

# Results of the **BUSINESS SURVEY** **2024**

Situation and expectations of companies with German participation in the Baltic States in  
2024

Since 2006, the German Chambers of Commerce, delegations and representative offices of German business in the region of Central and Eastern Europe (CEE) have been conducting a coordinated business survey - initially in 14, in 2022 in 16 countries.

The "AHK Business Survey CEE" primarily examines

- » the assessment of the economic situation and the economic outlook, as well as
- » the assessment of the quality of the location by the AHK members operating there. In recent years, however, investors from other countries have increasingly been included in the survey in several countries.

*Note:*

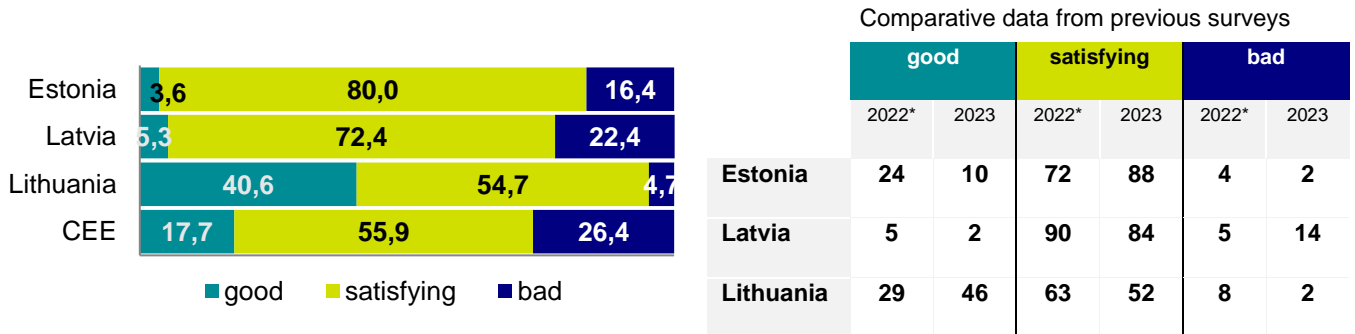
*Results from 2022 are also marked with an \*, as the survey was not publicly analysed for representative reasons in the wake of the Covid-19 pandemic.*

*Statistical information can be found in the appendix*

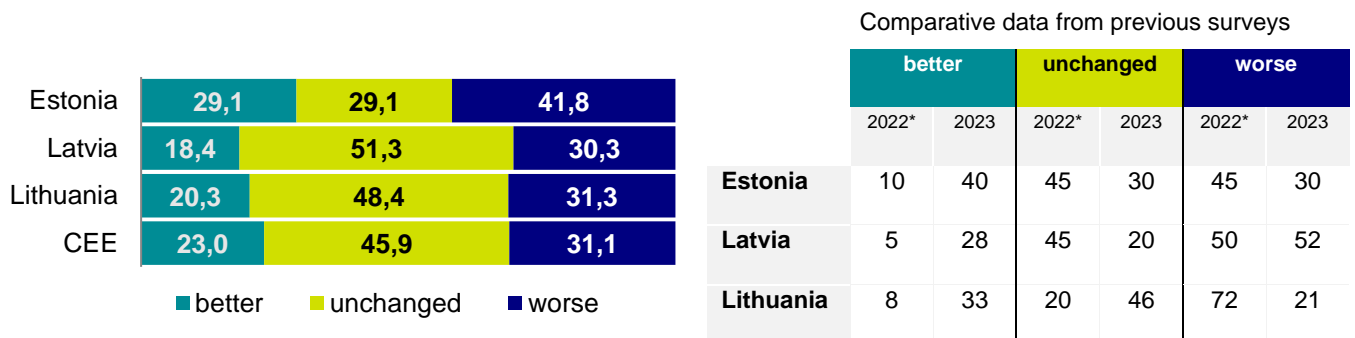
PART A: BUSINESS CLIMATE

## Situation and expectations

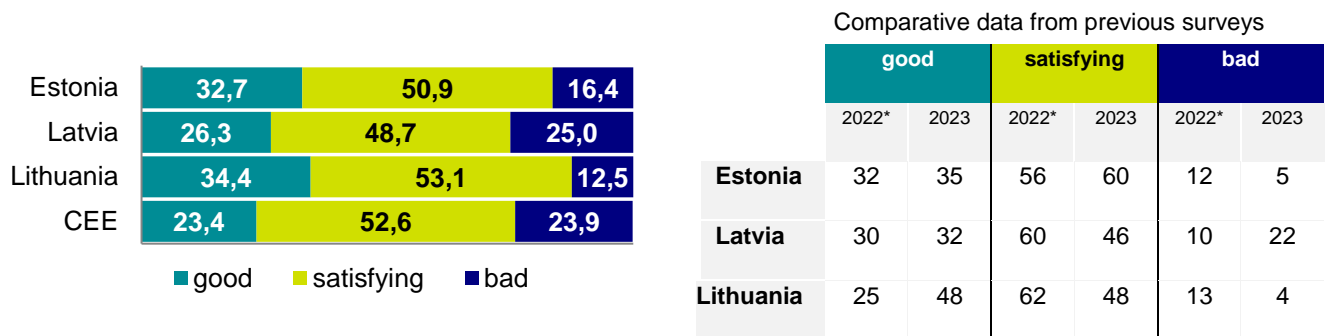
### A1. Assessment of the current economic situation (in %)



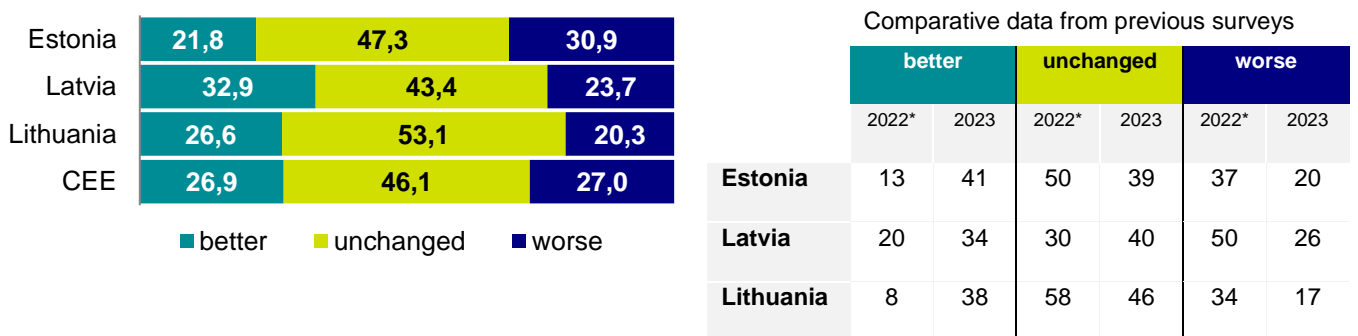
### A2. Assessment of the economic outlook in the current year compared to the previous year (in %)



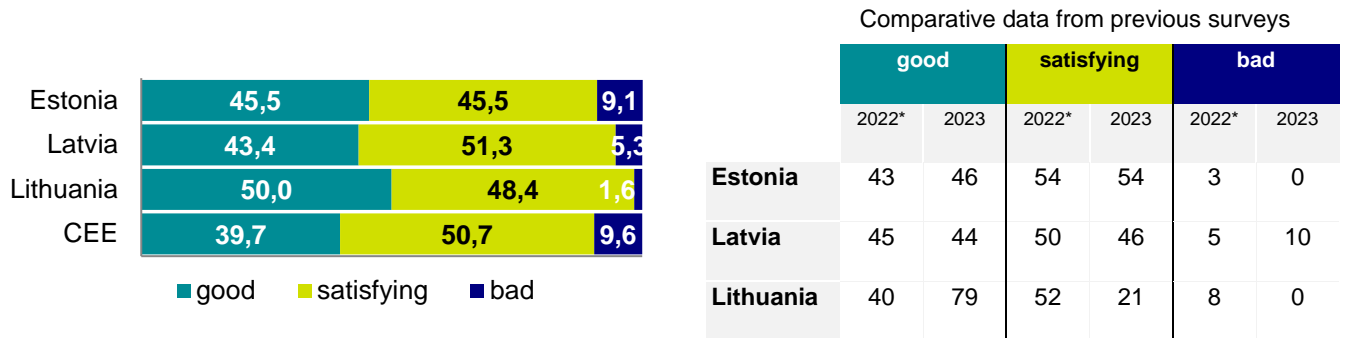
### A3. Assessment of the current situation in one's own industry (in %)



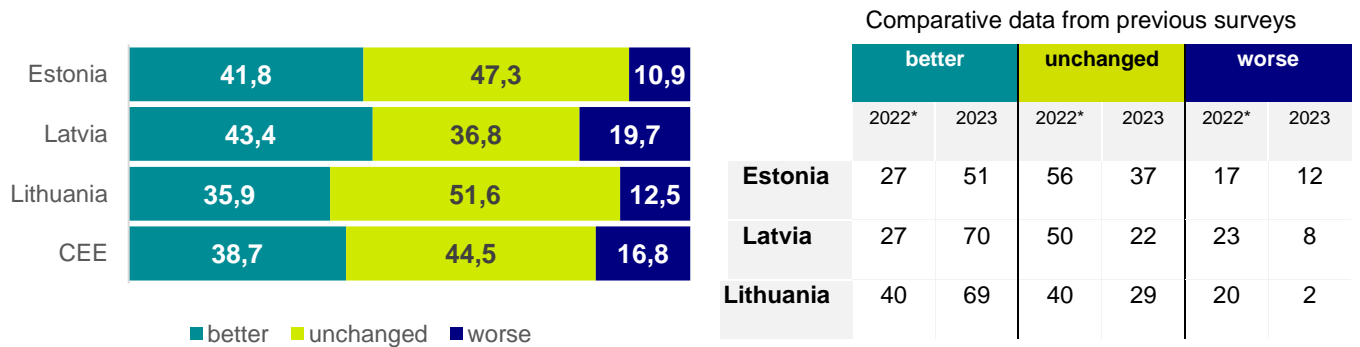
### A4. Expected further development in own industry in the current year (in %)



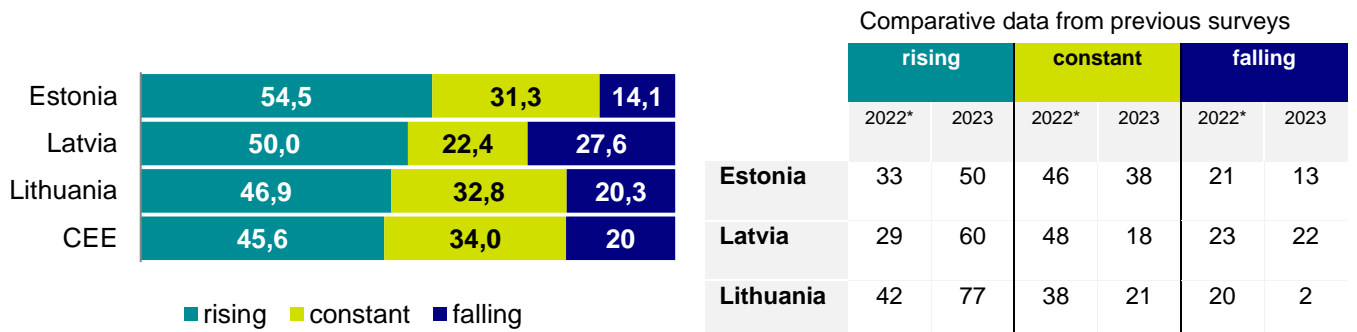
## A5. Assessment of the current business situation of the own company (in %)



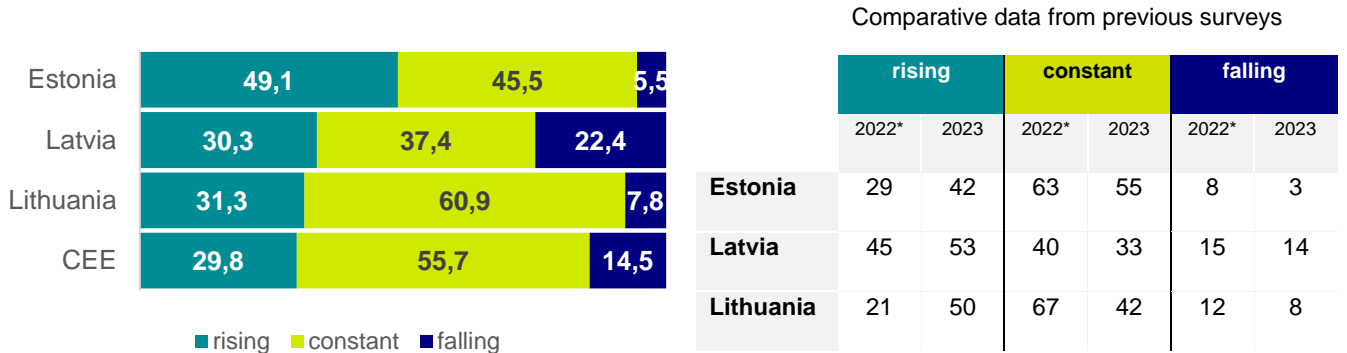
## A6. Expected development of the business situation of the own company in the current year (in %)



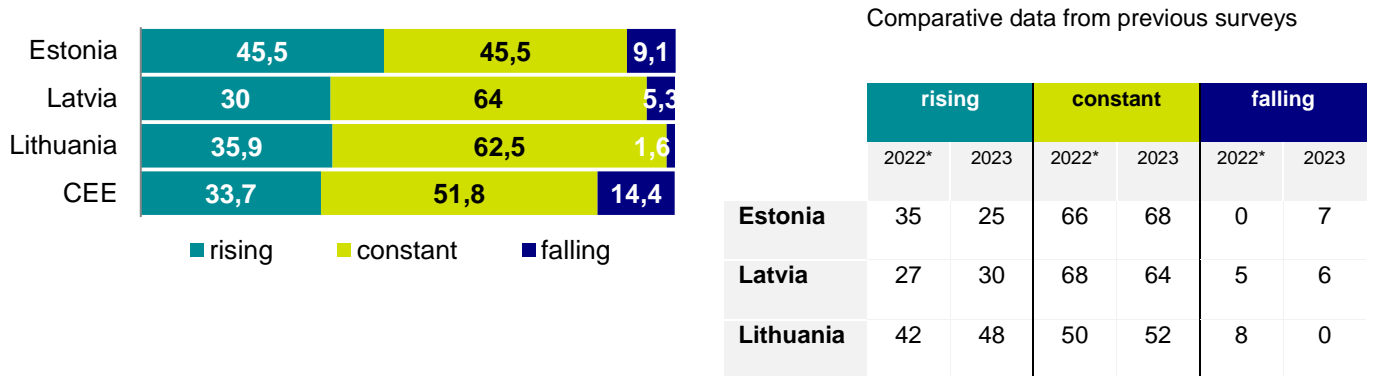
## A7. Expected development of turnover in the current year (in %)



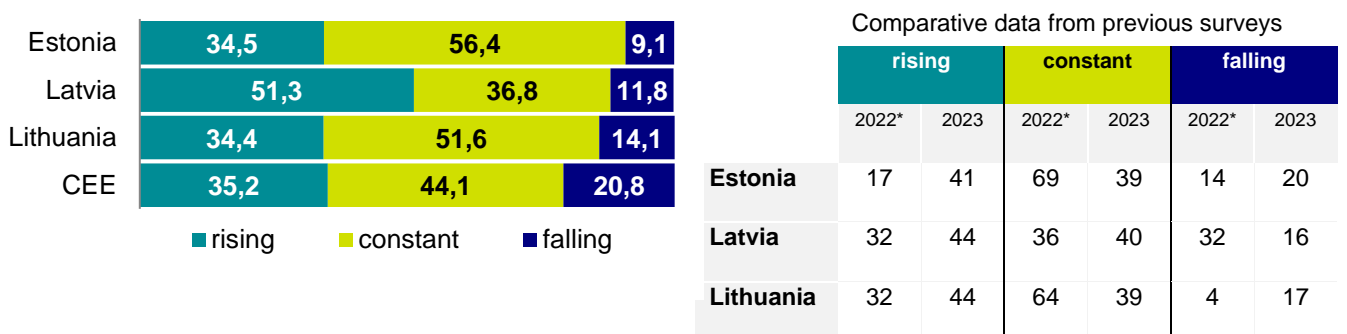
## A8. Expected change in export activity in the current year (in %)



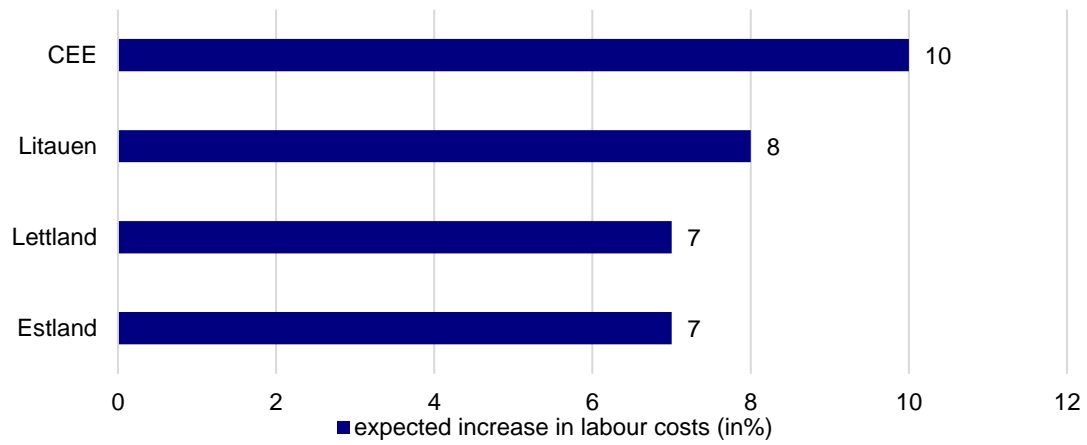
## A9. Expected change in the number of employees in the current year (in %)



## A10. Current propensity to invest (in %)



### A11. Expected increase in labour costs in the current year (in %)



## PART B: INVESTMENT CONDITIONS

# B1. Evaluation of location criteria

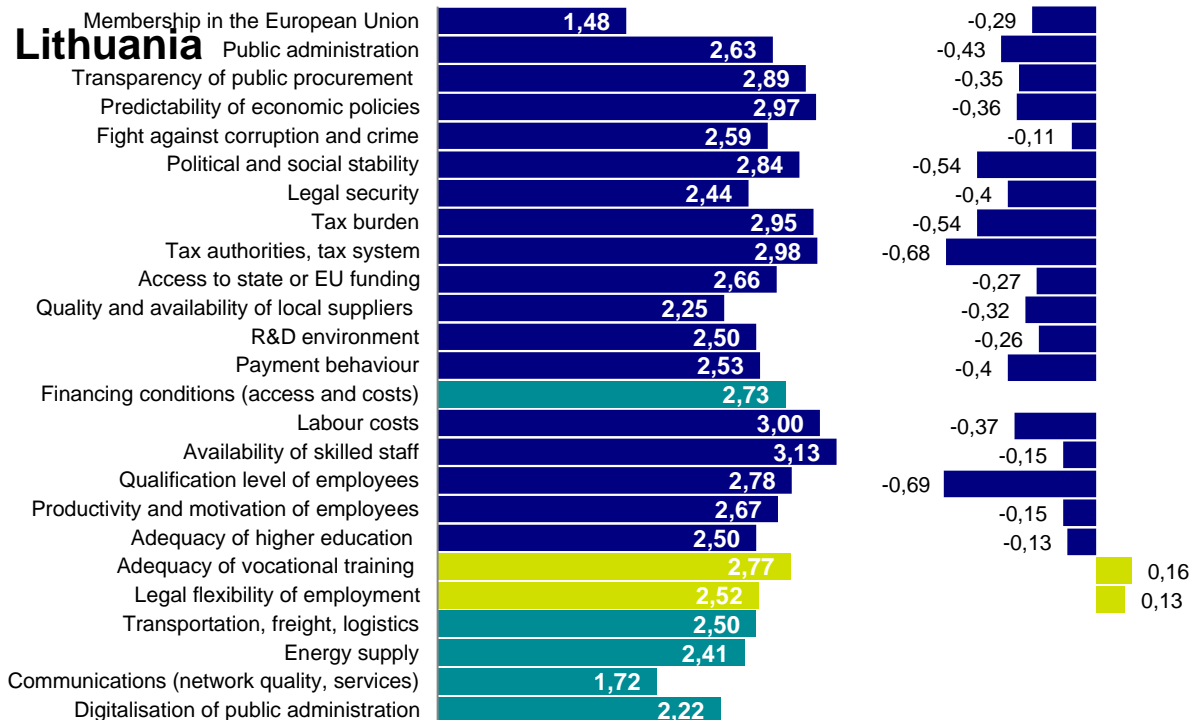
**Rating scale:** Satisfaction with location criteria: 1= very good to 6 = poor.

Compared to the previous year (>0.1): improved unchanged/ not surveyed in the previous year worsened

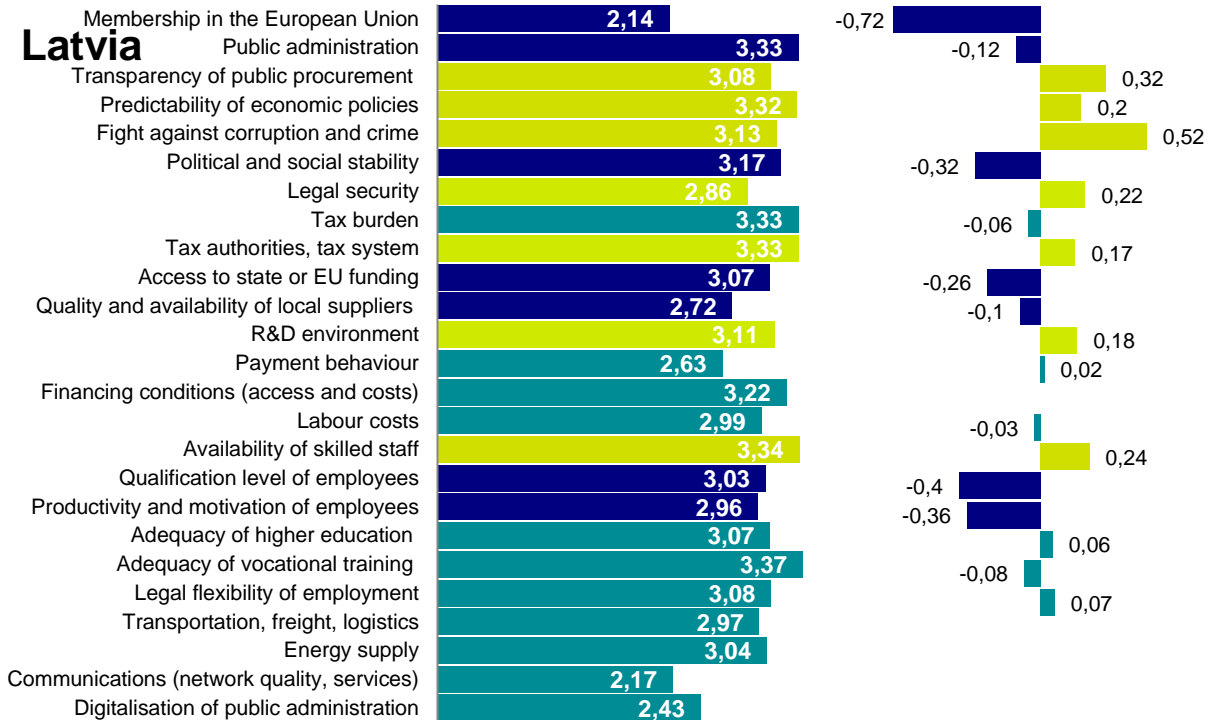
### CEE



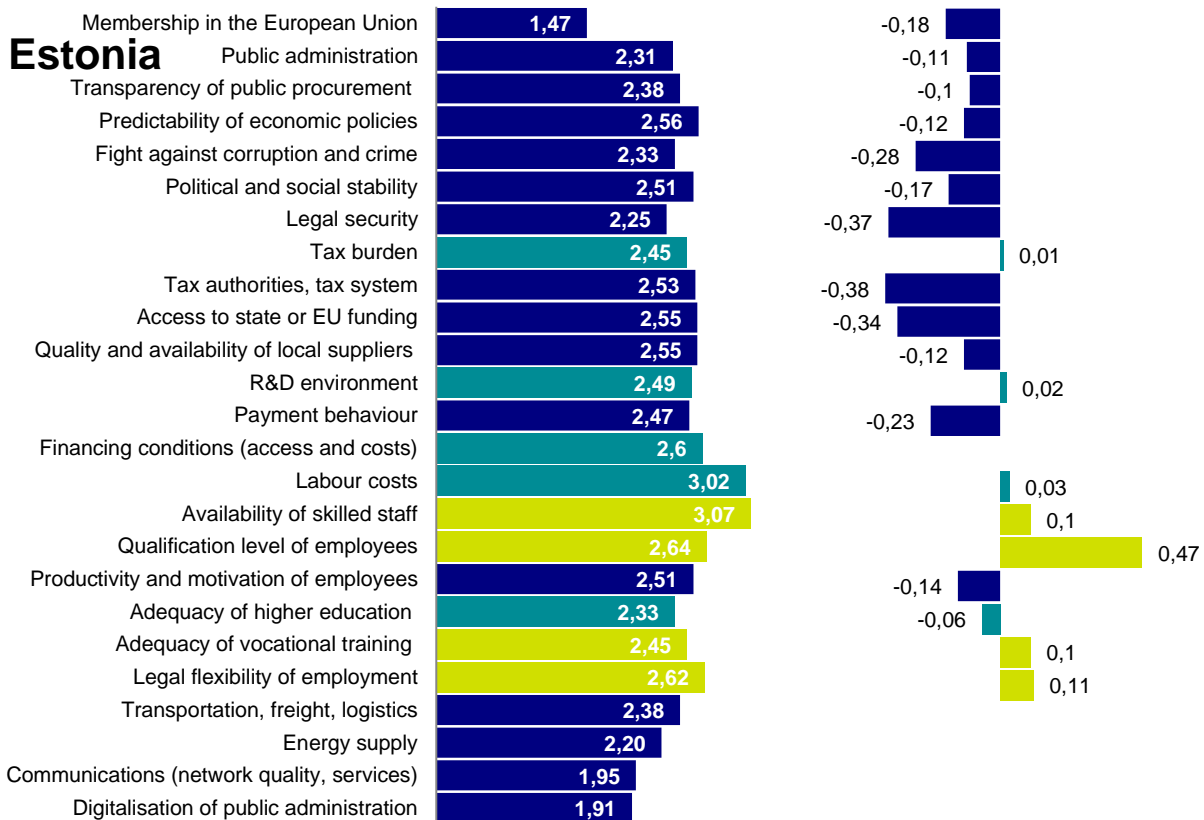
### Lithuania



## Latvia

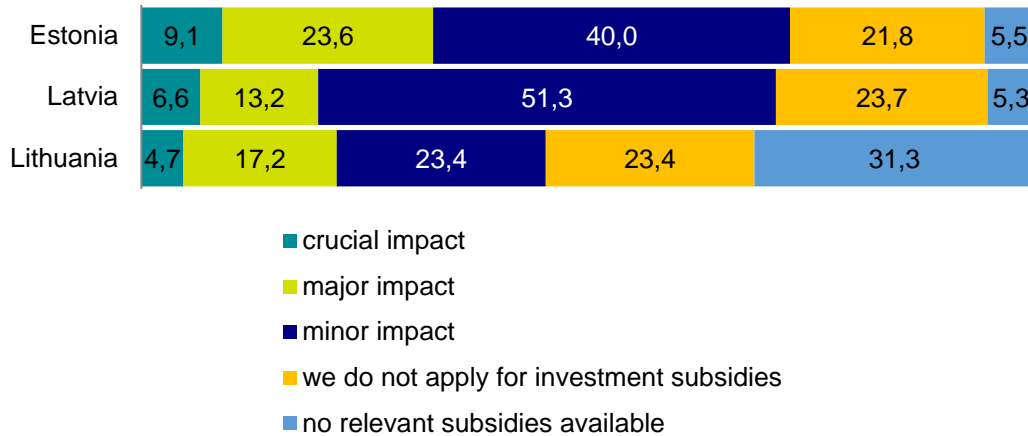


## Estonia

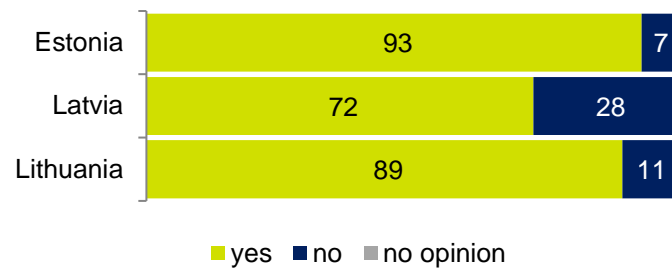




## B2. What influence do public subsidies (EU funds or government investment incentives) have on your investment decisions? (in %)



## B3. Would you choose your current location again as preferred location for your investment? (in %)



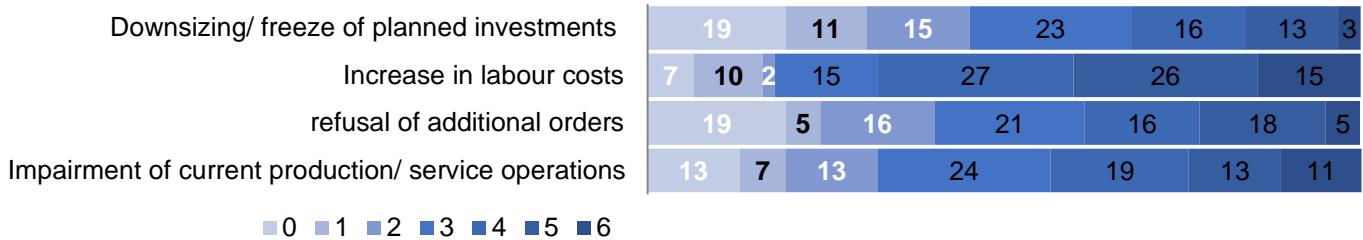
## B4. If NOT: Which country would you choose?



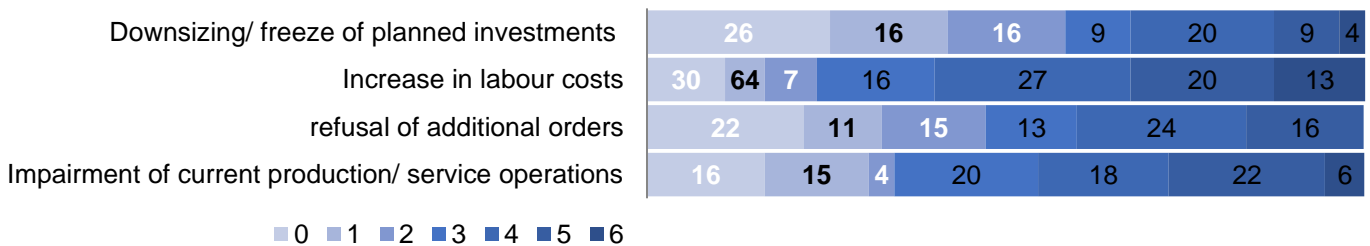
## B5. What impact does the shortage of skilled labour have on your company?

(6 = applies in full, 0= does not apply at all)

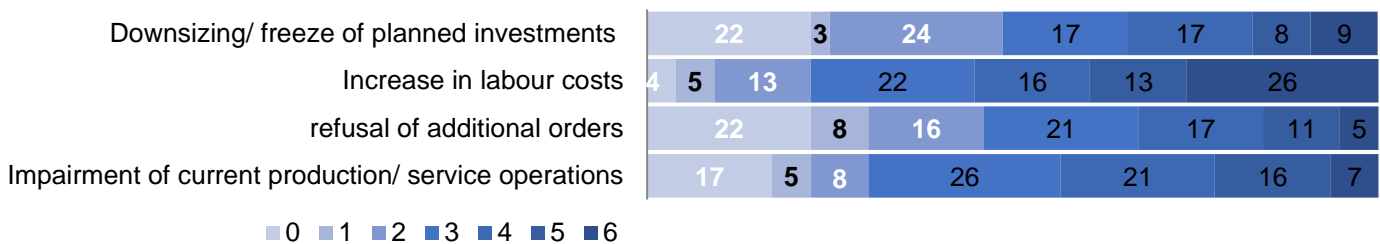
### Estonia



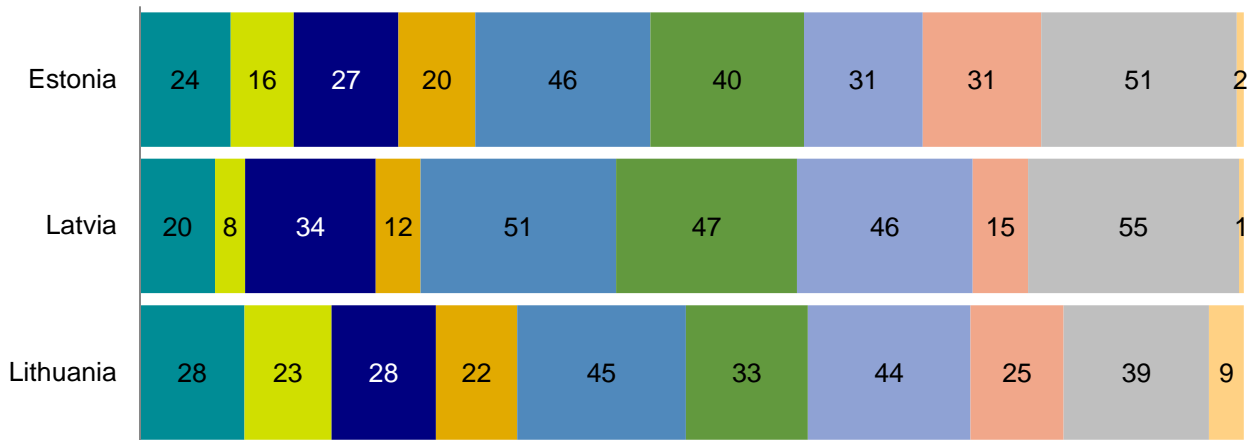
### Latvia



### Lithuania

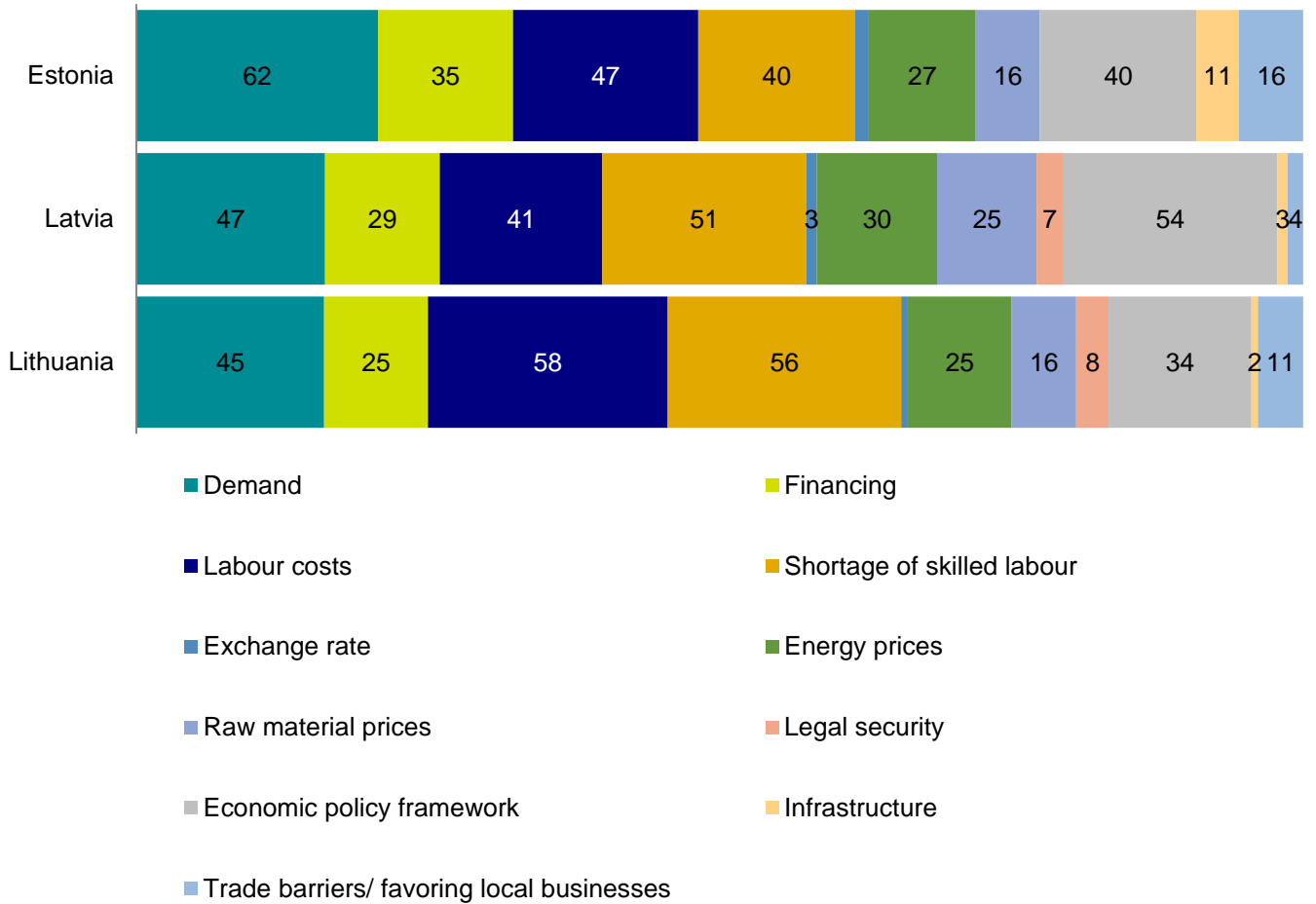


**B6. What measures have you taken, or do you plan to take soon to mitigate the consequences of the shortage of skilled workers? (in%)**



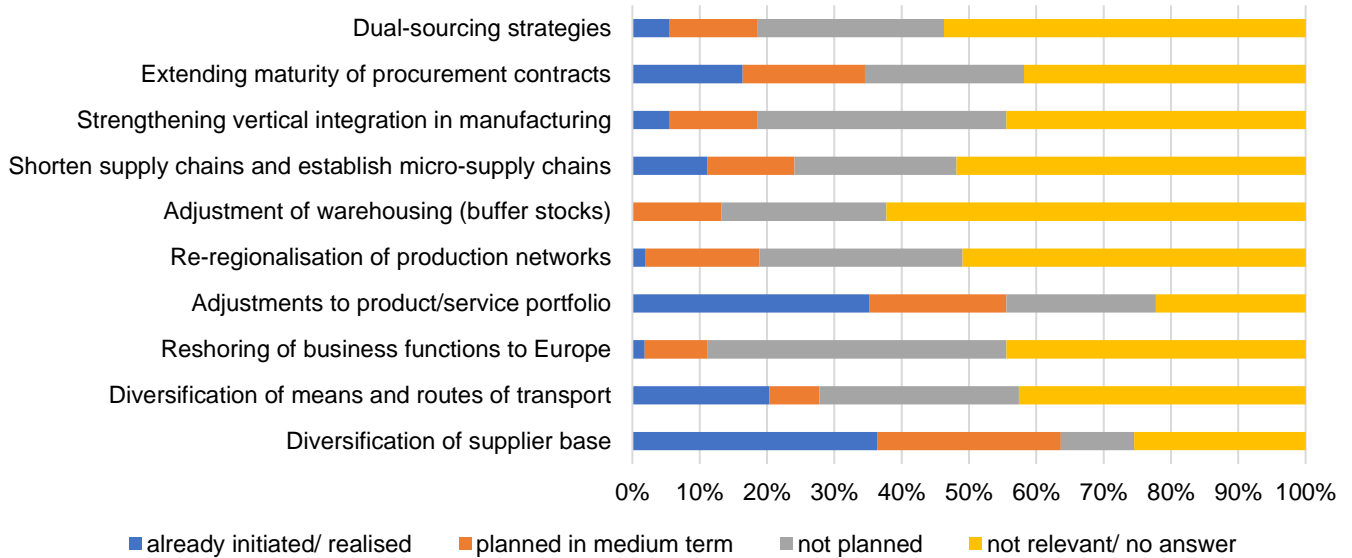
- Increased use of temporary workers
- Expansion of the catchment area for employees (e.g. through transport offers)
- Recruitment of skilled workers abroad
- Motivating workers of retirement age to stay in the company
- Expansion of in-house training
- Increased cooperation with educational institutions
- Above market average increase in wages
- Expansion of voluntary fringe benefits
- Increased automatic, digitalisation
- Site relocation
- Other

**B7. Where do you see the greatest risks in the economic development of your company in the next twelve months? (Multiple answers possible) (in %)**

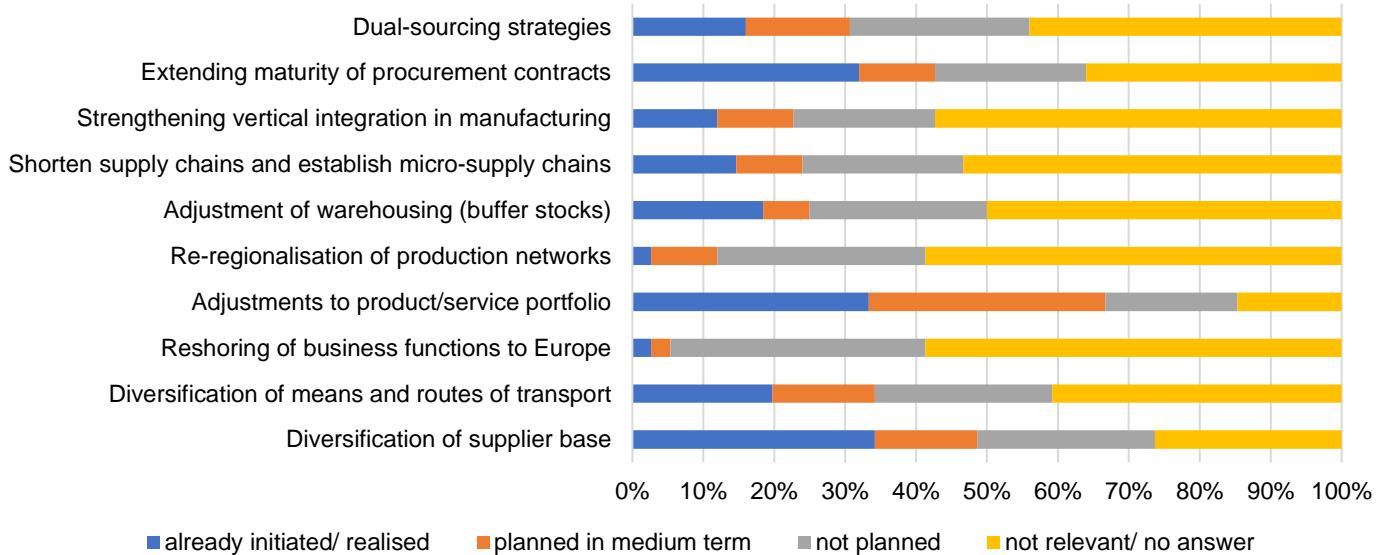


## B8. What strategic measures are you taking/have you taken to permanently increase the flexibility and security of supply in your company's supply chains?

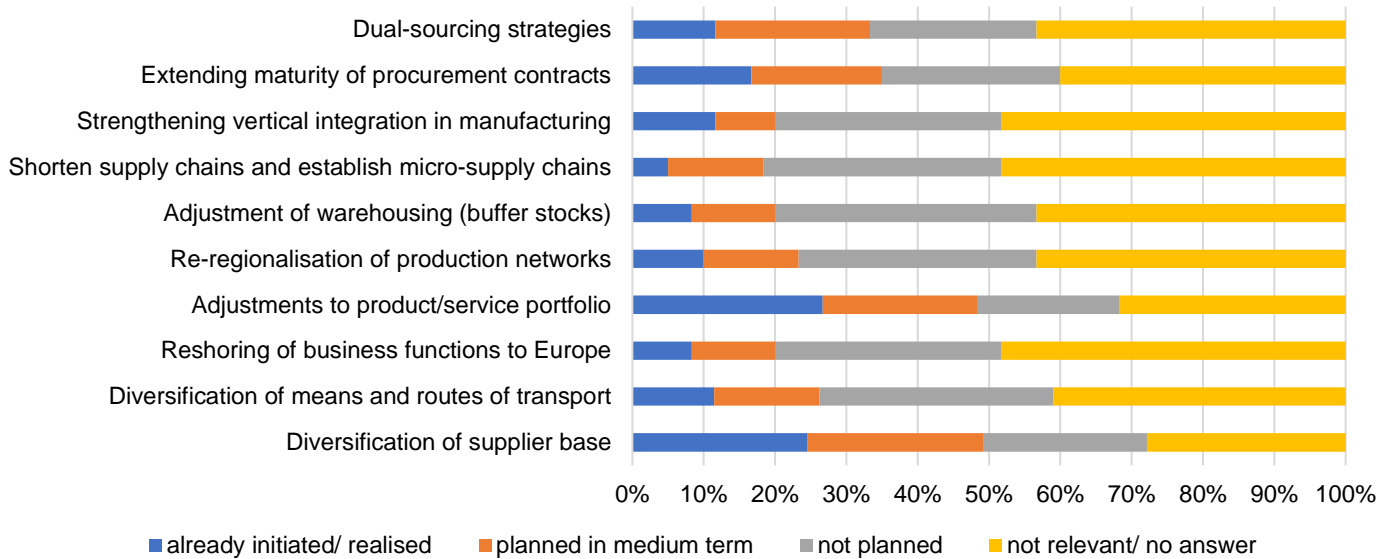
### Estonia



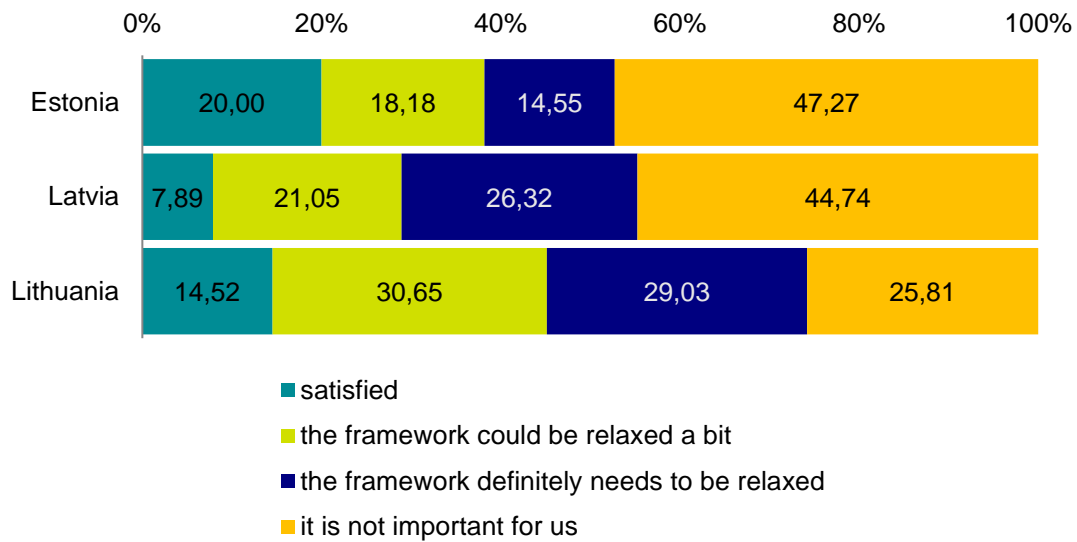
### Latvia



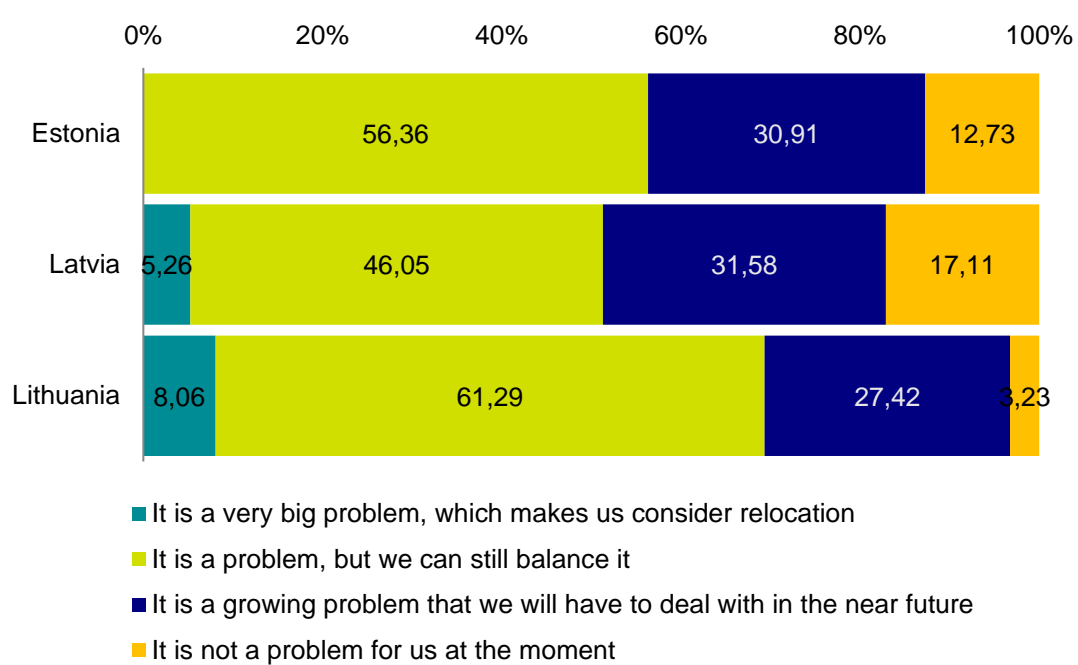
## Lithuania



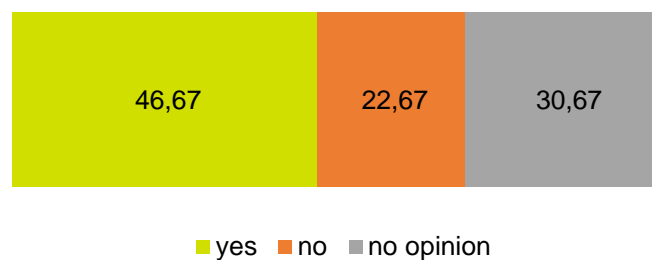
### B9. Are you satisfied with the governmental framework for labor procurement from third countries? (in %)



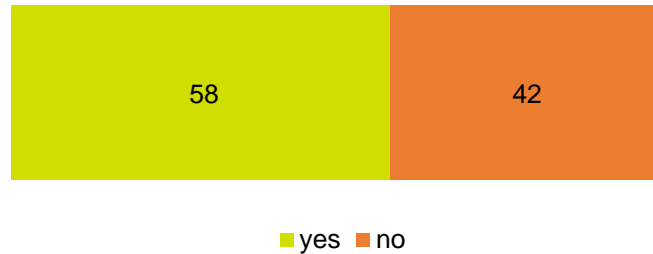
**B10. How big is the problem of increasing labor costs in your company?**  
(in %)



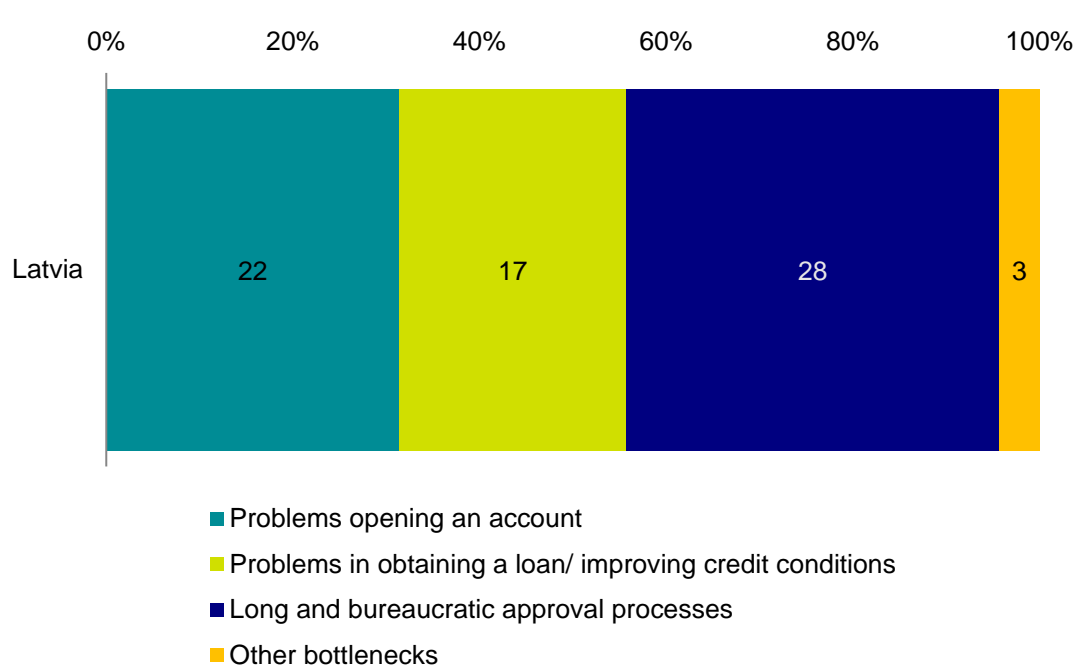
**B11. (Specific Question Latvia) Could the changes in the country's immigration policy solve the labour shortage problem? (in %)**



**B12. (Specific Question Latvia) Have you encountered any problems in your cooperation with Latvian banks? (in %)**

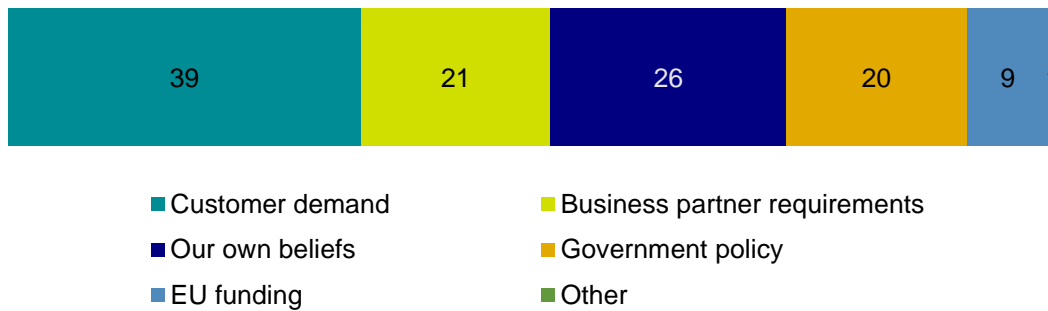


**B13. (Specific Question Latvia) If yes, what kind of problems has your company encountered? (Multiple answers possible)**

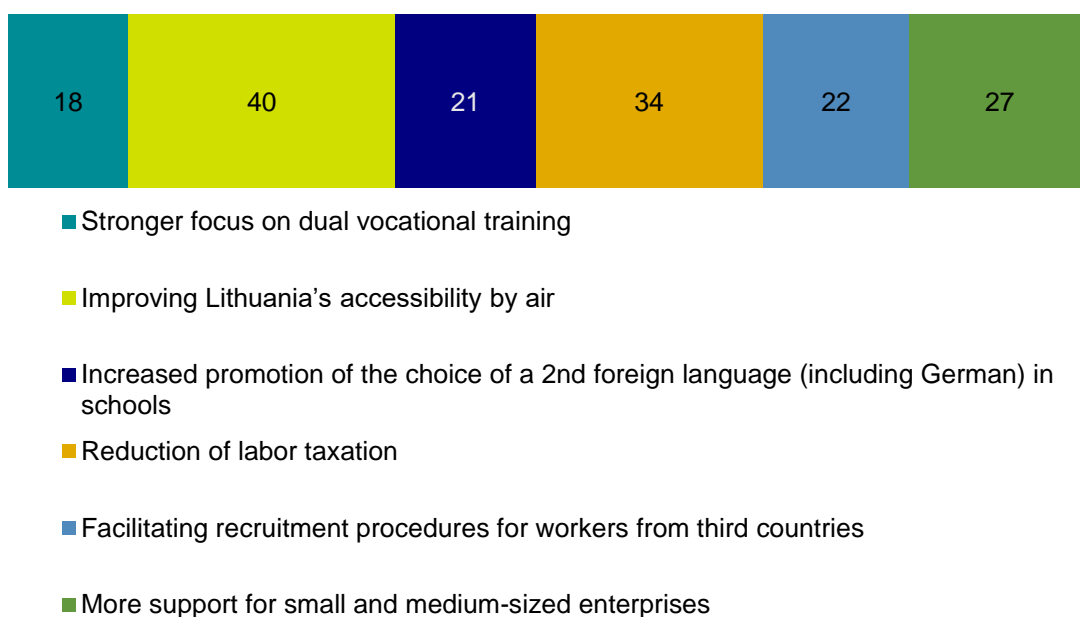




**B14. (Specific Question Estonia) What influences most your company's commitment to sustainability? (Multiple answers possible)**



**B15. (Specific Question Lithuania) What would make Lithuania an even more attractive region for investment?**



**B16. (Specific Question Lithuania) In your opinion, will the deployment of the Bundeswehr Brigade in Lithuania affect the economy?**



■ yes ■ no

**B17. (Specific Question Lithuania) If yes, what do you think this impact could be?**



- New opportunities for cooperation between local and German companies
- New opportunities for local service providers
- New investments in Lithuania

PART C:  
**Individual analyses of location attractiveness**

# Notes on the CEE 2024 location ranking

**1. the ranking has nothing to do with the previous question about the attractiveness of countries as an investment location!**

The current ranking is based solely on the national satisfaction values with the 25 location factors. The previous ranking was based on assessments from abroad!

**Therefore, the 2024 result should never be compared with the previous rankings!**

## **2. calculation scheme**

The value on which the rankings are based is the weighted average of the satisfaction values for the 25 location factors surveyed.

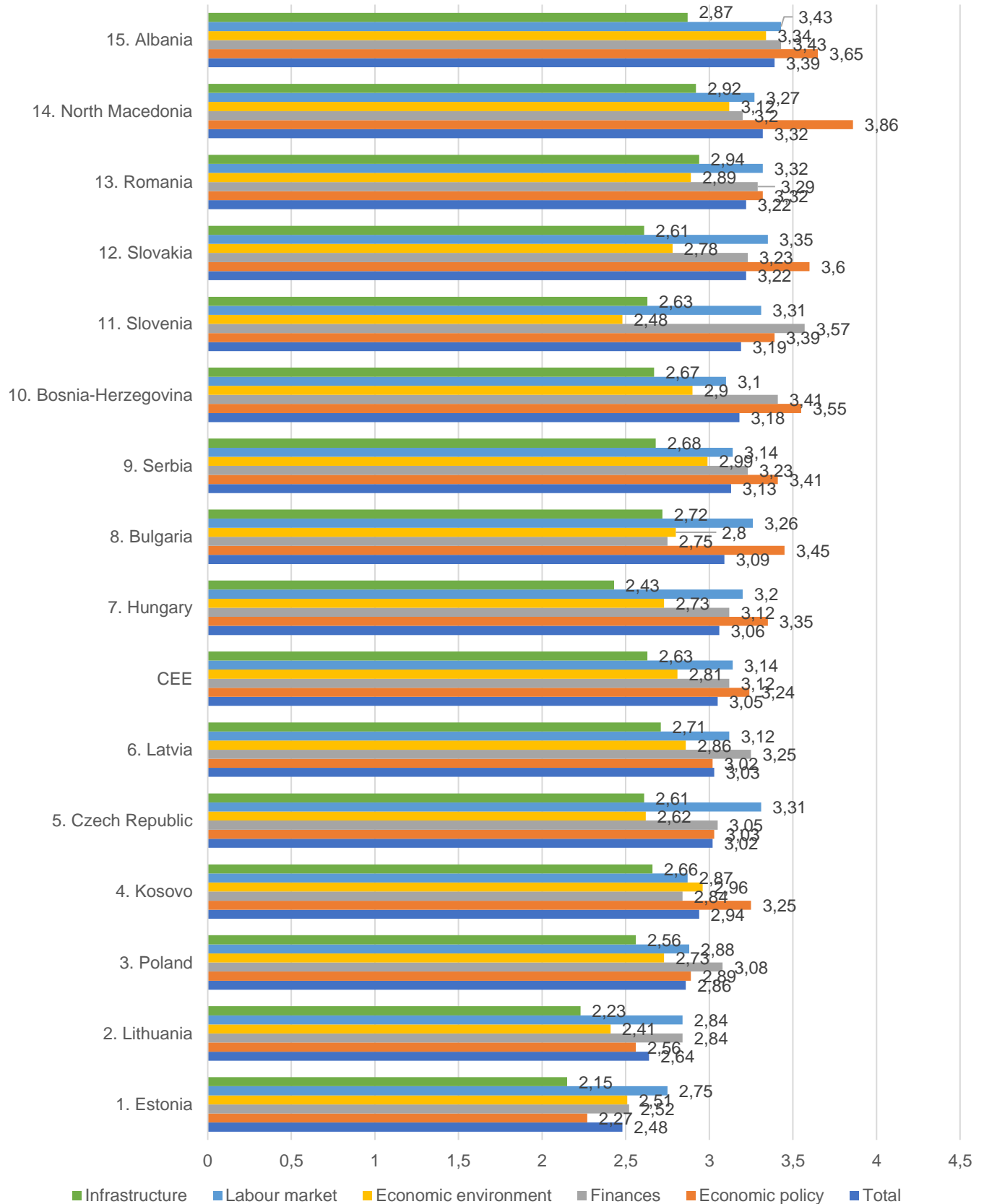
The weighting (which factor is how important) only has a minor influence on the ranking (within plausible limits from the company's point of view). I have calculated three weighting schemes: **The resulting ranking differs from the unweighted average (each of the 25 factors has a weight of 4%) only by a maximum of 1 or 2 places, and only for a few countries at that!**

The final ranking used is based on the results for the "Balanced" weighting scheme, which takes into account both factors relevant to the operating result in the short term and fundamental economic policy framework conditions.

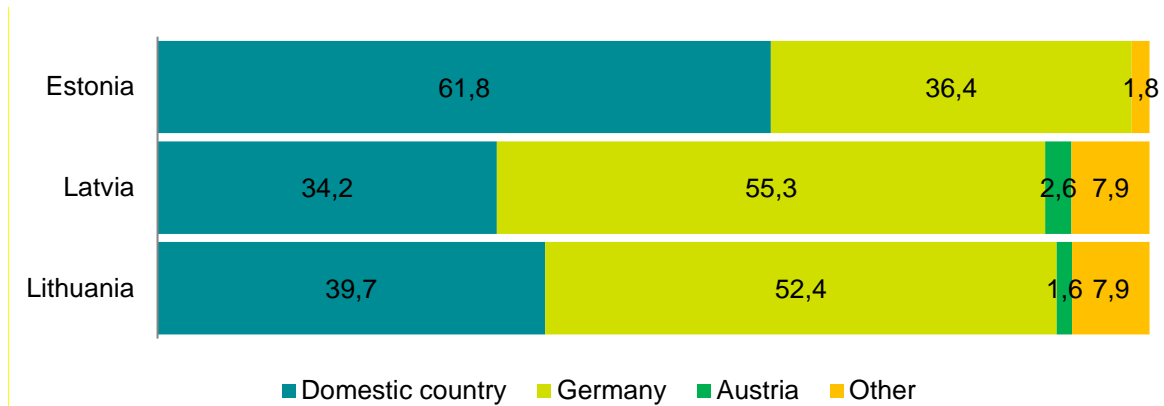
## C1. Location attractiveness in international comparison (CEE countries)

### Cumulative view

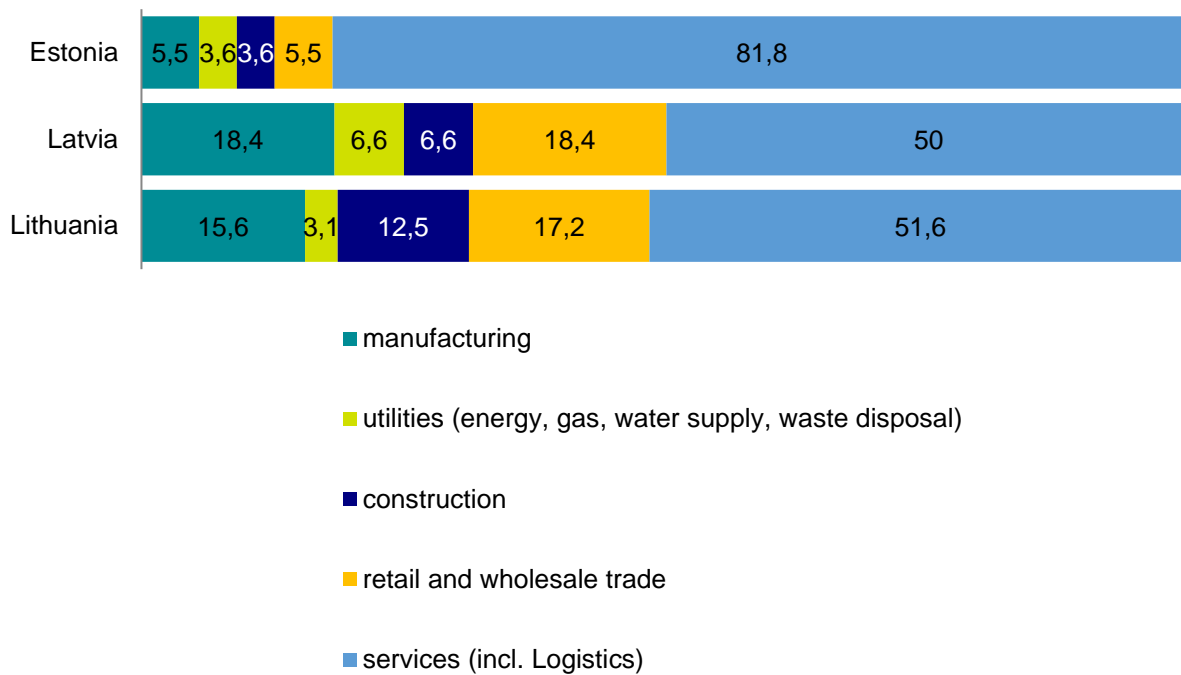
Rating scale: Attractiveness of the country as an investment location: 1= very attractive to 5 = not attractive at all



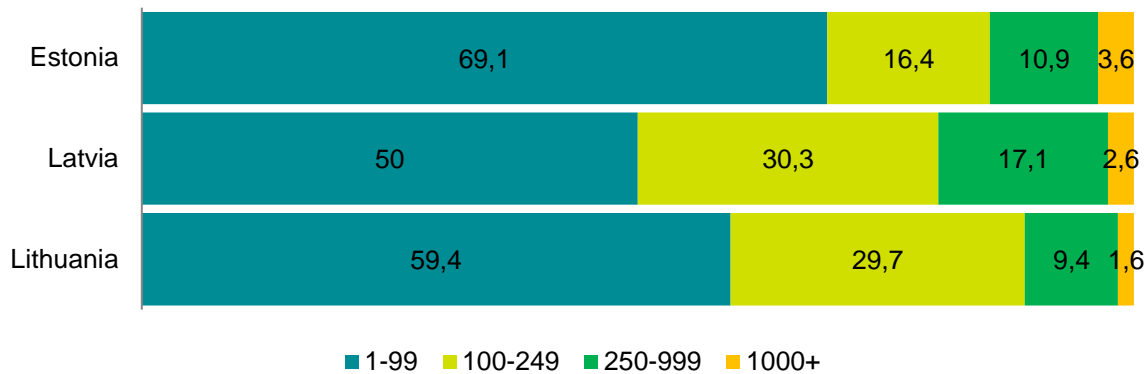
## C2. In which country is the headquarter of the parent company / group located? (in%)



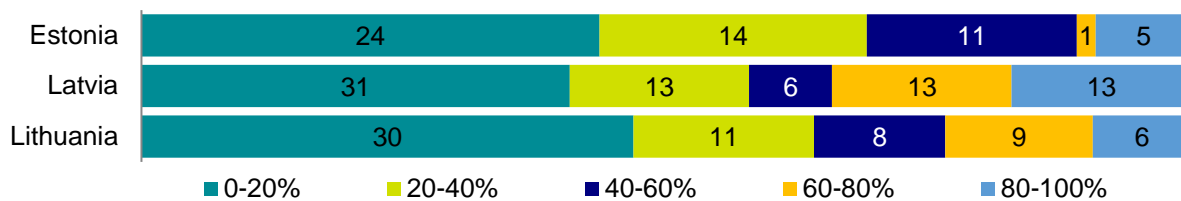
## C3. Main area of operations (in %)



#### C4. Number of employees (in %)



#### C5. Share of export sales in total revenues



## Details of the survey

### Survey period

- 21.02 – 22.03. 2024

### Form of survey:

- Online via common platform of all 16 countries
- Analogue questionnaires during the respective regional assembly in Estonia, Latvia and Lithuania

## Participants

Participating countries and number of participants:

AL	Albania	37
BA	Bosnia-Herzegovina	65
BG	Bulgaria	83
CZ	Czech Republic	140
EE	Estonia	55
HR	Croatia	118
HU	Hungary	241
KS	Kosovo	64
LT	Lithuania	64
LV	Latvia	76
MK	North Macedonia	30
PL	Poland	164
RO	Romania	90
RS	Serbia	105
SI	Slovenia	100
SK	Slovakia	103
<b>CEE</b>	<b>total</b>	<b>1535</b>

## Statistical references

### Average of the region / CEE

- » "CEE region" refers to the 16 countries participating in the survey (see above).
- » Unless otherwise stated, "regional average" or "CEE average" means the arithmetic mean of the total results for the participating countries.
- » For some questions, the number of countries included in the CEE average is less than 16, unless the question in question was asked in all countries.