

Boa dia

Good Morning

Labas rytas



To create **long-term economic value** for Vilnius by increasing the city's international visibility and attractiveness to **foreign tourists, investors, talent, and international conference organisers**, and by improving their experience in Vilnius.

VILNIUS IS THE CAPITAL

of the Republic of Lithuania.

Up here,
in Europe's north.



Portugal. Far away, yet very close

Flight time:

Vilnius – Porto = New York – Ponta Delgada

Vilnius is called the **Portugal** of Lithuania by other Lithuanian cities.



Lithuania: Facts & figures

Population¹ 2.9M

Labor pool¹ 1.5M

Unemployment¹ 6.8%

Real GDP growth (yoy)² 2.4%

Member of:

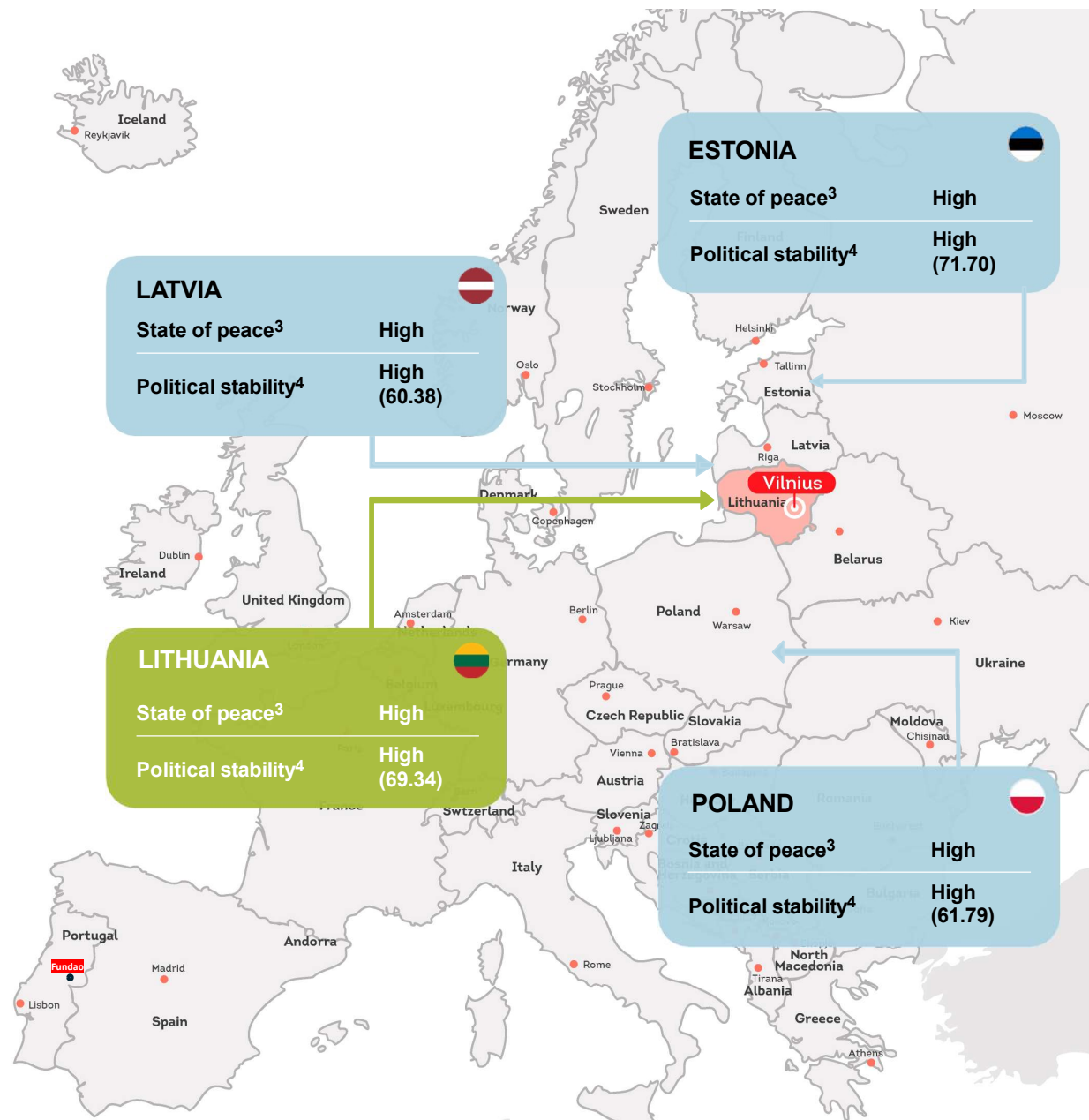


Source 1: Statistics Lithuania, 2024 Q3

Source 2: OECD (expected growth 2024), 2024

Source 3: Global Peace Index, The Institute for Economics & Peace, 2023

Source 4: Global Governance Indicators (Percentile Rank), The World Bank 2022



Well-balanced living pace



11th for Work-Life Balance

out of 41 OECD countries¹



16th happiest country globally

and the 1st in the CEE³



2nd in the CEE

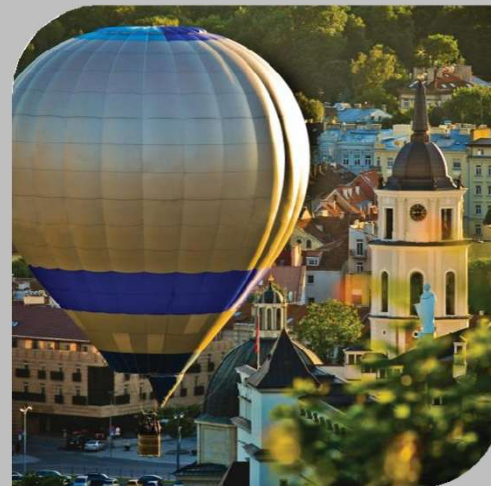
for digital quality of life⁴



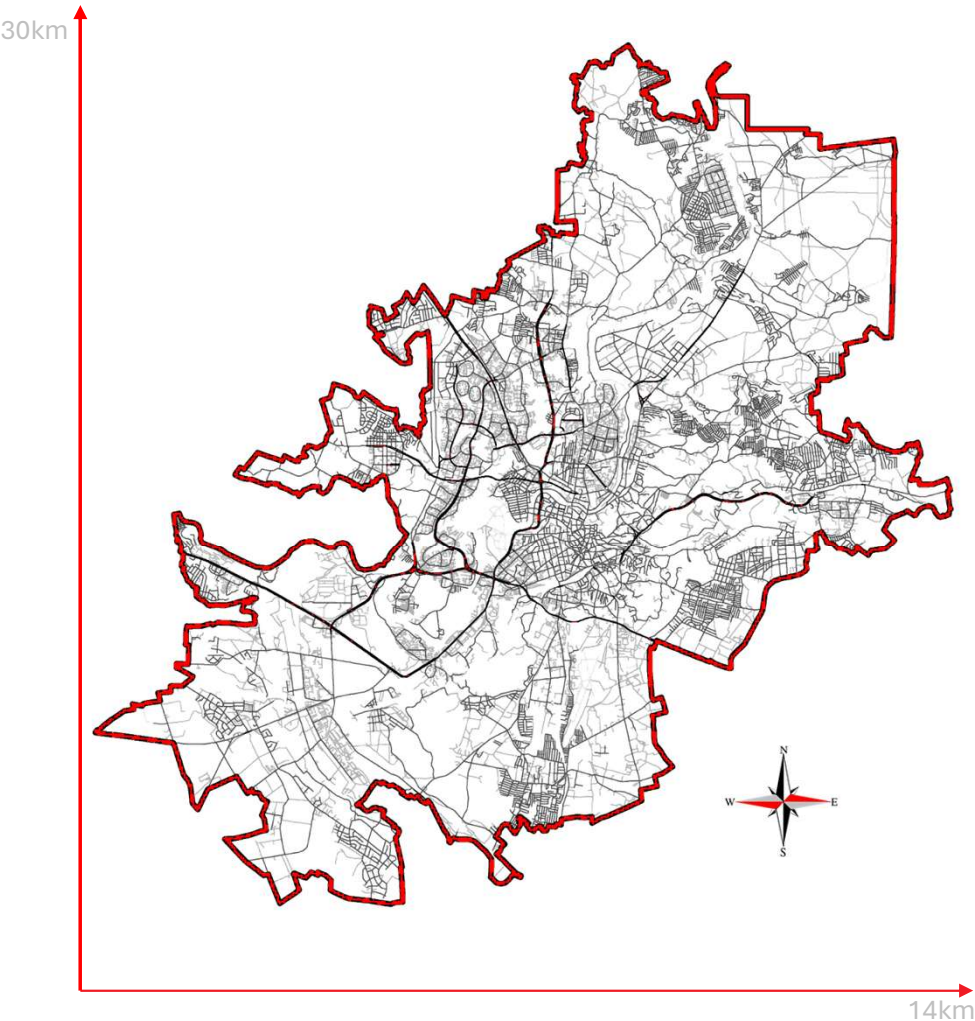
European Green Capital 2025

Vilnius was elected as the greenest city for its strong commitment to sustainability²

- Source 1: OECD Better Life Index, 2020.
- Source 2: European Commission, 2024.
- Source 3: World Happiness Report 2025.
- Source 4: Surfshark, 2024.



Vilnius: Zoom In



Metric	Vilnius
Area	401 km ²
Population	>600k
Avg. salary	>€2500
Green	60%
Big Mac Index	\$3.4
Share of FDI	55%
International talents (%)	13%
Students	54k
Labour pool	357k
Unemployment	7%
International conventions	565
Number of tourists per year	1.2 M

The image is a composite graphic. On the left, a weathered road sign with the word 'VILNIUS' in black letters is tilted. The background on the right is a cityscape of Vilnius at sunset, with a prominent church spire and the TV Tower visible against an orange sky. A white silhouette of a person's head and shoulders is at the bottom center. Overlaid on the image are three text elements: 'VILNIUS' in large white letters at the top, and 'EXPECTATIONS' and 'VS. REALITY' in white letters on red rectangular backgrounds in the center.

VILNIUS

EXPECTATIONS

VS. REALITY

Vilnius: Innovative ecosystem in a nutshell



Startups

Fastest-growing ecosystem in CEE

- 4 Unicorns
- 1100+ companies
- 25k employees
- Leading in Cybersecurity, Lasers & Fintech
- 42% of companies plan to hire in 2025

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Invest Lithuania

Aftercare

55% of FDI projects land in Vilnius

- 300+ projects
- 34% scale within the first 3 years
- 23k employees
- Dominates GBS&Tech sectors

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VILNIUS INTERNATIONAL HOUSE

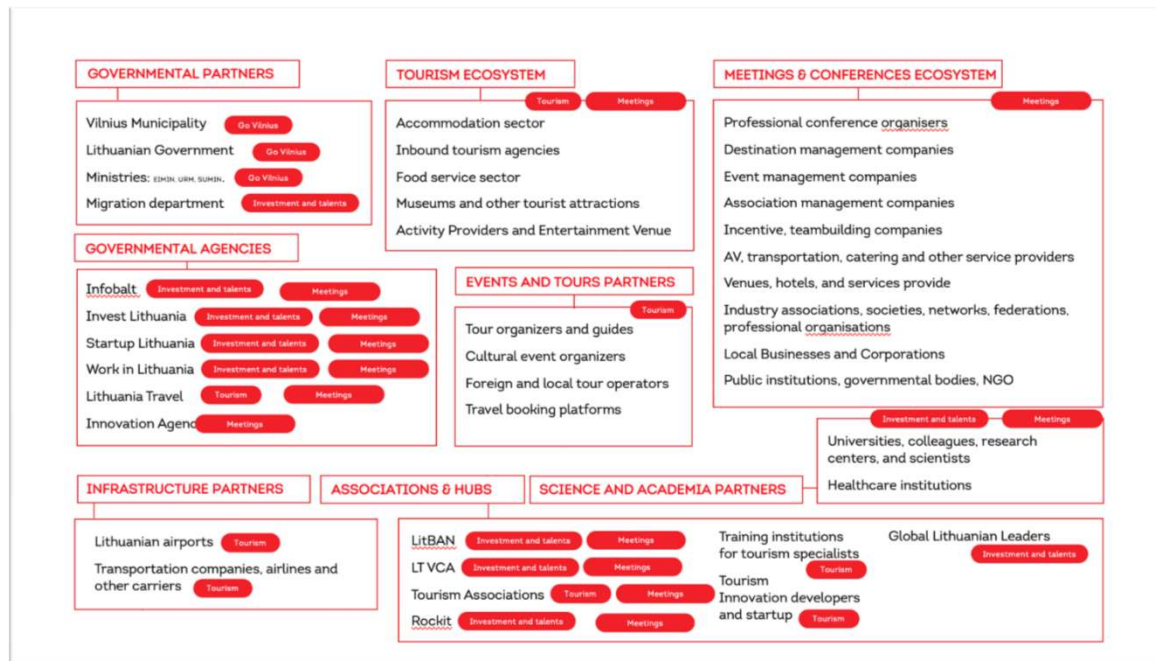
Talents

Lifecycle management

- International House Vilnius
- Soft-landing for 16000/year
- Carrier fast-track
- Salary revision at least once a year

Multilayer complexity

100+ various stakeholders



Ambition

To effectively measure our progress and report our value, we should be able to rely on **non-contestable metrics** as much as possible.

80%

20%

Contestable metrics

- 1 The key is to understand your partners
- 2 Customer–Centric Approach

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- 2 Customer–Centric Approach

Same same, but different

**Work in
Lithuania**

Create 
Lithuania

VILNIUS
INTERNATIONAL HOUSE

Focus on 5 target audiences

TARGET AUDIENCE

The logo for 'Work in Lithuania' features the text 'Work in Lithuania' in black, with 'Work in' on the first line and 'Lithuania' on the second line. The text is set against a yellow rectangular background that has a small triangular cut-off at the bottom right corner.

**Work in
Lithuania**

High added value
**international
professionals**

The logo for 'Create Lithuania' consists of the word 'Create' in a dark teal serif font, followed by a stylized wave icon made of three connected 'v' shapes, and then the word 'Lithuania' in the same serif font.

Create Lithuania




Diaspora

The logo for 'Vilnius International House' features the word 'VILNIUS' in a large, bold, red sans-serif font. Below it, the words 'INTERNATIONAL HOUSE' are written in a smaller, red, all-caps sans-serif font.

VILNIUS
INTERNATIONAL HOUSE

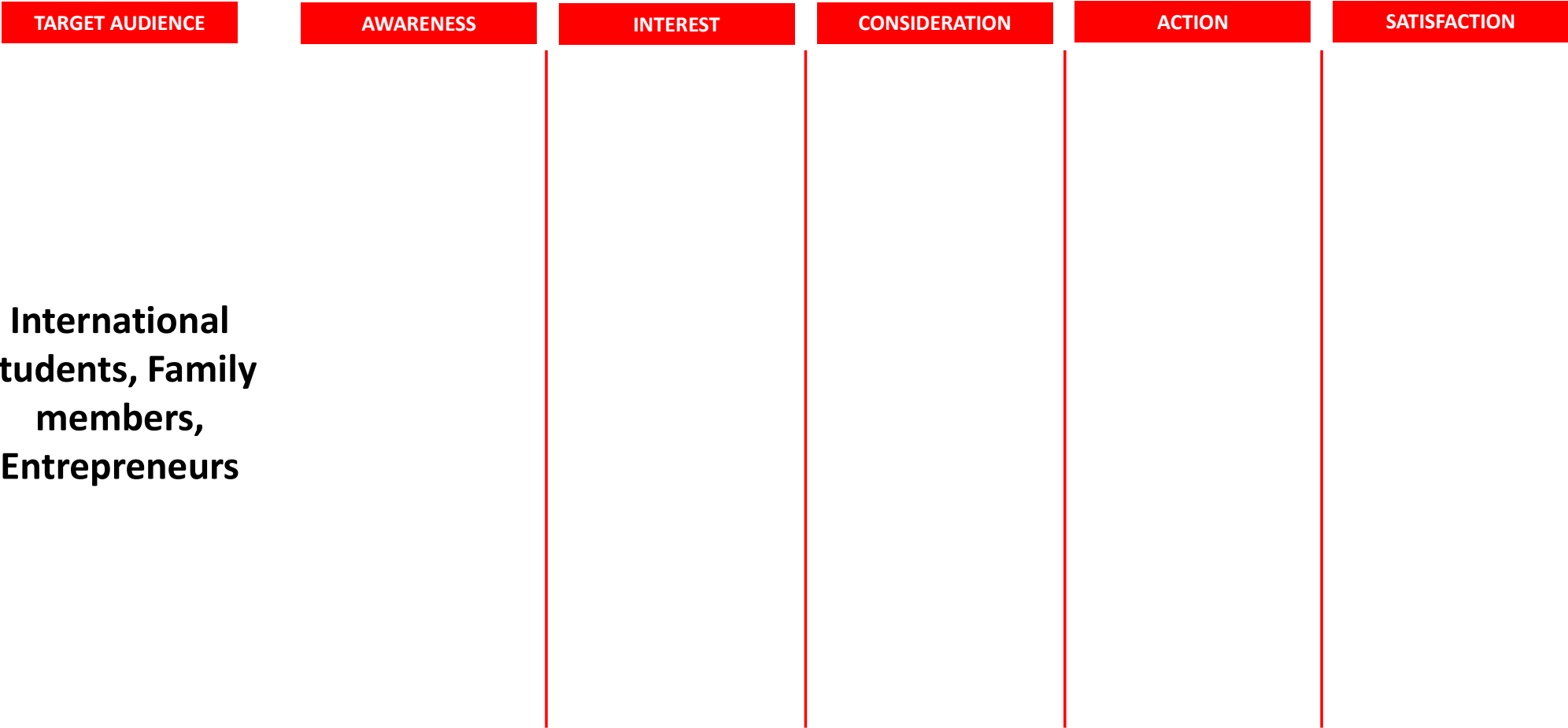
**International students,
Family members,
Entrepreneurs**

International talent life cycle management

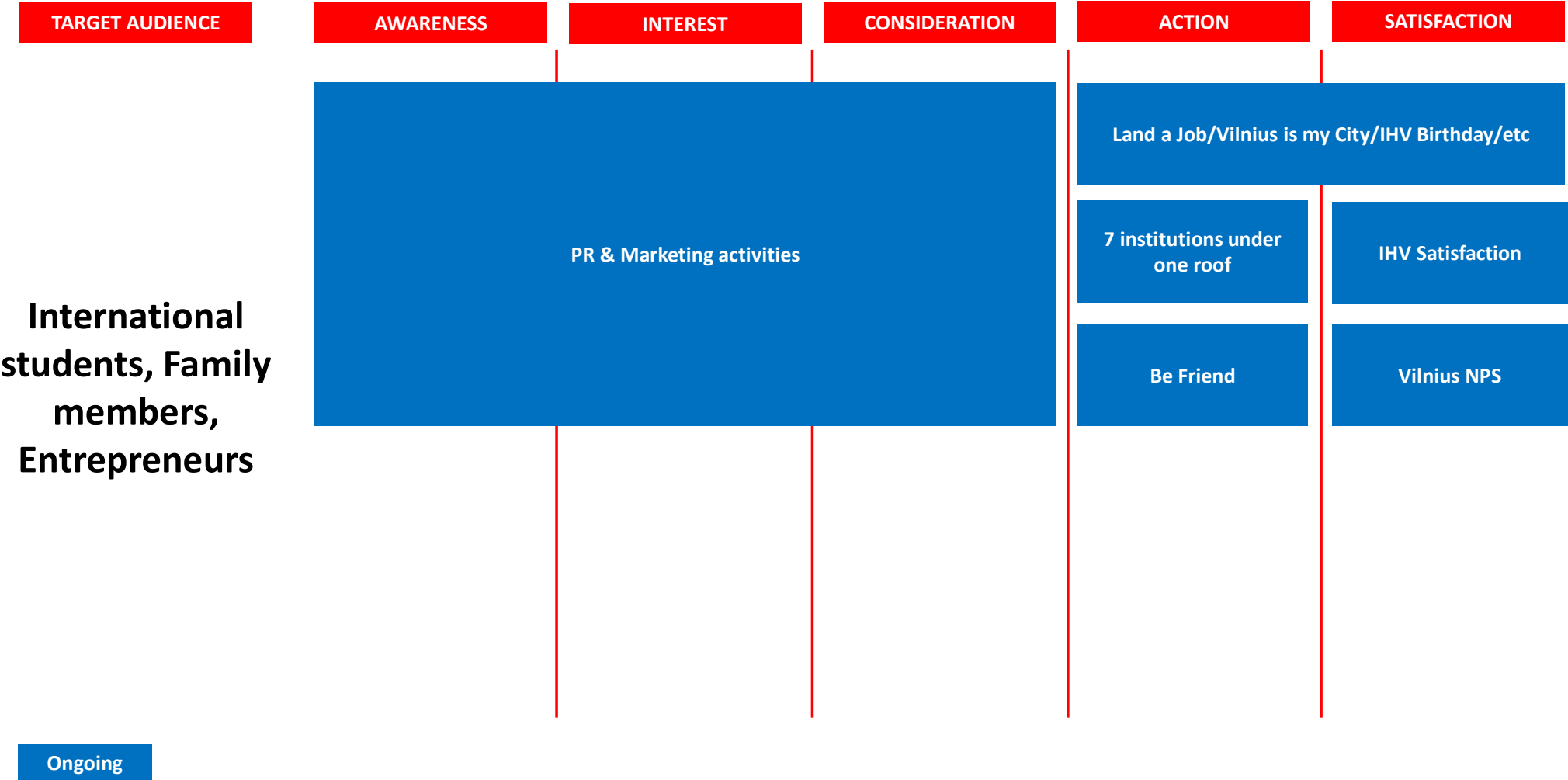
	TARGET AUDIENCE	ATTRACTION	RELOCATION	INTEGRATION	RETENTION
	High added value international professionals	Very Strong	Moderate	Weak	Weak
	Diaspora	Very Strong	Moderate	Moderate	Very Strong
	International students, Family members, Entrepreneurs	Moderate	Very Strong	Very Strong	Very Strong

- 1 The key is to understand your partners
- 2 **Customer–Centric Approach**

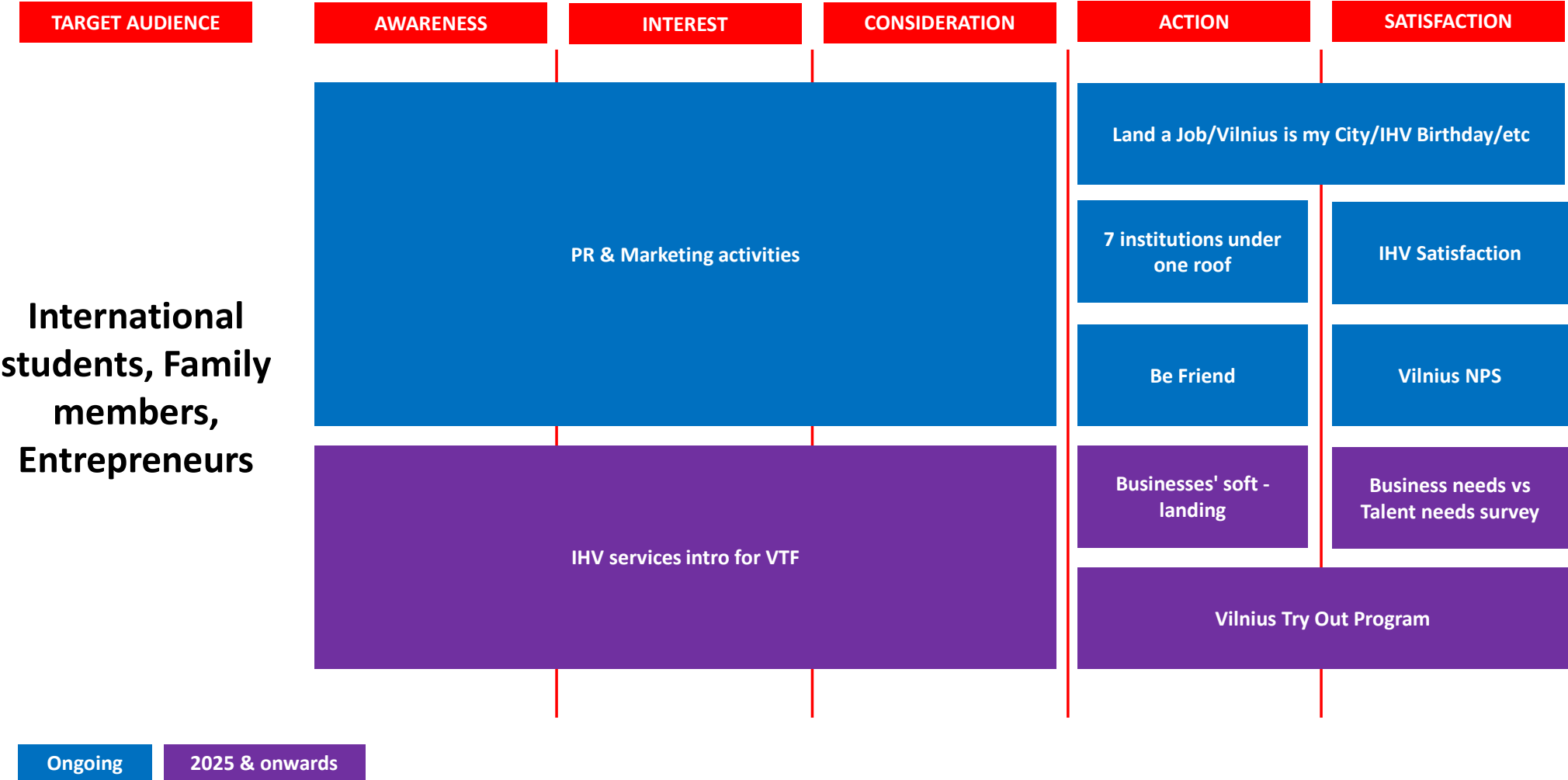
Go Vilnius Customer–centric approach



Go Vilnius Customer–centric approach



Go Vilnius Customer–centric approach



Non contestable KPI



VILNIUS NPS
>50



IHV Satisfaction
95%



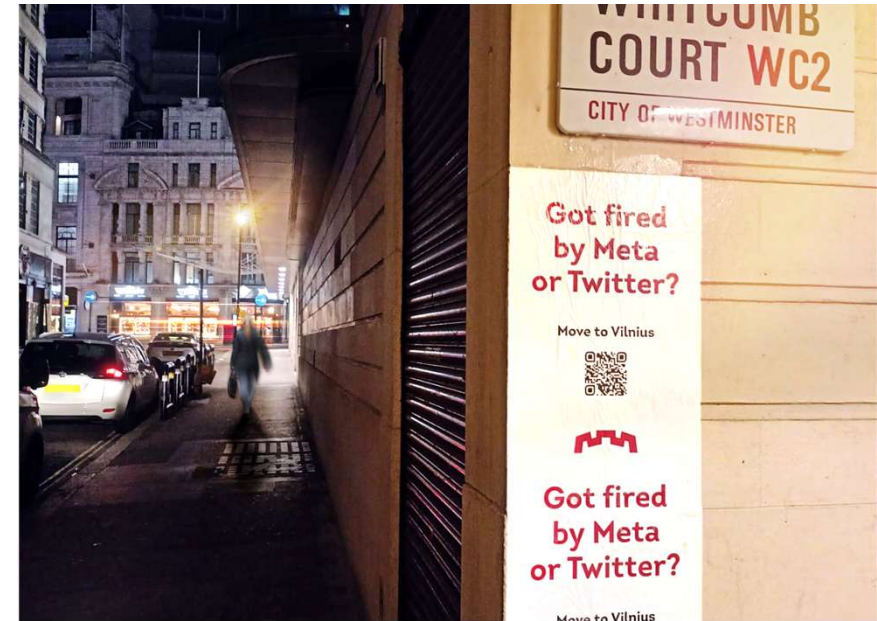
+10% International
students stay in
Vilnius



2 New partners
at IHV



100 International
Business
Consultations



The background of the entire page is a photograph showing a hand pulling a white sheet over a map of Europe. The map is printed on a light-colored surface, and the sheet is being pulled from the bottom right, partially covering the map. The hand is visible at the bottom center, and some blonde hair is visible at the bottom left.[ABOUT](#)[TEST](#)[PLACES](#)[MY PLEASURE MAP](#) 

Nobody knows where it is but
when you find it - it's amazing

THE G-SPOT OF EUROPE

#vilniusgspot



Let's build your personal pleasure map

TAKE THE TEST —→

SKIP THE FOREPLAY

**Estamos à sua espera em
Vilnius**

**We are waiting for you in
Vilnius**

**Laukiame Jūsų
Vilniuje**