

Top 20

Lithuania consistently ranks among the **20 most attractive countries for FDI**.
In 2022, it held the 20th position in terms of the number of projects.

Lithuania: A Destination for Investment and Growth

The Baltics Attractiveness Survey
2023

Lithuania's thriving investment environment, favorable location criteria, commitment to sustainability, technological advancements, and talent development make it an attractive destination for investors. With positive investor sentiment and strong growth potential in sectors such as financial services, telecommunications, and utility supply, Lithuania is poised for success in the coming years.



Lithuania: A Destination for Investment and Growth



Lithuania has witnessed an increase in foreign direct investment (FDI) projects, with a higher number of projects compared to Estonia and Latvia in 2022.

Investor Sentiment

Nearly **1 out of 3** express concerns about **rising interest rates and tightening financial conditions**, common risks in the Baltic States, regarding Lithuania's future investment plans. Every fifth respondent mentions **public debt levels and potential tax impacts** as factors influencing their investment plans for 2023. Additionally, approximately 20% of respondents view **soaring energy costs** as a significant concern.

Key Location Criteria

30.8% rated the justice, legal, and regulatory environment as the most attractive factor when considering the establishment of new activities in Lithuania. The **domestic market** occupies the second position in terms of attractiveness, highlighting the significance of a vibrant local consumer base (25% of respondents). The level of **local labor skills** ranks third (23%), emphasizing the availability of a **skilled workforce**.

Sustainability

65.4% or over half praise Lithuania for its strong presence of funding **to finance sustainability projects**. Sustainability considerations are deemed important by 67% of respondents, highlighting its significant role in **strategic decision-making**.

Technology

Lithuania excels in technology-related factors such as:

- ✓ Availability of a workforce equipped with technology skills (**69%**)
- ✓ Innovation and digital adoption (**51.9%**)
- ✓ Data protection regulations (**40.4%**)

#5 jobs created (per 1 M of population)

Expected Growth Sectors

19.2% express confidence in the financial services sector to drive Lithuania's growth in the upcoming year. **Telecommunications** follows closely at 17.3%, while **utility supply** is expected to contribute significantly with 15.4%.

Talent

44% agree that Lithuania's strengths include **preparing learners for the world of work** and providing technical vocational skills. However, there is room for improvement in the **flexibility of the skills system** and diversity in **hiring practices**, both of which are recognized areas for enhancement (40% and 3rd place respectively).