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#### NOTE

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From:	General Secretariat of the Council
To:	Delegations
No. prev. doc.:	ST 12532/21 ADD 1
Subject:	ANNEX to the Council Implementing Decision on the approval of the assessment of the recovery and resilience plan for Estonia

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It has come to our attention that a technical mistake occurred in the numbering of the document in ST 12532/21 ADD 1 as from page 4 to page 5.

The **correct numbering** should read as follows:

#### ***1.6 Reform: Supporting the competitiveness of enterprises in foreign markets***

The objective of the measure is to increase the export capacity and competitiveness of Estonian companies, including notably those of the ICT sector. The measure is expected to be particularly relevant for SMEs. It shall also take advantage of the possibilities offered by digital tools.

The measure consists of three sub-measures:

- (i) the development of export strategies aimed at specific countries or regions;
- (ii) the establishment of business centres located in key export markets;
- (iii) the promotion of Estonian products and services (from the ICT sector in particular) through physical, virtual or hybrid missions and events.

The implementation of the measure shall be completed by 30 June 2026.

#### ***1.6.1. Sub-reform: Country and regional strategies***

This sub-reform consists in the development of a series of comprehensive export strategies addressing key target countries and regions, i.e. those which represent a high growth potential for Estonian companies. They shall include specific chapters on export opportunities for the ICT sector and, more broadly, digital solutions developed in different application areas (such as governance, education or transport).

These strategies aim at providing advice to companies entering or already operating in the concerned markets.

The countries and regions to be addressed by the strategies shall be identified through an analysis to be carried out as part of the implementation of this sub-measure.

The implementation of this measure shall be carried out in synergy with the activities of Enterprise Estonia, among other partners.

### **1.6.2. Sub-reform: Innovative business centres in key export markets**

This sub-reform consists in establishing business centres in seven foreign countries (inside and/or outside the Union) considered as important export markets. These business centres shall contain suitable equipment for physical, virtual as well as hybrid meetings, receptions and presentations which will be organised by Estonian enterprises across all sectors targeting the particular market. That equipment can also be used outside events, for introduction to any potential client of a cluster or a particular enterprise in Estonia. The business centres shall contribute to the promotion of Estonian companies, support them locally in their export activities, and help attract foreign investors. The activities of the business centres shall be carried out in synergy with the activities of Enterprise Estonia, among other partners.

The location of the business centres shall be identified after an analysis to be carried out as part of the implementation of this sub-measure.

### **1.6.3. Sub-reform: Global e-export impact groups and virtual stages**

This sub-reform consists in setting up groups of representatives of both public authorities and other stakeholders, including notably private companies, and supporting the promotion of Estonian products and services (from the ICT sector in particular) by these groups, through missions and participation in physical, virtual or hybrid events.

The implementation of this sub-reform also includes the reinforcement of the promotion of Estonian products and services at major events with the use of digital tools. The so-called ‘virtual stages’ shall create more opportunities of participation for Estonian stakeholders and showcase Estonian digital solutions. These ‘virtual stages’ shall consist of technical solutions combining physical and digital elements to enable either an export-related event in Estonia to reach global audiences, or Estonian exporters to participate in global events organised abroad.

The implementation of this measure shall be carried out in synergy with the activities of Enterprise Estonia, among other partners.