EU Outbound *Playbook*

Half a page per market: what the law lets you send, which channel leads, where the signals live, and how buyers expect to be approached.



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Same stack, *28 rulebooks*

Every card starts from the cold-email rule, because it decides the channel mix. Where email is closed, LinkedIn, phone and events carry the sequence.

Opt-out OK

Cold B2B email to a work address is allowed if you offer an easy opt-out. GDPR still applies.

Grey zone

Allowed with conditions: generic inboxes only, a role-relevance test, or the law is unclear. Check before you send.

Consent first

Prior consent is needed even for B2B. Open with LinkedIn, phone or events and email only after a reply.

Rules for every EU market

1. Run a legitimate-interest test for each campaign. Include an Art. 14 notice and an opt-out in the first message.
2. Keep one suppression list across channels. An opt-out anywhere ends contact everywhere.
3. Native-language copy, reviewed by a native speaker. Raw machine translation never ships.
4. Send from your own warmed domains and inboxes, never a shared sender.
5. No RB2B or person-level visitor ID in the EU. Company-level intent signals only.
6. Check the current rules for each country before anything is sent.

The Rhooa core stack, used in every country

Clay · Apollo · Claude · Instantly · HeyReach · HubSpot · Jungler

02 · All 28 markets at a glance

Market	Cold email	Lead channel	Difficulty
ANGLO · Home turf for the wedge. English, fast, direct, email-friendly B2B.			
United Kingdom	Opt-out OK	Email + LinkedIn	●○○○○
Ireland	Opt-out OK	Email + LinkedIn	●○○○○
BENELUX · English works. Buyers are direct, and practical value wins deals.			
Netherlands	Consent first	LinkedIn + phone	●●○○○
Belgium	Grey zone	LinkedIn + email	●●○○○
Luxembourg	Opt-out OK	LinkedIn + intro	●●●○○
DACH · Biggest prize, strict on cold email. Local language, proof and patience.			
Germany	Consent first	LinkedIn + phone	●●●●●
Austria	Consent first	LinkedIn + phone	●●●●○
NORDICS · Flat orgs, consensus buying, perfect English, zero tolerance for hype.			
Sweden	Opt-out OK	LinkedIn + email	●●○○○
Denmark	Consent first	LinkedIn + phone	●●●○○
Finland	Grey zone	LinkedIn + email	●●○○○
FRANCE · Use French. Hierarchy matters, and the business ecosystem is centred on Paris.			
France	Opt-out OK	LinkedIn + phone	●●●●○
SOUTHERN · Relationship first. Calls, intros and events beat sequences.			
Spain	Consent first	LinkedIn + phone	●●●○○
Italy	Consent first	Phone + LinkedIn	●●●●○
Portugal	Grey zone	LinkedIn + email	●●○○○
Greece	Consent first	Phone + LinkedIn	●●●○○
Cyprus	Grey zone	LinkedIn + intro	●●●○○
Malta	Consent first	LinkedIn + intro	●●●○○
CEE · Engineering-led hubs, price-aware, English common in tech. Founder-to-founder.			
Poland	Consent first	LinkedIn + phone	●●●○○
Czechia	Consent first	LinkedIn + phone	●●●○○
Slovakia	Grey zone	LinkedIn + email	●●●○○
Hungary	Consent first	LinkedIn + phone	●●●●○
Romania	Consent first	LinkedIn + phone	●●●○○
Bulgaria	Consent first	LinkedIn + phone	●●●○○
Slovenia	Opt-out OK	LinkedIn + email	●●●○○
Croatia	Opt-out OK	LinkedIn + phone	●●●○○
BALTICS · Small, digital, English-speaking startup scenes where people know one another.			
Estonia	Opt-out OK	LinkedIn + email	●●○○○
Latvia	Grey zone	LinkedIn + email	●●○○○
Lithuania	Consent first	LinkedIn + phone	●●○○○

United Kingdom

English

ANGLO

1	Signal-triggered email
2	LinkedIn connect, day 2
3	Follow-up email, new angle
4	Call after engagement

Buying culture. Direct and quick. At Seed to Series A, a founder or VP of Sales may sign within weeks.
Opener. First name, English, light humour. Get to the point in line one.

EMAIL	Opt-out OK Opt-out OK to corporate subscribers. Sole traders/partnerships need consent (PECR reg.22)
PHONE	Screen against TPS and CTPS before calling
SIGNALS	UKTN / Sifted · Reed / Totaljobs · Find a Tender / Contracts Finder · Beauhurst (funding data)
DATA	Companies House (free API) / Endole · Cognism · Lusha · Apollo
EVENTS	London Tech Week · B2B Marketing Expo
DEAD	August · Christmas · Easter school hols

Ireland

English

ANGLO

1	Signal-triggered email
2	LinkedIn connect, day 2
3	Call after engagement
4	Dublin event follow-up

Buying culture. Small, connected scene. Warm, informal, fast once the founder is in.
Opener. First name, English, friendly. A mutual connection opens doors fast.

EMAIL	Opt-out OK Opt-out OK if offer relates to their professional role (S.I. 336/2011 reg.13)
PHONE	B2B calls OK unless number on NDD opt-out (ComReg). Mobiles need consent
SIGNALS	Silicon Republic / Business Post · IrishJobs.ie · eTenders.gov.ie · Enterprise Ireland / Scale Ireland
DATA	CRO (core.cro.ie) / Vision-net, Solocheck · Cognism · Lusha
EVENTS	SaaStock Europe (Dublin) · Dublin Tech Summit
DEAD	August · Christmas · St Patrick's week



Netherlands

Dutch · English OK almost everywhere

BENELUX ●●○○○

1	LinkedIn connect, no pitch
2	Call in English, direct ask
3	Email only after reply/consent
4	Breakup email, value-first

Buying culture. Blunt, flat, consensus-light. Short pitch, clear price, fast no or yes.
Opener. First name, English fine. Be direct. Dutch buyers read flattery as a red flag.

EMAIL	● Consent first Spam ban covers business subscribers: consent unless existing customer (Telecommunicatiewet 11.7)
PHONE	B2B calls OK. Consumer telemarketing opt-in since Jul 2021
SIGNALS	Silicon Canals / Emerce Indeed NL / Werk.nl · TenderNed Techleap.nl
DATA	KvK Handelsregister / Company.info, OpenKvK Dealfront · Cognism
EVENTS	Money20/20 Europe (Amsterdam)
DEAD	Jul-mid Aug · 5 Dec-1 Jan (Sinterklaas)



Belgium

Dutch (Flanders) / French (Wallonia, Brussels) · English OK

BENELUX ●●○○○

1	LinkedIn connect
2	Email in EN, or FR/NL by region
3	Call after reply
4	Event meet (Brussels/Ghent)

Buying culture. Two markets in one. Flemish pragmatic, Walloon more formal. Compromise culture.
Opener. English for Flanders tech. French and 'vous' for Wallonia. Never mix them.

EMAIL	● Grey zone Opt-out only to generic company addresses (info@). Named employee needs consent (CEL art. XII.13 + RD 4 Apr 2003)
PHONE	B2B calls OK on opt-out. DNCM register covers consumers (verify for firms)
SIGNALS	Data News (tech/funding) Jobat / StepStone.be e-Procurement (publicprocurement.be) VOKA / BECI chambers
DATA	KBO/BCE (Crossroads Bank) / Companyweb, NBB balance sheets Dealfront · Cognism
EVENTS	Devoxx Belgium (dev-heavy)
DEAD	Jul-Aug · Christmas · Easter school week



Luxembourg

French / German / English all OK

BENELUX ●●●○○

1	LinkedIn connect
2	Intro via Luxinnovation/network
3	Email after reply
4	Meeting in person

Buying culture. Tiny, multilingual, finance-heavy. Trust travels by referral.
Opener. English or French, formal first touch. Titles matter in finance.

EMAIL	● Opt-out OK Opt-out OK for B2B. GDPR notice + unsubscribe (Law 30 May 2005 art.11)
PHONE	B2B calls OK on opt-out. Natural persons need consent (verify)
SIGNALS	Silicon Luxembourg · Moovijob · pmp.lu (public tenders) · Luxinnovation / House of Startups
DATA	LBR (Luxembourg Business Registers) · Dealfront · Lusha · Infobel
EVENTS	ICT Spring
DEAD	August · Christmas



Germany

German (English OK for tech/startups)

DACH ●●●●●

1	LinkedIn connect (no pitch)
2	Call with German opener
3	Email only after reply/consent
4	Trade-fair meeting

Buying culture. Formal, thorough, committee-led. Slow to start, loyal once signed.
Opener. Sie, Herr/Frau + surname, German copy. English only after they switch.

EMAIL	● Consent first Prior consent needed even B2B. Courts expect double opt-in proof (UWG §7(2) Nr.2)
PHONE	B2B calls need presumed consent (concrete interest). Consumers opt-in
SIGNALS	Gründerszene / Deutsche Startups · StepStone · service.bund.de / TED (ted.europa.eu) · XING
DATA	Handelsregister / North Data · Dealfront · Cognism
EVENTS	OMR Festival (Hamburg) · Bits & Pretzels (Munich)
DEAD	August · Christmas-6 Jan · Rhineland Carnival



Austria

German (Austrian register · English OK in tech)

DACH ●●●●○

1	LinkedIn connect (no pitch)
2	Call in German
3	Email only after reply/consent
4	Vienna event follow-up

Buying culture. Formal, title-conscious, relationship-led. Smaller, slower than DE.
Opener. Sie, use titles (Mag., Dr.). Don't send German-German copy unedited.

EMAIL	● Consent first Prior consent needed even B2B. No cold email to named addresses (TKG 2021 §174)
PHONE	Marketing calls need prior consent, B2B included (TKG §174)
SIGNALS	Brutkasten (funding news) · karriere.at (jobs) · BBG / TED (ted.europa.eu) · XING
DATA	Firmenbuch (via North Data / firmenbuchgrundbuch.at) · Dealfront · Cognism
EVENTS	ViennaUP · 4Gamechangers
DEAD	Jul-Aug · Christmas-6 Jan



Sweden

Swedish · English widely OK

NORDICS ●●○○○

1	LinkedIn connect, give first
2	Short English email
3	Call to book
4	Group demo for the team

Buying culture. Consensus buying. Many voices, slow agreement, fast execution after.
Opener. First name, English, low-key. Understate. Hype kills trust.

EMAIL	● Opt-out OK Opt-out OK if offer relates to their professional role (Marketing Act §19)
PHONE	B2B calls OK. NIX register covers consumers only
SIGNALS	Breakit · Platsbanken · e-Avrop / Visma Opic · SUP46
DATA	Bolagsverket / Allabolag · Vainu · Dealfront
EVENTS	Brilliant Minds · Techarenan (Stockholm)
DEAD	July (industrisemester) · Midsummer · Christmas



Denmark

Danish · English widely OK

NORDICS ●●●○○

1	LinkedIn connect
2	Call, short and direct
3	Email only after reply/consent
4	Copenhagen meetup

Buying culture. Flat, informal, trust-based. Consensus but quicker than Sweden.
Opener. First name, English, dry humour works. No titles, no fluff.

EMAIL	● Consent first Prior consent needed for B2B email, incl. named work addresses (Marketing Practices Act §10)
PHONE	B2B calls allowed. Consumer calls banned without consent
SIGNALS	Børsen · Jobindex · udbud.dk / TED (ted.europa.eu) · Dansk Erhverv
DATA	CVR (datacvr.virk.dk) / Proff.dk · Vainu · Dealfront
EVENTS	TechBBQ (Copenhagen)
DEAD	July (wk 28-31) · Christmas · Easter



Finland

Finnish (Swedish minority) · English OK

NORDICS ●●○○○

1	LinkedIn connect
2	Factual English email
3	Call after reply
4	Slush follow-up

Buying culture. Reserved, engineer-minded, needs facts. Silence isn't a no.
Opener. First name, English, plain and factual. Cut small talk.

EMAIL	● Grey zone Named address: only if their role fits your offer. Generic info@ OK (Info Society Code §200-202)
PHONE	B2B calls OK. Consumer phone-sales rules tightened (verify)
SIGNALS	Kauppalehti / ArcticStartup · Duunitori · Hilma (tenders) · Business Finland
DATA	YTJ / PRH Trade Register / Finder.fi · Vainu · Dealfront · Asiakastieto
EVENTS	Slush (Helsinki)
DEAD	July (whole month) · Juhannus · Christmas



France

French (English weak outside tech)

FRANCE ●●●●○

1	LinkedIn connect in French
2	Email in French, opt-out clear
3	Call after engagement (B2B rule: verify)
4	Meet at VivaTech/SaaStr EU

Buying culture. Hierarchical, formal, debate-loving. The C-level decides. Peers influence.
Opener. Vous, Madame/Monsieur, French. English reads as lazy.

EMAIL	● Opt-out OK Opt-out OK if offer relates to recipient's job. CNIL rule (CPCE L34-5)
PHONE	Opt-in telemarketing law live 11 Aug 2026. B2B scope unclear, verify
SIGNALS	Maddyness / FrenchWeb · Welcome to the Jungle · BOAMP · French Tech / Station F
DATA	RNE (INPI) / Infogreffe; Pappers, Societe.com · Kaspr · Dropcontact · Pharow
EVENTS	VivaTech (Paris)
DEAD	August · May bridges (ponts) · Christmas



Spain

Spanish (Catalan helps in BCN) · English OK in tech

SOUTHERN ●●●○○

1	LinkedIn connect
2	Call in Spanish
3	Email after reply
4	Meet at South Summit/4YFN

Buying culture. Relationship-led, warm, slower to commit. The founder decides.
Opener. "Tú" is fine in startups. Use "usted" with corporates. Write in Spanish.

EMAIL	● Consent first Prior consent needed for B2B email. AEPD fines often (LSSI art.21)
PHONE	B2B calls OK. Consumers need consent. Check Lista Robinson
SIGNALS	El Referente · InfoJobs · PLACSP (public tenders) · ENISA / Endeavor Spain
DATA	Registro Mercantil (BORME) / Infoempresa, elnforma · Cognism · Lusha · elnforma (Informa D&B)
EVENTS	South Summit (Madrid) · 4YFN / MWC (Barcelona)
DEAD	August · Semana Santa · Christmas-6 Jan



Italy

Italian (English weak outside tech)

SOUTHERN ●●●●○

1	LinkedIn connect
2	Call in Italian
3	Email only after reply/consent
4	Milan event meeting

Buying culture. Personal and relationship-led, with many family businesses. Trust takes time.
Opener. Lei, Dott./Ing. titles, Italian. Formal first, warm after.

EMAIL	● Consent first Prior consent needed for B2B email. Garante enforces hard (Privacy Code art.130)
PHONE	Screen against RPO opt-out register before any call
SIGNALS	StartupItalia / EconomyUp · InfoJobs.it · acquistinretepa (MEPA) · Confindustria
DATA	Registro Imprese (InfoCamere) / Atoka · Cognism · Lusha
EVENTS	Italian Tech Week (Turin) · SMAU (Milan)
DEAD	August (Ferragosto) · Christmas-6 Jan



Portugal

Portuguese (English OK for tech)

SOUTHERN ●●○○○

1	LinkedIn connect
2	English email
3	Call after reply
4	Web Summit Lisbon meeting

Buying culture. Friendly, English-speaking tech scene with careful budgets. Founders decide.
Opener. English is fine in tech. Use Portuguese with traditional firms. Use “você” carefully.

EMAIL	● Grey zone Generic company address OK unless on DGC opt-out list. Named = consent (DL 7/2004 art.13-A)
PHONE	Legal persons: opt-out. Check DGC list (verify)
SIGNALS	ECO / Observador · Net-Empregos / ITJobs.pt · BASE (base.gov.pt) · Startup Portugal
DATA	Registo Comercial (Portal da Empresa) / Racius · eInforma (Informa D&B) · Lusha
EVENTS	Web Summit (Lisbon)
DEAD	August · Christmas · mid-June Santos Populares



Greece

Greek (English OK for tech/exporters)

SOUTHERN ●●●○○

1	LinkedIn connect
2	Call in Greek
3	Email only after consent
4	Athens event or intro

Buying culture. Relationship- and referral-driven. The owner decides, often by phone.
Opener. Greek, κύριε/κυρία first, first name soon. A mutual intro beats any opener.

EMAIL	● Consent first Prior consent needed for B2B email (Law 3471/2006 art.11)
PHONE	Calls OK unless number on art.11 opt-out register (check)
SIGNALS	Startupper.gr / Kathimerini business · Kariera.gr · ESIDIS / Diavgeia · Elevate Greece
DATA	GEMI (businessportal.gr) · ICAP CRIF · Lusha · Apollo
EVENTS	Panathenea (Athens) · BEYOND (Athens)
DEAD	August (15 Aug) · Orthodox Easter · Christmas



Cyprus

English widely used · Greek

SOUTHERN ●●●○○

1	LinkedIn connect
2	Intro via network
3	Call
4	Email after reply

Buying culture. Tiny, relationship-led, English-fluent. Fintech, forex and shipping.
Opener. English or Greek, first name after first touch. Referrals open doors.

EMAIL	● Grey zone Consent law covers natural persons. Firms under 2005 Order. Verify before sending (Law 112(I)/2004 s.106)
PHONE	Natural persons: consent. Legal persons: OCECPR opt-out regime (verify)
SIGNALS	Cyprus Mail business · ergodotisi.com (jobs) · eProcurement (eprocurement.gov.cy) · TechIsland
DATA	Registrar of Companies (DRCOR e-filing) · Infocredit Group · Lusha · Apollo
EVENTS	TechIsland Summit
DEAD	August · Orthodox Easter · Christmas



Malta

English

SOUTHERN ●●●○○

1	LinkedIn connect
2	Intro via network
3	Call
4	Email after reply

Buying culture. Tiny, English-speaking, iGaming and fintech. Everyone is one intro away.
Opener. Use English and the first name. Be direct and mention a shared contact if you have one.

EMAIL	● Consent first Prior consent needed, natural or legal person (S.L. 586.01)
PHONE	Live calls not covered by S.L. 586.01. GDPR opt-out applies (verify)
SIGNALS	Times of Malta business · KeepMePosted / Jobsplus · etenders.gov.mt · Malta Enterprise
DATA	Malta Business Registry (MBR) · Lusha · Apollo · Infobel
EVENTS	SiGMA Europe (iGaming)
DEAD	August · Christmas



Poland

Polish (English OK for tech)

CEE ●●●○○

1	LinkedIn connect
2	Call in Polish or English
3	Email only after reply/consent
4	Meet at Infoshare/Impact

Buying culture. Price-aware, technical, quick to decide in founder-led firms.
Opener. Pan/Pani in Polish. English and first name fine in software houses.

EMAIL	● Consent first Prior consent needed, B2B incl.. Channel-specific (PKE 2024 art.398)
PHONE	Calls need prior consent too, B2B incl. (PKE art.398)
SIGNALS	MamStartup · Pracuj.pl / JustJoin.it · e-Zamówienia platform · PFR Ventures portfolio
DATA	KRS + CEIDG / rejestr.io · Lusha · Cognism
EVENTS	Infoshare (Gdańsk) · Impact (Kraków)
DEAD	Jul-Aug · early May (majówka) · Christmas



Czechia

Czech (English OK for tech)

CEE ●●●○○

1	LinkedIn connect
2	Call in English, short
3	Email only after reply/consent
4	Prague meetup

Buying culture. Pragmatic, sceptical, engineering-heavy. Slow trust, then loyal.
Opener. English fine in tech. Czech + pan/paní for traditional firms. Stay factual.

EMAIL	● Consent first Prior consent needed for B2B email. Soft opt-in only (Act 480/2004 §7)
PHONE	B2B calls OK unless number opted out. Consumers opt-in (ZEK §96, verify)
SIGNALS	CzechCrunch · Jobs.cz / StartupJobs · NEN (public tenders) · CzechInvest
DATA	Obchodní rejstřík (justice.cz) + ARES / Merk · Lusha · Dealfront
EVENTS	WebExpo (Prague)
DEAD	Jul-Aug · Christmas-New Year



Slovakia

Slovak (Czech understood · English OK in tech)

CEE ●●●○○

1	LinkedIn connect
2	English email
3	Call after reply
4	Bratislava intro

Buying culture. Small, pragmatic, closely tied to CZ and AT. Founder decides.
Opener. English in tech, Slovak for traditional firms. Polite, plain.

EMAIL	● Grey zone Opt-out OK only to publicly listed business contacts. Else consent (Act 452/2021)
PHONE	Check Slovak do-not-call (Robinson) list. Consent safer (verify)
SIGNALS	Startitup.sk · Profesia.sk · UVO (public procurement) · Slovak Business Agency
DATA	Obchodný register (orsr.sk) / FinStat · Lusha · Apollo
EVENTS	ITAPA (Bratislava)
DEAD	Jul-Aug · Christmas



Hungary

Hungarian (English OK for tech)

CEE ●●●●○

1	LinkedIn connect
2	Call (Hungarian or English)
3	Email only after reply/consent
4	Budapest event

Buying culture. Hierarchical, relationship-led, cautious with outsiders.
Opener. Use English in startups. Use Hungarian and formal address with corporates.

EMAIL	● Consent first Treat as opt-in: consent needed B2B too (sources conflict, verify) (Advertising Act §6)
PHONE	Calls: GDPR legit interest + opt-out. NAIH strict per channel (verify)
SIGNALS	Forbes.hu / Portfolio · Profession.hu · EKR (e-procurement) · Hiventures
DATA	Cégjegyzék (e-cegjegyzek.hu) / Opten · Lusha · Apollo
EVENTS	Brain Bar (Budapest)
DEAD	Jul-Aug · Christmas



Romania

Romanian (English OK for tech)

CEE ●●●○○

1	LinkedIn connect
2	Call in English, short
3	Email only after reply/consent
4	Cluj/Bucharest meetup

Buying culture. Fast, tech-savvy, outsourcing-heavy. Founder-led and price-aware.
Opener. English and first names are fine in tech. Keep it short.

EMAIL	● Consent first Prior consent needed for B2B email (Law 506/2004 art.12)
PHONE	Live calls: GDPR legit interest + opt-out (verify ANSPDCP view)
SIGNALS	StartupCafe.ro · eJobs.ro · SEAP (e-licitatie.ro) · Techcelerator
DATA	ONRC (Registrul Comerţului) / ListaFirme, Termene.ro · Lusha
EVENTS	How to Web (Bucharest) · Techsylvania (Cluj)
DEAD	August · Orthodox Easter · Christmas



Bulgaria

Bulgarian (English OK for tech)

CEE ●●●○○

1	LinkedIn connect
2	Call in English, short
3	Email only after reply/consent
4	Sofia event follow-up

Buying culture. Outsourcing-heavy and price-sensitive, with quick decisions by founders.
Opener. English and first names are fine in tech. Be specific about cost.

EMAIL	● Consent first Opt-in for B2B email since 2022 amendment (verify scope) (ECA (SG 32/2022))
PHONE	Live calls: GDPR legit interest + opt-out. Verify ECA 2022 rules
SIGNALS	Capital.bg / Forbes Bulgaria · jobs.bg · CAIS EOP (app.eop.bg) · BESCO startup assoc.
DATA	Commercial Register (Registry Agency) / Papagal.bg · Lusha · Apollo · Infobel
EVENTS	Webit (Sofia)
DEAD	August · Orthodox Easter · Christmas



Slovenia

Slovene (English OK for tech)

CEE ●●●○○

1	LinkedIn connect
2	Short English email, opt-out clear
3	Call after reply
4	Podim Maribor meeting

Buying culture. Small, consensus-minded, close to AT culture. Slow but steady.
Opener. English in tech. Gospod/gospa for traditional firms. Formal first.

EMAIL	● Opt-out OK Opt-out OK for B2B per Fieldfisher (verify). GDPR notice + unsubscribe (ZEKom-2)
PHONE	B2B calls on opt-out under GDPR (verify ZEKom-2 rules)
SIGNALS	Startup.si · MojeDelo.com · e-JN (ejn.gov.si) · GZS chamber
DATA	AJPES ePRS / Bizi.si · Lusha · Apollo
EVENTS	Podim (Maribor)
DEAD	Jul-Aug · Christmas



Croatia

Croatian (English OK for tech)

CEE ●●●○○

1	LinkedIn connect
2	Call (Croatian or English)
3	Email after reply
4	Zagreb event meeting

Buying culture. Relationship-led, small, founder decides. Infobip/Rimac ecosystem.
Opener. English is fine in tech. Use Croatian and formal “Vi” with older firms.

EMAIL	● Opt-out OK Opt-out OK for B2B per Fieldfisher. GDPR notice + unsubscribe (verify) (ZEK NN 76/2022)
PHONE	Check 'Ne zovi' register (consumers). B2B calls on opt-out
SIGNALS	Netokracija · MojPosao · EOJN (e-procurement) · HGK chamber
DATA	Sudski registar (sudreg) / Poslovna.hr, Fininfo · Lusha · Apollo
EVENTS	Infobip Shift (Zadar)
DEAD	Jul-Aug tourist season · Christmas



Estonia

Estonian / English widely OK · Russian niche

BALTICS ●●○○○

1	LinkedIn connect
2	Short English email
3	Call after reply
4	Latitude59 meeting

Buying culture. Digital-native, direct, fast. Founders reply themselves.
Opener. English, first name, very short. Skip pleasantries.

EMAIL	● Opt-out OK Opt-out OK for B2B. GDPR notice + unsubscribe (Electronic Communications Act)
PHONE	B2B calls OK under GDPR legitimate interest + opt-out
SIGNALS	Geenius / Startup Estonia · CV Keskus (cv.ee) · riigihanked.riik.ee · Startup Estonia
DATA	e-Business Register (ariregister) / Inforegister.ee · Lusha · Apollo
EVENTS	Latitude59 (Tallinn)
DEAD	Late Jun (Jaanipäev)-July · Christmas



Latvia

Latvian · English OK · Russian niche

BALTICS ●●○○○

1	LinkedIn connect
2	English email
3	Call after reply
4	Riga TechChill meeting

Buying culture. Reserved, practical and small. Trust comes from proof.
Opener. English is fine. Use Latvian with traditional firms. Be factual, not chatty.

EMAIL	● Grey zone Fieldfisher: B2B opt-out. Regulator PTAC: consent. Verify before sending (ISS Law s.9)
PHONE	ISS Law consent covers phone numbers too. Verify for live B2B calls
SIGNALS	Labs of Latvia · CV.lv · EIS (e-procurement) · Magnetic Latvia (LIAA)
DATA	Uzņēmumu reģistrs (ur.gov.lv) / Lursoft, Firmas.lv · Lusha · Apollo
EVENTS	TechChill (Riga)
DEAD	Jāņi (23-24 Jun)-July · Christmas



Lithuania

Lithuanian · English OK · Russian niche

BALTICS ●●○○○

1	LinkedIn connect
2	Call in English, short
3	Email only after reply/consent
4	Vilnius event meeting

Buying culture. Fast-growing fintech/SaaS scene, pragmatic, quick founder calls.
Opener. English, first name, direct. Lithuanian for traditional firms.

EMAIL	● Consent first Prior consent needed, natural and legal persons alike (Law on Electronic Comms)
PHONE	Calls: GDPR legit interest + honour objections (verify)
SIGNALS	Verslo žinios · CVbankas / CV.lt · CVP IS (viesiejipirkimai.lt) · Startup Lithuania
DATA	Registrų centras (JAR) / Rekvizitai.lt · Lusha · Apollo
EVENTS	LOGIN (Vilnius)
DEAD	Joninės (24 Jun)-July · Christmas