



Horizon Development Baltics

Horizon Development Baltics is a specialized advisory organization in the areas of economic, commercial, marketing, tourism and innovative process developments in the Baltic States, Central Europe, Northern Europe and Russia.

Horizon Development Baltics is the economic consultancy wing of Horizon Development OÜ. Horizon Development Baltics represents about 80% of Horizon Development OÜ activities and income. Horizon Development works with an affiliated staff of around 40 experts with substantial hands-on experience in the Horizon Development Baltics fields of expertise. The company is integrated in a large network of partner companies, public and international organizations that share the same objectives of economic development in Central Europe and the Baltic States.

Horizon Development OÜ is incorporated in Estonia, one of the economically most advanced countries that recently joined the European Union. It is headquartered in the Old Town of Tallinn, at a strategic geographic, cultural, and economic crossroad between the East and the West.

Horizon Development Baltics offers services in its four strong expertise areas:

Geo-Economic Development:

- Environmental and natural resource management
- Tourism
- Tourism infrastructure
- Public administration
- Social reforms
- Energy and renewable energy resources

Commercial Development:

- Investments, Mergers & Acquisitions
- Real Estate
- Incorporations and Market Introductions
- Retail and distribution channels development
- Trade partners search
- Investment partners search



Horizon Development Baltics

Marketing, Strategy and Sales Development:

- ❑ Market Intelligence (International)
- ❑ Market entry strategy (Focus on Baltic Sea area, Central Europe and Russia)
- ❑ Tourism Marketing Strategy (inbound and outbound tourism markets in the Baltics and Scandinavia)
- ❑ Marketing Pharmaceuticals (Rx and OTC)
- ❑ Export promotion and contacts to Western markets

Innovative Process Development:

- ❑ Software design and collaboration
- ❑ Information and Communication Technologies (ICTs)
- ❑ Public administration process modernization
- ❑ New energy sources and processes (renewable energy)
- ❑ Human Resource (recruiting and management)

Horizon Development Baltics operates thanks to a network of specialists and affiliated partners throughout Central Europe and Scandinavia. We traditionally work with local experts whom have trained and worked in the West or with International Experts with a very specific area of specialization.

We also benefit from good working relationships with national and regional administrative organizations and from a valuable network of professional partner companies carefully selected.

Horizon Development Baltics is also involved in several large-scale projects financed by the [European Union](#) or by international organizations such as [UNEP](#), [UNDP](#), [GEF](#), [World Bank](#), or [SIDA](#).

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Geo-Economic Development

What must be understood as 'geo-economic development' is the development of all areas of the economy where the role of the public sector, as an actor or as a regulator, is of relevant importance, putting therefore an emphasis on public-private partnerships with a larger macroeconomic impact on a country or a region.

This is the core expertise of Horizon Development Baltics and the centrepiece of its mission in Central Europe and the Baltic States.

Areas of specialization of our firm include the following:

- ❑ **Environmental and natural resource management**
- ❑ **Tourism**
- ❑ **Tourism infrastructure**
- ❑ **Public administration**
- ❑ **Social Reforms**
- ❑ **Energy and renewable energy resources**

Horizon Development Baltics has achieved the status of being a major geo-economic player in the Baltic Region, via its activities in tourism, energy and tourism infrastructure development, its repetitive involvement with EU Interreg III projects, UN environmental projects, research and promotion of renewable energies in the three Baltic States and with the promotion of the Estonian e-Administration model in Central and Western Europe.

Geo-economic activities outside the Baltic States include regional tourism development, energy, security and health-care reforms.

Commercial Development

This is one of the most complex and specialized areas of expertise of Horizon Development Baltics and one of the most relevant one for our clients. Only our network of specialists and partners allows Horizon Development Baltics one of the few firms that can offer such a broad spectrum of expertise.

- ❑ **Investments, Mergers & Acquisitions**
- ❑ **Real Estate**
- ❑ **Incorporations and Market Introductions**
- ❑ **Retail and distribution channels development**
- ❑ **Trade partners search**
- ❑ **Investment partners search**

Market areas of specialization:

- ❑ Pharmaceuticals and health-care
- ❑ Real estate
- ❑ Food
- ❑ Light manufacturing
- ❑ Tourism
- ❑ Energy
- ❑ Infrastructure
- ❑ Private Education

Geographical Areas:

- ❑ Baltic States (Estonia, Latvia, Lithuania)
- ❑ Russia
- ❑ Scandinavia (Sweden, Finland, Denmark)
- ❑ Romania
- ❑ Byelorussia
- ❑ Ukraine
- ❑ Georgia

Horizon Development Baltics (HDB) plays a key role in guiding its clients toward more profitable engagement and commitment in the Baltic States and elsewhere. HDB is the company referred by a number of diplomatic representations for investments and market introductions in the Baltic States.

Marketing, Strategy and Sales Development

Horizon Development Baltic's approach to Marketing, Strategy and Sales Development is to get fully committed to our client and share risks. That guarantees that we will not take on your project if we don't believe in it. The most satisfying aspect of our Marketing, Strategy and Sales Development practice is the fact that all of our projects are recurrent from the same clients who took one day a shared risk to believe in us. We successfully managed with time to show them that we believe in them and the market they target as much as they believe in us.

Our approach to market entry and market development does not have any hidden secret or a magic formula. It is simply based on thorough market intelligence and the strength of many years of experience with those markets.

Among the Marketing, Strategy and sales Development services that Horizon Development Baltics offer, you may note the following:

- **Market Intelligence (International)**
- **Market entry strategy (Focus on Baltic Sea area, Central Europe and Russia)**
- **Tourism Marketing Strategy (inbound and outbound tourism markets in the Baltics and Scandinavia)**
- **Marketing Pharmaceuticals (Rx and OTC)**
- **Export promotion and contacts to Western markets**

At its origin, Horizon Development Baltics core historic competency was market and business intelligence. Along the years, and pressed by its clients, the company has successfully developed a wider range of services to support sales and market entry.

Innovative Process Development

One strong area of activity of Horizon Development Baltics is to observe and participate to change with a focus on growth and productivity. Those processes at the source of change emerge from technology, organization and the creation of new markets. Central Europe and the Baltic States in particular are changing at a very fast pace, with a rate of absorption of new process and technologies in their industry and society far greater than in Western Europe.

We provide a specific focus on innovative processes with the following sectors:

- **Software design and collaboration**
- **Information and Communication Technologies (ICTs)**
- **Public administration process modernization**
- **New energy sources and processes (renewable energy)**
- **Human Resource (recruiting an management)**

This is the future of the Baltic States and Eastern Europe. A well trained workforce, paperless high-tech administrations and innovative entrepreneurs. But those high value-added ventures still today lack the guidance and the experience to turn innovation into productivity or, in other words, to jump from the "R" to the "D" of R&D. Horizon Development Baltics, as part of its core mission of economic development is quickly coming to become a major supporting organization to help those research efforts to become economically viable.

HORIZON DEVELOPMENT BALTICS PARTNERS & CLIENTS

PW Partners (Estonia)

PW Partners is one of the leading Estonian consulting firms. PWP specializes in human resource and strategy and has a various range of activities with the private sector and local Estonian public administrations.

Enterprise Estonia (Estonia)

Enterprise Estonian is the State-sponsored support organizations for private companies, regional governments and NGOs in Estonia

Consumetric (Estonia)

Consumetric is a leading and innovative Estonian market research and advisory consulting firm

East Partners (Estonia, Russia, Ukraine, Romania)

East Partners is a leading investment strategy firm in the Baltic States, Russia, Ukraine, Romania and Belarus.

East Express (Estonia)

East Express is Estonia's most innovative Destination Management Company offering historical entertainment to its worldwide clients throughout the Baltic States

RightHead (Estonia)

RightHead is one of the most specialized head-hunter and recruiting firms in Estonia

South-Estonian Tourism Foundation (Estonia)

The South-Estonian Tourism Foundation is the organization that coordinates all tourism marketing and tourism development in the Estonian counties of Jõgevamaa, Tartumaa, Valgamaa and Võrumaa.

Vidzeme Development Agency (Latvia)

VDA is the government sponsored development agency for the Vidzeme region, in charge of infrastructure, industrial, social and tourism developments

Zemgale Development Agency (Latvia)

ZDA is the government sponsored development agency for the Zemgale region, in charge of infrastructure, industrial, social and tourism developments

Siauliai County Government (Lithuania)

Valga Municipality (Latvia)



Tartu Regional Government (Estonia)

Taurage Governor's Office (Lithuania)

French-Estonian Chamber of Commerce (Estonia)

Kalmar Lan (Sweden)

Regional government of one of the largest counties in Sweden

Ölands Turist AB (Sweden)

Official Tourism management and tourism development agency on the Swedish island of Öland

Mission Economique, French Embassy Tallinn (Estonia)

Mission Economique, French Embassy Riga (Latvia)

US Embassy Riga (Latvia)

American-Latvian Chamber of Commerce (Latvia)

StratX (France, USA)

StratX is a French-American management training company, originated from INSEAD. StratX offers intensive simulation-based training to Fortune 500 companies' management and sales teams

Terres Numeriques (France)

Terres Numeriques is the leading digital and electronic industry consortium in South-West France (Toulouse area)

National Government of Portugal (Portugal)

United Nations Development Agency (UNDP)

UNDP is responsible for economic development, reconstruction and education around the world

United Nations Environment Programme (UNEP)

UNEP runs environmental programmes for the United Nations, including biodiversity, water and solid waste.

United Nations Food and Agriculture Organization (FAO)

This is the UN organization in charge of supporting and harmonizing agricultural progress around the world, with a special emphasis on developing countries.



European Union Interreg III Secretariat

The Secretariat is in charge of selecting and managing trans-border projects to be financed by the European Union.

The World Bank

The United Nations affiliated organization that finances specific development projects around the world in all areas (environment, reconstruction, social reform, economics)

European Bank for Reconstruction and Development (EBRD)

This is the World Bank equivalent at the European level. EBRD finances large development projects such as infrastructure, education, security, etc in Europe and peripheral countries.



AT THE HORIZON...EVENTS, NEWS AND PRESS COVERAGE

PUBLIC APPEARANCES and ACTIVITIES

- Via Hanseatica Workshop – Dec 2005 – Jelgava, Latvia
- Tourism Development Days – January 2006 – Eastern Estonia
- Innovative French Companies in Estonia – Dec 2005 – Tallinn, Estonia
- ITB Berlin – March 2006 – Berlin, Germany
- Journees Terres Numeriques – April 2006 – Toulouse, France
- Via Hanseatica Partners Meeting – April 2006 – Valga, Estonia
- PW Partners Baltic Seminar – April 2006 - Otepää, Estonia
- Via Hanseatica Conference – July 2006, Cesis, Latvia

HORIZON DEVELOPMENT PRESS AND PUBLICATIONS REFERENCES

- La Tribune (France)
- ETV – Estonian National Television (Estonia)
- FACCNE Newsletter (USA)
- Vooremaa News (Estonia)
- Valgamaa News (Estonia)
- Terres Numeriques (France)
- On Time (Estonian Air in-flight magazine)
- Centre for European Reform (United Kingdom)

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About Horizon Development OÜ

Horizon Development OÜ is a professional organization committed to the development of the Northern part of Central Europe into a prominent worldwide pole of economic activities, investments, R&D, tourism and skilled workforce.

Horizon Development is the umbrella organization for the following three sub-organizations:

- [Horizon Development Baltics](#) (economic development advisory)
- [Massachusetts Training Institute](#) (workforce training)
- [Alma-Adventures](#) (tour operator)

Horizon Development Baltics, the economic consultancy wing of Horizon Development, enjoyed about 80% of the total organization's income, resource and operations for the period 2004-2006. The Massachusetts Training Institute is still in a developing mode, but is expected to be generating the main share of income for Horizon Development by 2008. Last, Alma-Adventures only represents a seasonal activity with marginal income revenues.

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