

Export topic page business analysis

Executive summary



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The objective of the export topic page business analysis was to create an export topic page that allows entrepreneurs to find consolidated information on public services related to export and access service environments from a central platform (eesti.ee for entrepreneurs), where information and service offerings are structured according to the company's situation and the business event logic associated with export activities.

The creation of the export topic page is necessary as information is fragmented across various institutions and organizations, making it difficult for entrepreneurs to find. Entrepreneurs lack a unified overview of all the possibilities for using export-related services.

This analysis provides an overview of the methodologies and activities used, the current situation from the perspective of institutions and entrepreneurs, the created export topic page, the technical and legal analysis, the prototype, and suggestions and recommendations. Data for the analysis was collected through document analysis, interviews, workshops, and user testing.

The analysis begins by examining the current situation from the perspective of service providers and entrepreneurs, highlighting the export-related services and information services offered by different institutions and organizations. During the analysis, 90 export-related services and 16 service providers were mapped.

An export topic page was developed during the analysis, enabling entrepreneurs to find export-related services in one place - eesti.ee for entrepreneurs. The export topic page can be used in both authenticated and non-authenticated views in the future.

An interactive prototype of the export topic page was created in collaboration with institutions and entrepreneurs ([link](#)), and designed according to the eesti.ee brand manual. The export topic page highlights the most important thematic categories:

- General information and target markets,
- Finding contacts,
- Consulting,
- Financial solutions, and
- Regulations.

Additionally, the report provides an overview of the description of the topic page, the creation and development of the topic page concept, and the expectations of entrepreneurs. The technical analysis chapter describes the technical aspects of the topic page, development plan, dependencies, as well as the interface and information management process. The legal analysis section summarizes the legal bases for the disclosure of information, examining the nature of public services and the obligation to ensure the availability of information via the export topic page.

The report concludes with recommendations for further development and implementation of the export topic page. The appendices allow the reader to familiarize themselves with the current situation mapping table, prototype sample texts, and user tasks conducted during prototype user testing.

The analysis consistently involved major service providers: the Estonian Business and Innovation Agency, the Estonian Chamber of Commerce and Industry, the Ministry of Foreign Affairs, AS KredEX Krediidikindlustus, Estonian Association of Information Technology and Telecommunications and several other institutions.

The analysis was completed in close cooperation with AS PricewaterhouseCoopers Advisors, Gofore Estonia OÜ, Law Office TGS Baltic AS, the Ministry of Economic Affairs and Communications, Information System Authority, and involved institutions during the period from September to December 2024.

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