



# Emerging Europe: Mega Mission 2014

*Join us for a tour of the industrial heartland of one of Europe's most exciting export markets.*

The Emerging Europe region is developing fast with some countries (Poland, Czech Republic, Slovakia and Hungary) showing growth rates comparable with Russia or Brazil. At the same time, EU membership for these countries has secured billions in structural funds to modernise transport and social infrastructure; upgrade utilities, including water and the region's disparate gas and electricity; provide education and skills to increasingly aspirational local populations; and develop new and competitive industries building on traditional strengths. These factors have created huge opportunities for British services, engineering and construction companies, along with demand for UK financial services expertise and growing appetites for private healthcare and medical insurance amongst the region's newly affluent middle-classes.

Join our five-day tour encompassing two of the region's most important cities, Krakow and Brno, and then choose to continue to either Prague or Bratislava and Budapest where we will meet with buyers, senior Government officials and trade associations to help you expand your business.

**There are opportunities for all UK companies:** supply chain, production, export, no matter what your company does we will find the market for you.

## Programme details

### Dates

2-7 March 2014

### Deadline for expressions of interest

31 January 2014

### Locations

Krakow, Poland, Brno, Czech Republic  
then choose either:

#### Option 1

Prague, Czech Republic

#### Option 2

Bratislava, Slovakia, Budapest, Hungary

### Relevant sectors

Energy, financial services, healthcare and life sciences, infrastructure (railways, roads, automotive), retail, food and drink, security, ICT

### Cost

£750 excluding flights and accommodation

### Interested?

To register your interest, for more information, or if you have any queries please contact us at

[emergingeuropa@uktieventspecialist.co.uk](mailto:emergingeuropa@uktieventspecialist.co.uk)



UK Trade  
& Investment



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We have identified particular sectors where we think there is immediate and high value opportunity. Visit the following websites to find out the best opportunities for your company and let us know whether you would like your local ITA to call you:

[economicscorecard.eu](http://economicscorecard.eu)

[www.ukti.gov.uk/emerging europe](http://www.ukti.gov.uk/emerging europe)

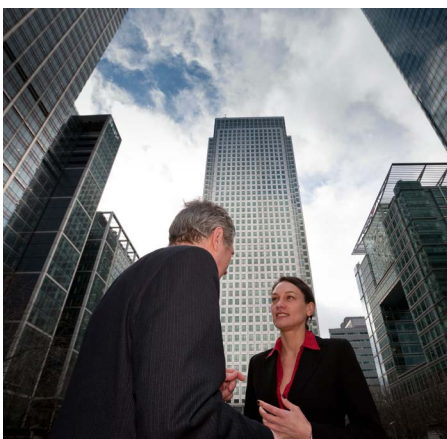
## Energy

Rapid growth due to modernisation, diversification and grid development

- Supply chain opportunities
- Innovative product development for low carbon/sustainability agenda - specifically emissions, metering and distribution
- Unification of existing gas and electricity networks
- Extensive nuclear development - new build, modernisation and decommissioning

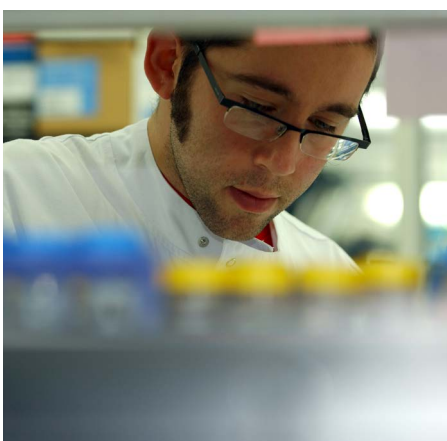
## Financial Services

- Consumer finance
- General, life and medical insurance
- Commercial banking
- IT and Software



## Healthcare & Life Sciences

- Pharmaceuticals
- Dietary supplements
- Diagnostic and medical equipment
- Development and management of private health infrastructure, services and facilities



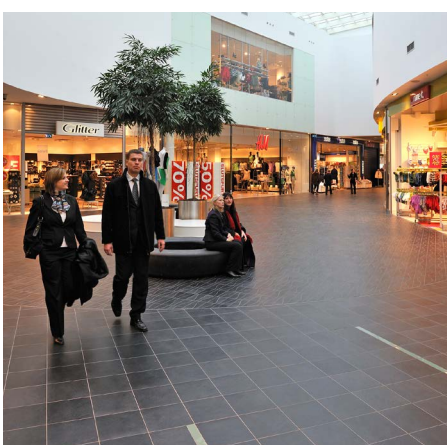
## Infrastructure

- EU funded development - infrastructure/railway/roads
- "Intelligent" transport systems (integrated road and rail, traffic management solutions, urban planning)
- "Just in time" logistics and supply chain solutions

## Retail, Food & Drink

Young and developing market with room for substantial growth

- FMCG
- White goods
- E-commerce



## Security ICT

- Cyber security
- White collar crime
- Personal and private security/surveillance



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