



**15-16 May, 2017 Kempinski Hotel Cathedral Square, Universiteto g. 14, Vilnius 01122, Lithuania**

**Europe Business Assembly (EBA), Oxford, UK**

**Go Vilnius** – the Official Business and Tourism Development Agency of the City of Vilnius, Lithuania

Under support the Academic Union Oxford (AUO), the International Club of Leaders (ICL), UK; European Medical Association (EMA), Belgium

## **INTERNATIONAL INVESTMENT CONFERENCE 'LITHUANIA IS OPEN FOR BUSINESS'**

- ✓ **Working Session « Investment Benefits of Lithuania as the EU Country»**
- ✓ **Investment show-room, companies presentations and partnership negotiations**
- ✓ **Seminar «How to Open Business in Lithuania»:**
- ✓ **Practical solutions for business-immigration to EU country**
- ✓ **Official Reception and Gala-dinner from Europe Business Assembly**
- ✓ **Visiting of the investment and infrastructure objects and companies**
- ✓ **Seminars from business and medicine experts**

The investment road-show provides an interactive platform for cooperation between municipalities, investors, corporate senior management, business entrepreneurs, and researches, providers of healthcare, hospitality and medical services.

### ***About the event***

The agenda includes key presentations of the investment projects and programmes, the show-room for lead home and foreign companies, round-tables, matchmaking and networking facilities. It also provides official reception from Europe Business Assembly, and cultural experience with the national flavor as well master-classes and workshops.

### ***Why Lithuania?***

Lithuania is a member of the European Union; a lead European country in innovative development and FDI flow attraction with successfully implemented state programmes of investment opportunities support.

### ***Why Vilnius?***

Vilnius is the capital of the Republic of Lithuania and the largest administrative heart with all major political, economic, social and cultural centres and rich historic heritage. Vilnius is a multicultural city with substantial investment potential, sustainable environment and excellent tourism infrastructure.

### ***About organisers***

Europe Business Assembly (UK) is the multicultural community uniting business elite and academia from 48 countries; global ranking; consulting; marketing and publishing center. More than 17 years EBA provides strategic tools for investment attraction to the lead regional companies and organisations as well as the business favourable regions. The profile includes more than 200 global and regional initiatives to promote investments in Europe, Asia, Africa, MENA region.

**Go Vilnius** - the official business development agency in Vilnius, Lithuania. Go Vilnius facilitates international investment programmes and business flows to the capital, assists companies and individuals with adaptation, and promotes international business and events.

15 May, 2017

**INVESTMENT PROMOTION CONFERENCE**  
**Seminar on Business Immigration to Shengen Country**

*Kempinski Hotel Cathedral Square, Universiteto g. 14, Vilnius 01122, Lithuania*

- 09.30-10.00**    **Registration and Morning Coffee/Tea**
- 10.00-10.30**    **Official Opening and Welcome Addresses**  
- **Heinz Wehrle**, CEO, Investment Promotion Programme, Oxford, UK; Managing Partner, 'Horwath HTL', Switzerland-Global, Switzerland  
- **Remigijus Šimašius**, Vilnius City Mayor, Lithuania  
  
Presenting of the International Flag of Investment and Innovative Attractiveness 'Flag of Europe' and Certificate to the Vilnius City
- Working Session**
- 10.30-12.00**    *Case 1: 'Investment Benefits of Lithuania as the EU Country'*  
*Moderator: Giedrius Karsokas*, Head of Business, GoVilnius, Lithuania
- Overview of geopolitical, economic, social benefits for FDI to Lithuania and state initiatives to support FDI
  - Key investment trends and industry sectors. Free Economic Zones as efficient conditions for lucrative Cooperation
  - Hospitality and Medical Travel Sector as the priority investment trend
  - High-quality work-force, education and manpower training programs in Lithuania
- 12.00-13.00**    *Case 2: 'Investment Show-Room'*  
*Moderator TBC*  
Investment pitches and presentations from home and foreign lead businesses and institutions, interested in international collaboration with Lithuania
- 13.00-14.00**    *Case 4: Seminar and Q&A 'How to Open Business in Lithuania'*  
*Moderator: Andrius Gaisrius*, Eurovira, Lithuania  
The seminar will provide an overview of the initiatives and procedures for business immigration to EU country, pros and cons of opening business in Shengen country
- 14.00-15.00**    **Lunch and Networking**
- 15.00-16.00**    **Matchmaking and Networking** (by special invitations only)  
*Moderator: Giedrius Karsokas*, Head of Business, GoVilnius, Lithuania
- 15.00-17.00**    *Case 3: 'Innovation in Medicine'*  
*Moderator: Dr. Vincenzo Costigliola*, Honorary President of the Academic Union Oxford, European Medical Association, Belgium
- **Presentation of the 'Best Medical Practice' project.**
  - **Medical master-classes from best home and foreign healthcare providers**
  - **Presentations from leading Lithuanian and foreign healthcare institutions, doctors, medical travel professionals, interested in partnership and cooperation**
- 19.00-21.00**    **Reception from Europe Business Assembly**

16 May, 2017

## PROFESSIONAL TRAINING PROGRAMME

### Intensive Workshop on the Efficient Hotel Management

#### Expert Visiting of the Leading Lithuanian Clinics

One-day intensive seminar will introduce efficient investment and financial solutions for hospitality sector from the world leader of the hotel management - Horwath HTL Switzerland-Global. Benefit from case study, an exclusive opportunity to discuss your business issues with the managing partner Heinz Wehrle. As the result all participants will receive a check-list of workable strategies for project financing and development as well a Certificate of Attendance.

International healthcare professionals will visit leading home medical centers and healthcare agents, amongst them the hallmark of the Lithuanian medicine - Centro Policlinica, Vilnius. Centro Policlinica is known as one of the biggest preventive healthcare organisations in Lithuania equipped with all modern medical facilities and IT solutions. More than one million patients receive high quality medical services per year there.

*Kempinski Hotel Cathedral Square, Universiteto g. 14, Vilnius 01122, Lithuania*

**09:30-10:00** Registration and Morning Coffee/Tea

#### Stream 1

### 'Efficient Investment and Financial Solutions in the Hospitality Sector'

The intensive workshop on the hotel management and commercial real estate properties by Heinz Wehrle, managing partner in 'Horwarth AG Switzerland-Global', Switzerland – the TOP-10 amongst hotel consulting providers

**10:00-13:00** Case 1: 'Introduction – Objectives of the Workshop'

- How has the hospitality / commercial real estate sector changed within the last few years?
- What are the good, what the bad news?
- What are the challenges for the professionals in the future?
- What are the key figures and steps for a successful development?
- What are the success factors for the operation?

Case 2: 'Development of a Hotel or a Commercial Real Estate Project'

- Hotel or project development: step by step
- Feasibility study
- Demand
- Supply
- Concept
- P&L (USALI)

Case 3: 'Financial Projections P&L'

- How do we structure the P&L
- Key Indicating Figures
- USALI

**13:00-14:00** Lunch with Expert

**14:00-16:00** Case 4: 'Operating Structures and Models'

- Lease and Hybrid Contracts
- Management Contracts
- Franchise Systems

Case 5: 'Project Financing'

- Structures
- Models
- Institutional Investors

Case 6: 'Hotel or Property Asset Management'

- Purpose and Background
- KPI's
- Procedures and Results

Workshop summarizing. Certificates presenting

#### Stream 2

### 'Innovative Medical Cases'

Expert Visits to the lead innovative medical centers

**10:00-13:00** Excursions/Expert visiting to Centro Poliklinika, Vilnius - the leading healthcare institution of Lithuania (by special invitations only)