Kaunas: constantly getting contemporary
Kaunas IN numbers*

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Labour pool</th>
<th>Youth population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaunas</td>
<td>381,885 citizens</td>
<td>215,911 workers</td>
<td>71,694 young people</td>
</tr>
<tr>
<td>Region</td>
<td>561,468 citizens</td>
<td>283,300 workers</td>
<td>106,815 young people</td>
</tr>
</tbody>
</table>

* Lithuanian Department of Statistics, 2017
What do citizens need from the city?

| Economic opportunities and prosperity | Well-developed city infrastructure | High quality & rich in variety freetime activities |
The fundament – Economic life

Kaunas case: historic need of Foreign Direct Investment (FDI)
Key Sectors

MedTech Sector
ICT Sector
MRO Sector
Automotive Sector
Developing Sectors

GameDev  Medical Tourism  Startups
An overview of FDI in Kaunas

- Manufacturing: 54
- Retail: 16
- Real estate: 14
- Construction: 10
- Other products: 3.5

175 mln. Eur
Continental, Hella, Hollister
2017

Planned jobs by all the investors of 2017

> 4 000

* Information by Lithuanian Department of Statistics

Business Centers with a total leasable area of 99 k. sq. m. are to be opened in 2018-2019.
Fastest growing commercial real estate market in Lithuania: ~125% growth of total sqm in the last 2 years

Emerging A-class offices:
2017 – 0%
2018 – 6%
2019 – 18%

Rent prices of modern office space in Kaunas are 10-15% lower than in Vilnius.
The side effects of investments

Good PR – positive news of changes to both:
- business – to invest
- citizens – to come(back)

Once started, the process accelerates itself:
- English-speaking schools
- soft-landing infrastructure
### Investments for city infrastructure 2018-2022

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding (€)</th>
</tr>
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<tbody>
<tr>
<td>For the reconstruction of public areas &amp; streets</td>
<td>&gt;50 mln.</td>
</tr>
<tr>
<td>EU investment in sustainable urban development and the development of dual-use transport</td>
<td>&gt;6 mln.</td>
</tr>
<tr>
<td>Renovated urban parks &amp; public areas</td>
<td>&gt;41 mln.</td>
</tr>
<tr>
<td>Public transport renewal</td>
<td>&gt;50 mln.</td>
</tr>
</tbody>
</table>

- 15 parks
Leisure time – Žalgirio arena

Economic value (~120 events, ~5 mln. revenue in 2016)

Short-term, long-term PR benefits

Visual improvement of the city

Symbol of changes and „new times“

Local, smaller-scale „Bilbao effect“
M. K. Čiurlionis Concert Centre

The Centre will meet Kaunas’ pressing need for a world-class modern concert venue while also providing multi-functional spaces for conferences, congresses and symposia.
Science Island

Science Island’s perspective is on three interrelated scientific themes, the Human, the Machine and Nature/Ecology. The project’s overall aim is to foster and advance the development of science and culture in Kaunas, and in Lithuania as a whole. Science island is going to be open science museum dedicated for kids similar to Exploratorium in San Francisco or Kopernik in Warsaw.
Kaunas 2022: FROM TEMPORARY TO CONTEMPORARY
Let’s talk about Kaunas!

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Competitiveness of Small & Medium-Sized Cities in the Baltic Sea Region

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