



LPS Club Strategy

Adopted by AGM on 2023.02.02

Background

Lithuanian Professionals in Stockholm (LPS) Club was officially established in 2015 with the active support of the Lithuanian Embassy in Sweden.

LPS works through membership and also includes a broader ecosystem of over 300 professionals in Sweden in its organised knowledge events, excursions, business support activities, and fun events.

LPS is also actively engaged in projects and activities of the Global Lithuanian Leaders (GLL), an umbrella organisation for 26 Lithuanian Professionals' Clubs worldwide and other national and global initiatives.

Goals

The goal of the LPS Club is to gather a network of Lithuanian and other professionals working in Sweden, who have strong ties with Lithuania, to enhance opportunities for members to become strong professionals, and enable their careers and businesses by networking support, sharing information, building competencies, and fun activities.

LPS also aims to strengthen relations between Sweden and Lithuania by representing the professional diaspora in Lithuanian institutions, supporting Lithuanian business expansion in Sweden, and collaborating with other organisations that connect Lithuania and Sweden or promote Lithuania in Sweden.

Strategic Focus Areas

The intent for developing this Strategy is to enhance LPS Club branding and increase the financial stability and efficiency of Club operations. Having more concentrated growth directions will also help attract members to actively contribute to better-focused initiatives as well as develop long-term partnerships.

The Club has defined three strategic directions:

1. High professionalism, knowledge and networking
2. **Better visibility and image of Lithuania in Sweden**
3. Lithuanian business enablement in Sweden

Strategic Area: High professionalism, knowledge and networking

Context

Professionalism describes the way you do your work. Although most professions follow shared codes of conduct and specific ethical rules, significant differences across the countries exist that hinder the settling up and advancement of foreign highly skilled professionals or businesses. Quite often, Lithuanian professionals display insufficient knowledge of the Swedish social and working culture, administrative and legal basis, slowing down their establishment in the Swedish market and their career or business opportunities.

Similarly, when settling in Sweden or any foreign country for that matter, one needs to understand a wider context of social and public life and know important Swedish facts, places, traditions, and local social norms to easier socially integrate into work or public environments.

In Sweden, many job opportunities are usually open through own network and trusted relations. Thus building those assets is a strong prerequisite for professional success in Sweden, which Club aims to support.

Strategic actions

LPS Club due to its membership and network has a good position to help new professionals, talents and businesses who arrive in Sweden with the goal of getting established and recognised. Thus LPS Club aims to share the collective knowledge about professional standards, business ethics and values and so help newcomers to seek better career opportunities and overall - to strengthen the reputation of Lithuanians in Sweden.

The Club also seeks to raise members' knowledge about Swedish history, geography, economy, business, culture, geography, social norms, administrative and legal system that are essential to any successful establishment in Sweden.

Ultimately, supporting members' networking, joint activities, fun and joy through doing something of value together for the other LPS strategic goals, most strongly contribute to building trusted relations. Thus the Club aims to serve as a platform for professionals to connect, network, exchange ideas, and develop partnerships and friendships and be a trusted "go-to" referral network that helps members' personal or business growth.

For this goal, the Club aims the following:

- *Strengthen LPS capability* as a recognised source of reliable information about Swedish norms, rules, work culture, social life, etc. by maintaining and updating professional knowledge and skills, and also by marketing capabilities of its members and opportunities of its network and partnerships.
- *Assist Lithuanian professionals, talents and businesses to establish themselves* in the Swedish market by using the experience of its members, serving them as mentors and guides.
- The Club will *provide knowledge, learning and information* for those with requests, including members, to understand the Swedish business, social, legal, administrative, and professional standards, values and norms, including for specific industries or regions, when needed.

- *Expand knowledge of the Club members* and supporters about Swedish history, culture, geography, economy, business functioning and policies and more through various visits and events.
- Define and propagate *core professionalism values and standards* that bring value to the Swedish, Lithuanian, European or any multicultural working climate. Regularly review them with members and update them with good examples.
- Create networking opportunities and events that help members to build their relations, have fun and enjoy togetherness informally; these can take various forms as connected to all strategic areas: either through making teams for implementing projects or selected strategic goals or through events, site visit, company visits, fun excursions, knowledge events and other.

Strategic Area: Better visibility and image of Lithuania in Sweden

Context

2019 data demonstrate that Swedish society has limited knowledge about Lithuania: structured and reliable information about our country and its companies and businesses is still scarce. In general, Swedes display a lower recognition of Lithuanian image compared to that of Estonia and Latvia.

Swedes still maintain many misconceptions and biases about Lithuania that prohibit not only the easier establishment of Lithuanian professionals in Sweden but also hinder the expansion of Lithuanian business in Sweden and the growth of Swedish exports to Lithuania.

Strategic actions

LPS Club seeks to contribute to the creation of a solid positive image of Lithuania in Sweden. For that purpose, it aims to engage the competencies and skills of Lithuanian professionals in Sweden, utilise Swedish and Lithuanian mass and social media, and cooperate with relevant public institutions and private enterprises.

The LPS strategy leans on the Lithuanian 2020-2030 strategy. In the long run, this strategic LPS area is expected to contribute to attracting more investments to Lithuania, increase inbound tourism and raise exports to Sweden.

LPS Club considers the following activities that are also in line with the [‘Co-create’](#) concept of the Lithuanian government:

- Raise *the visibility and image* of Lithuania and so enhance understanding and acceptance of Lithuanian businesses in Sweden while building upon better economic and cultural coherence and collaboration between countries; this way the two strategic goals are interconnected.
- Increase *knowledge* of Swedish organisations and Swedes about Lithuania's economy, culture, tourism, talents and innovations through selected communication channels in Sweden.
- Expand *inter-institutional cooperation* and coordination of the input of Lithuanian professionals in Sweden while presenting Lithuania in Sweden.

- Strengthen LPS Club's *capability* to act as a platform for attracting talents, business and institutional partners from Lithuania with the goal to enhance Lithuanian image in Sweden.

Strategic Area: Lithuanian business enablement in Sweden

Context

The growing community of Lithuanian professionals and businesses in Sweden has an increasing need for better visibility and findability by potential customers and partners in Sweden.

Sweden so far hasn't got a body representing Lithuanian businesses' needs. Currently, this role is somewhat filled by the Lithuanian Embassy and the LPS Club. As the LPS Club is gaining more visibility and appreciation, its Board constantly receives requests from Lithuanian private persons, small and medium businesses asking to help them open or expand their business in Sweden. Individual requests are usually related to information on business rules and procedures, contacts, finding partners, specialists, consultants, and employees, as well as questions regarding Swedish market and business ethics, legislation and communication peculiarities.

LPS Board usually addresses those requests on an ad-hoc basis, but after Eastern export is increasingly refocusing towards EU countries including Sweden, the flow of Lithuanian business requests on expansion or establishment in Sweden is increasing. LPS needs a more strategic and streamlined approach how to address them in the most efficient, effective and sustainable for the Club way.

Strategic actions

Responding to the growing need, LPS Club sees a win-win opportunity to sustain its financials and assist Lithuanian businesses, entrepreneurs and individual professionals to better establish themselves in the Swedish market and social environment by utilising its members' knowledge and contacts. With this goal LPS Club aims to become a valuable business supporting partner or source of first-aid help to orient Lithuanian business in Sweden and as such - contribute to the growth of Lithuanian export to Sweden.

LPS also aims to support the governmental initiative "Team Lithuania", where in partnership with the Lithuanian Embassy in Sweden LPS becomes one of the major players in enhancing Lithuanian economic diplomacy in Sweden and economic collaboration between both countries.

The following is foreseen in this strategic area:

- Gather and *utilise knowledge, experience and contacts* of LPS members and supporters' network that could be valuable for this and other strategic areas.
- Establish a *Business Platform* that would more efficiently and visibly provide information about Lithuanian business active or entering Sweden and help attract clients by increasing their findability. This Platform shall be the digital and pilot LPS efforts to address numerous requests for information.
- Look for ways to provide *more effective support*, including digital ways, to Lithuanian businesses, including young entrepreneurs, solopreneurs, artists, service providers, and

others, who approach LPS with requests to establish or expand business in Sweden or for any other relevant information.

- *Educate and inform* Lithuanian businesses about Swedish market peculiarities by developing specific materials and education events; this is also in line with the strategic goal for professionalism and knowledge.
- In *collaboration* with the Embassy of Lithuania in Sweden and other relevant Lithuanian institutions, *plan and maintain joint activities* to support and promote Lithuanian businesses growth and visibility in Sweden, i.e. by supplementing communication channels, sharing requests and information, projects, activities and similar.

Final note:

LPS strategy has been developed by the LPS Board in 2022. It was discussed with LPS members at the online meeting in September 2022 and was refined according to major comments. The LPS Strategy was adopted at the Annual General Meeting in February 2nd, 2023.