

# Lessons learned, and opportunities in the midst of crisis



## The Trade View

2

APRIL

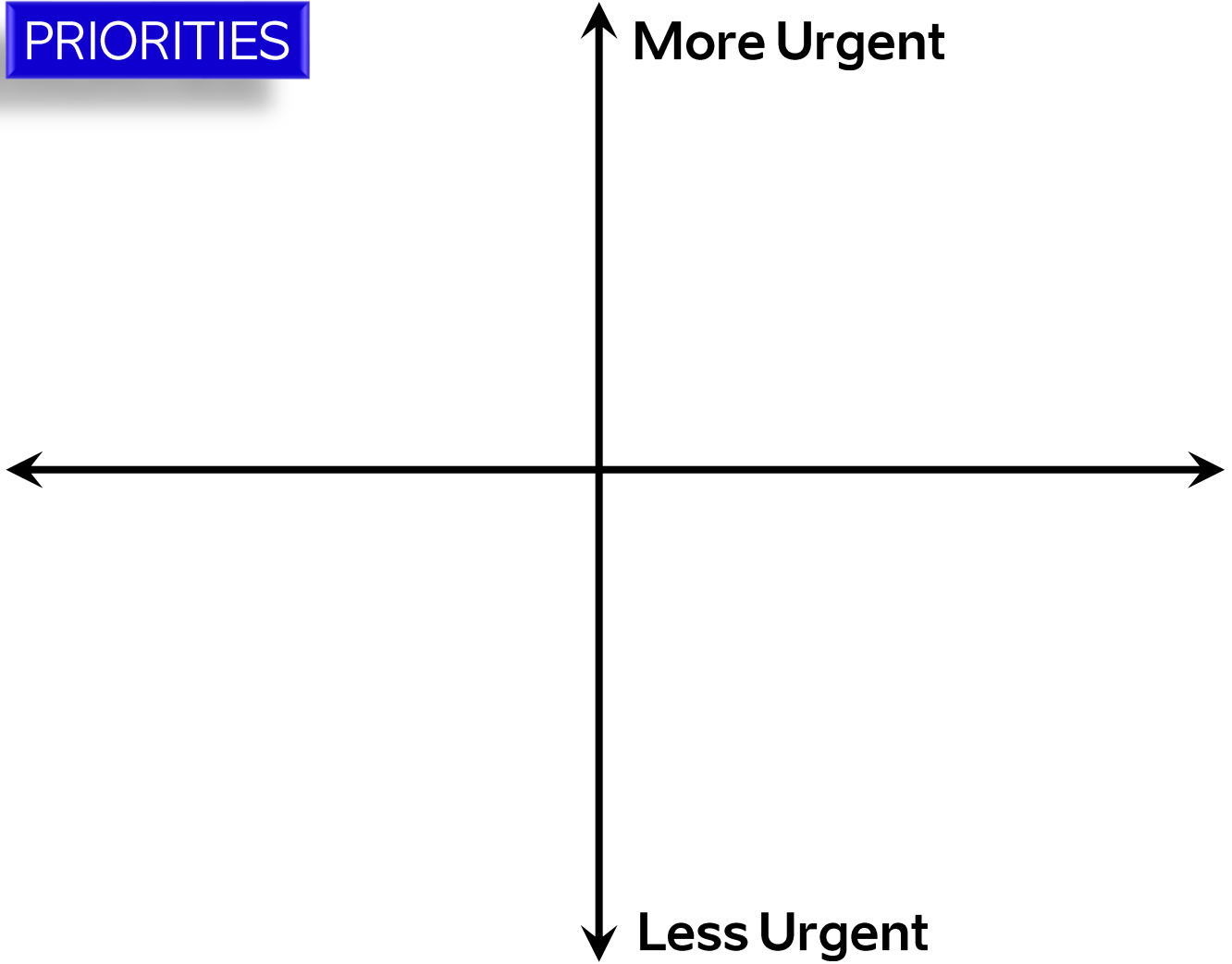
The situation, today

2

APRIL

PRIORITIES

Less  
Important



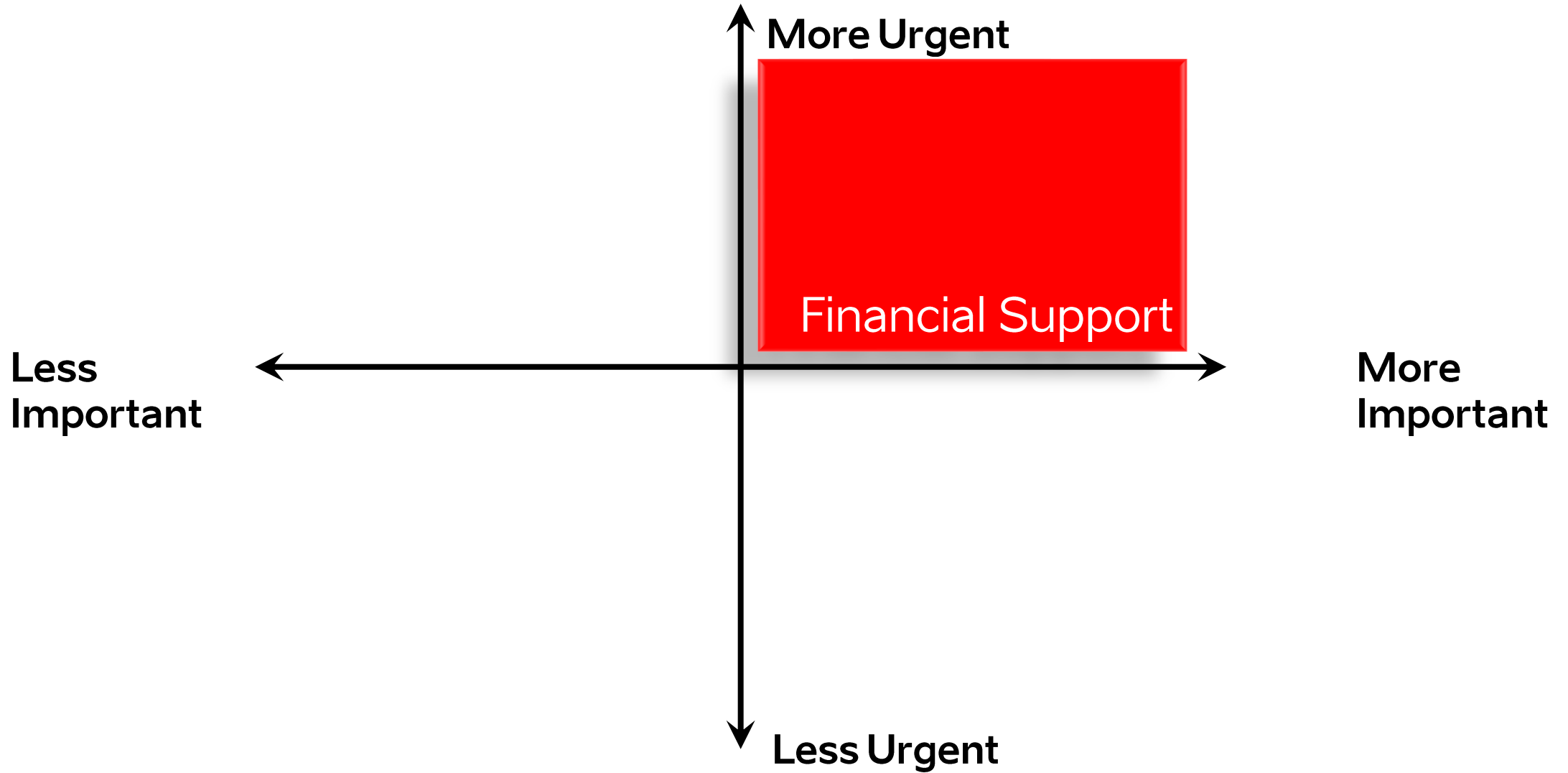
More Urgent

More  
Important

Less Urgent

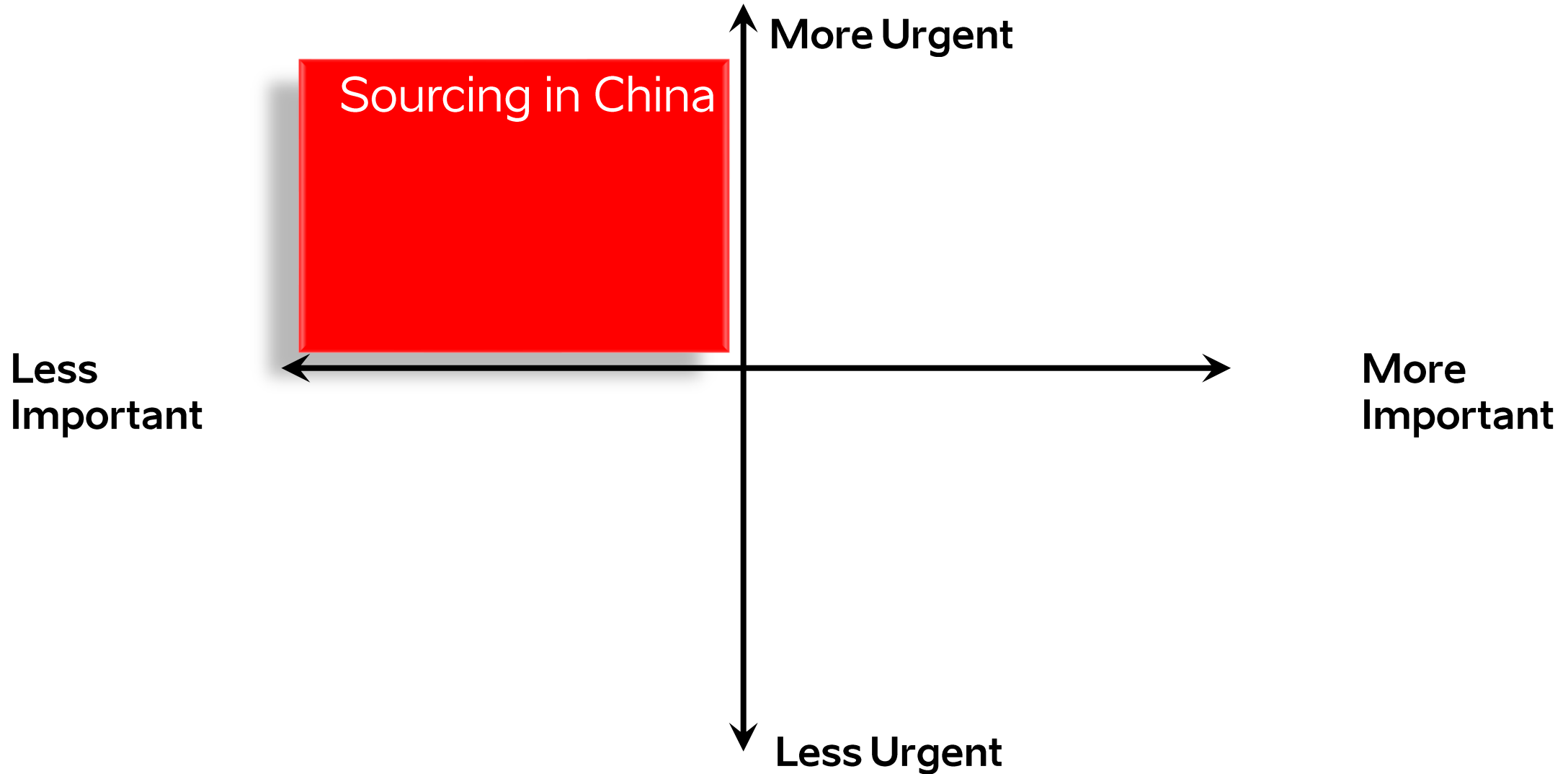
2

APRIL



2

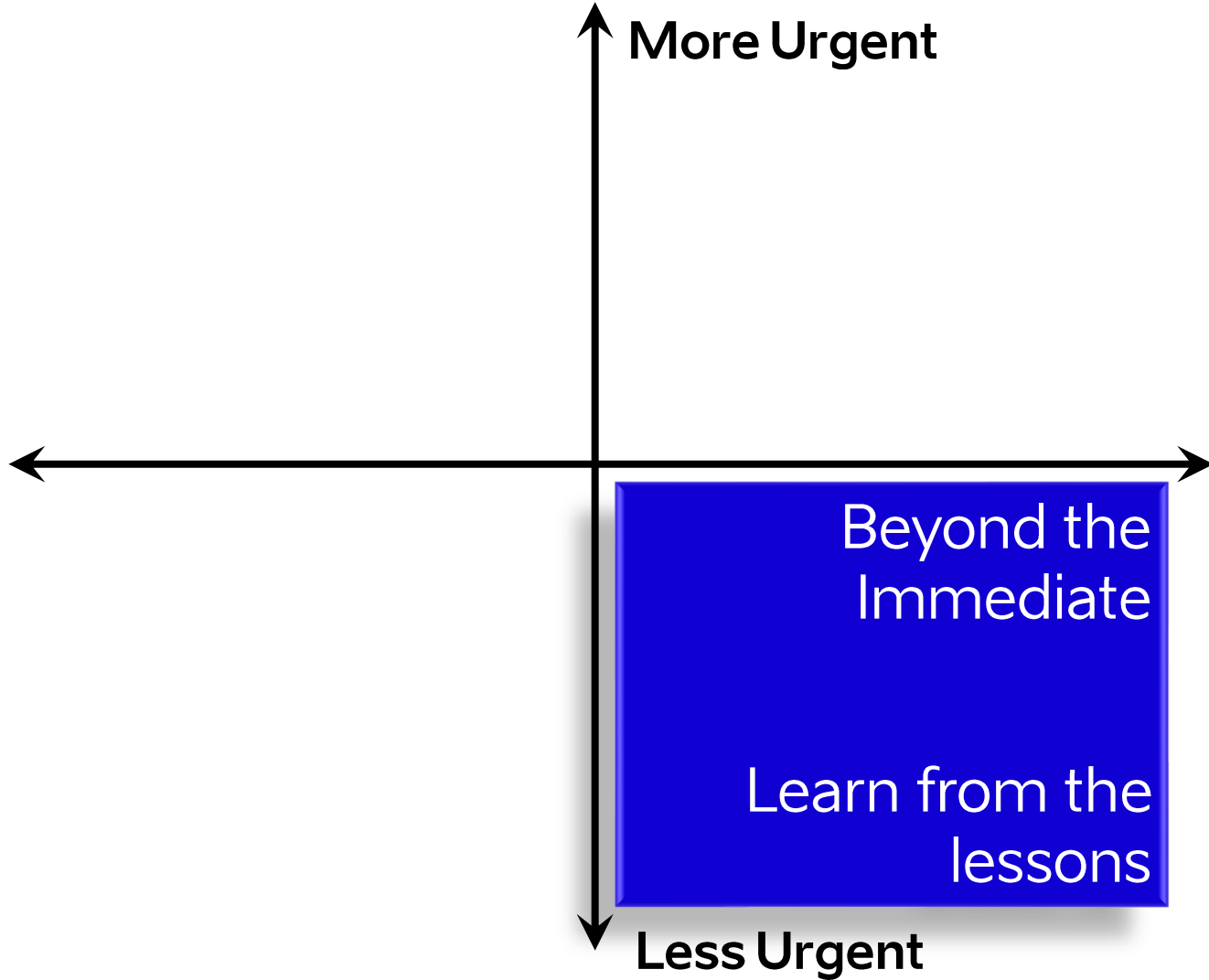
APRIL



2

APRIL

Less  
Important

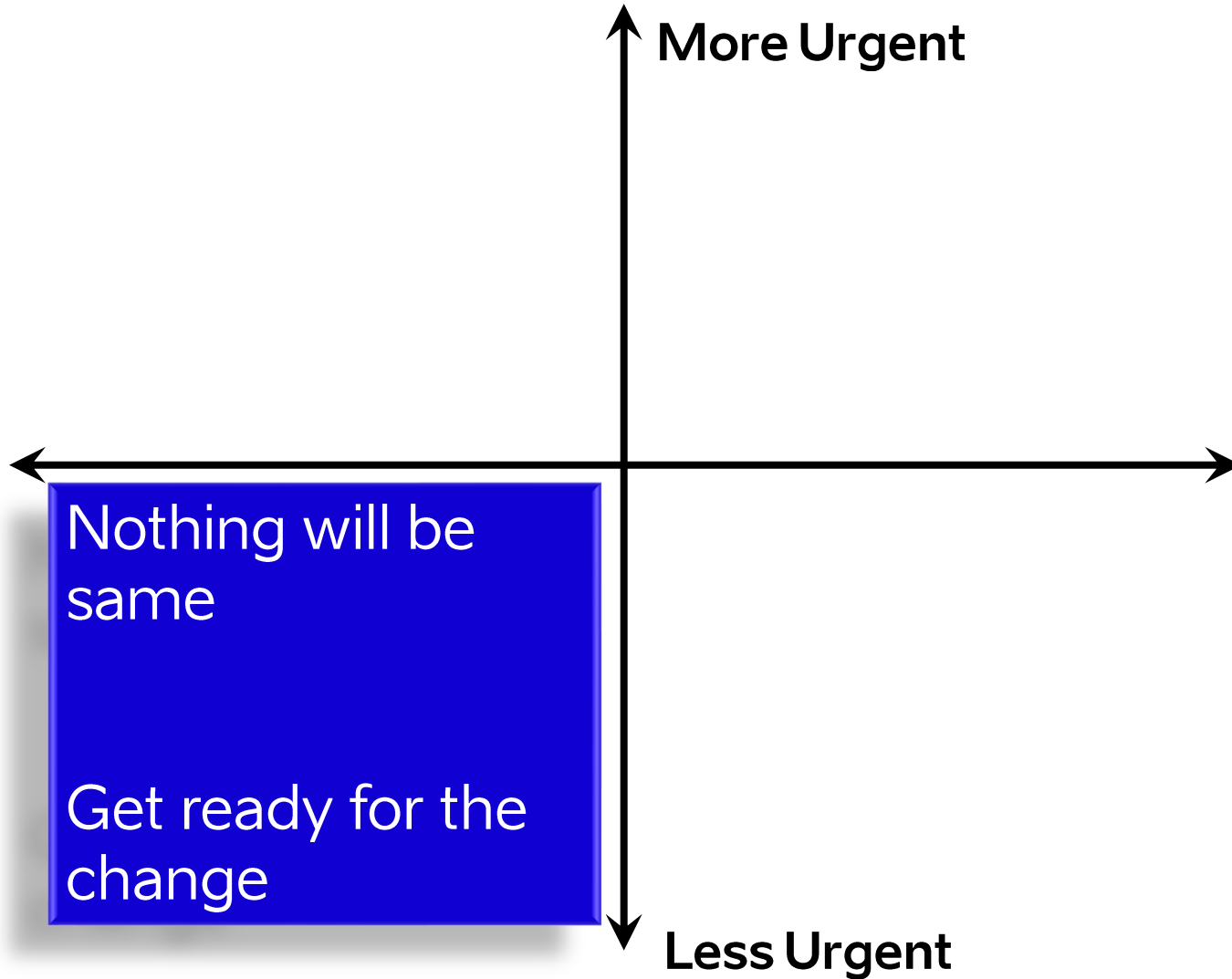


More  
Important

2

APRIL

Less  
Important



More  
Important

More Urgent

Less Urgent

Nothing will be  
same

Get ready for the  
change

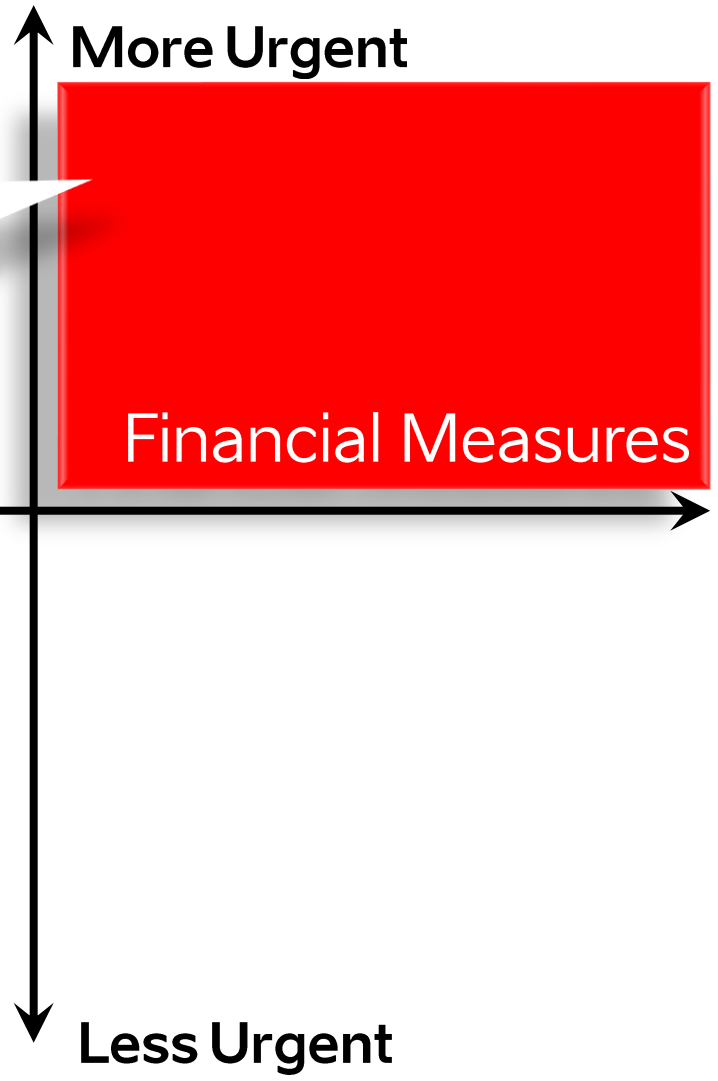
2

APRIL

**GENERAL**  
EESTI Government  
EU

**TRADE**  
EAS  
EU

Fairs  
Exhibitions  
Partner Search  
B2B  
IP payments  
Tariffs



More  
Important



More Urgent

Sourcing in China

SELLERS POWER

CHINA GOVERNMENT  
CENTRALIZATION

EESTI GOVERNMENT

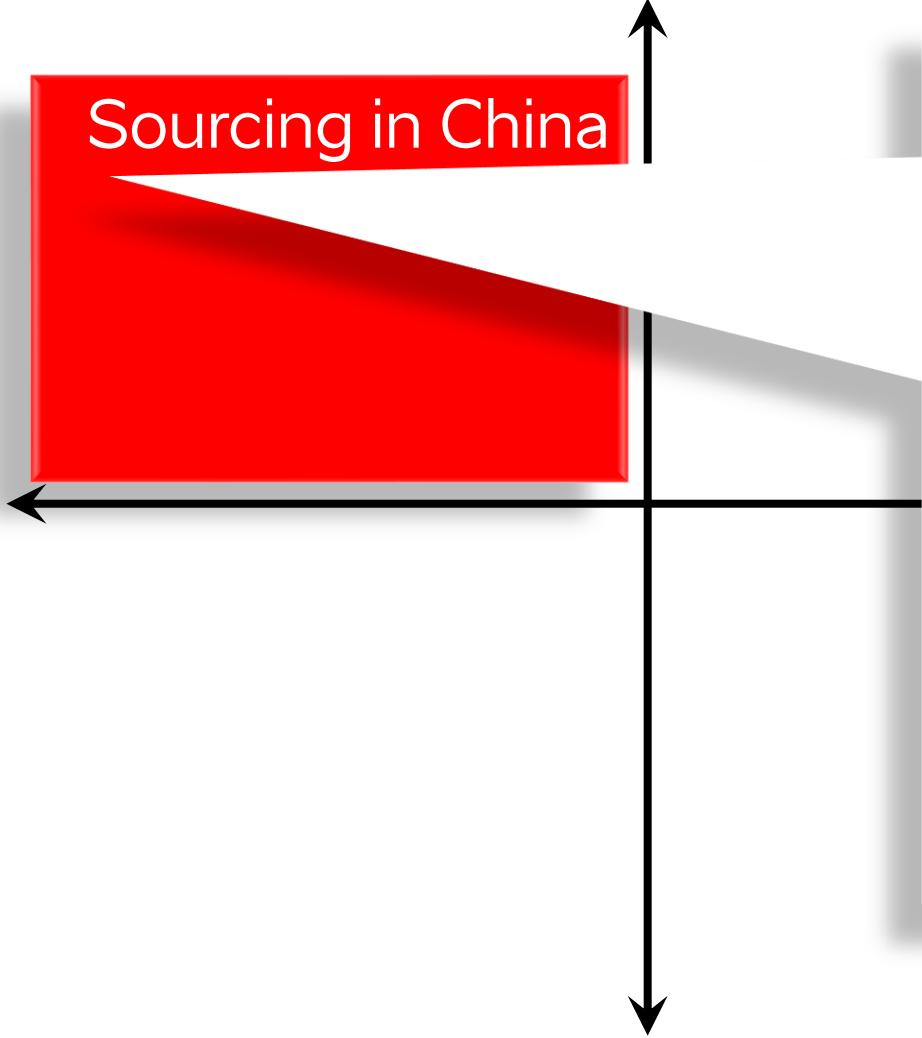
EAS  
ENTERPRISE ESTONIA

EUROPEAN  
UNION

HOT LINE  
Tender  
Enquiries  
Background  
Check  
Contacts  
Regulatory

Standards for medical  
clothing freely available  
Trade Policy to the limit

Less  
Important



2

APRIL

**START LOOKING BEYOND THE IMMEDIATE**

**EAS CHINA**

Tender  
 More B2B  
 More Importers  
 CBEC Shop  
 2<sup>nd</sup> Export Program  
 More contacts  
 Showroom China  
 Trade in Services  
 Updated Stats  
 More Training  
 Online Platforms  
 Verticals

More Urgent

Less Urgent

Beyond the Immediate

Learn from the lessons

**Lessons**

- Little knowledge of the role of China in manufacturing
- Little knowledge in the impact in our supplies
- No contingency plans of suppliers
- No studies of propagation throughout the supply chain
- No fast frequency statistics
- Not contacts in China
- Indifference about China role
- what happens elsewhere' not my problem
- trade in services
- Logistics champions

**EAS CHINA**

2

APRIL

### OPPORTUNITIES CHINA

- Safe/Health over Lux.
- Lifestyle changes
- Remote Edu
- Teleworking
- Everything-as-a-service
- Food/Drinks a safe bet
- Estonia to think C2M at a broad scale in China
- Anything offline that can be moved online (welding training)
- Verticals (creative industries, SPA, furniture)
- Healthcare early detection
- Tech logistics for C2M
- C2M for Estonia commodities
- Estonia sourcing C2M

### EAS CHINA programs

Less Important

More Urgent

Nothing will be same

Get ready for change

Less Urgent

**AITAH!**

**Stay in touch**



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