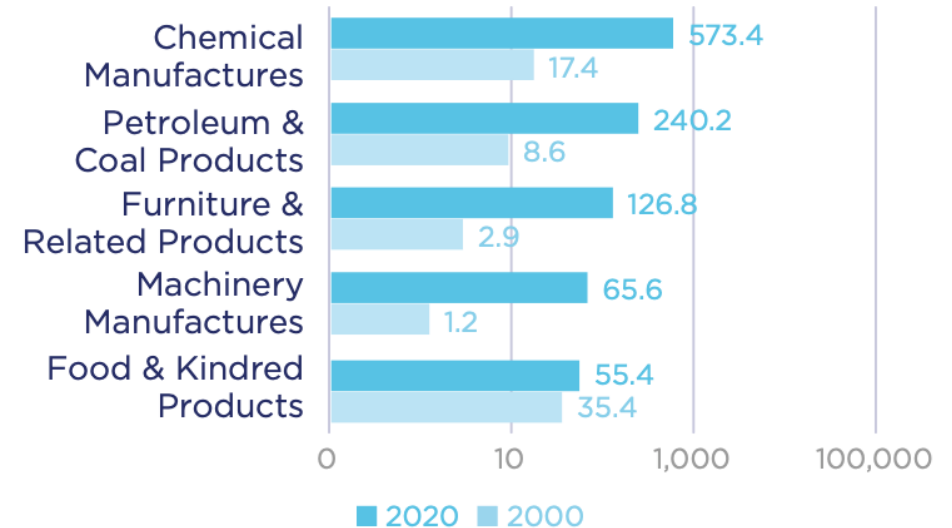
**Top Five U.S. Goods Exports to Lithuania** (\$ millions)



**Top State Exporters of Goods to Lithuania** (\$ millions)



**Top Five U.S. Goods Imports from Lithuania** (\$ millions)



**Top State Importers of Goods from Lithuania** (\$ millions)



# INDUSTRIES HERE TODAY

- Food & Beverage
- Biotechnology / food supplements
  - Chemicals
  - Construction / Timber
- Cosmetics and Beauty Products
  - Textiles
  - Digital Design
- Interior Design, Home, and Décor
- Content Creation / Virtual Reality
  - Clothing and Fashion



# THANK YOU!

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