



# Learning Journey

## Business Stories from Lithuanian Region

June 16–20

EWMD Lithuania invites you on a **Gourmet Learning Journey** this summer—an experience filled with exploration, connection, and discovery. The journey will take place in the beautiful Aukštaitija region of Lithuania, where you will meet local businesses focused on gourmet experiences, high-quality, natural products, and innovative approaches to entrepreneurship. Hear their stories and see how their passion shapes what they do. As we explore Aukštaitija's historical sites and stunning nature, you will connect with female entrepreneurs shaping sustainable, high-quality businesses in the region, gaining insights into the opportunities and challenges they face. This journey offers a deeper understanding of how gourmet businesses are shaping the future of entrepreneurship in this unique part of Lithuania.

### Programme:

#### June 16th (Monday) “Change Management in Historical Heritage”

We will begin our journey at 13:00, departing from Vilnius and heading to Vasaknai Manor—an estate on the shores of a lake that once belonged to some of Lithuania's most prominent noble families. Upon arrival, we'll be welcomed with a drink by the Manor's Manager Indrė, who will share her experience of transforming a historical estate into a functioning business. She will talk about building a dedicated team, attracting visitors, and shaping a distinctive identity for the manor after taking over its management.

We will take part in an Herbal Kvass Tasting inspired by mystical beings—witches. Not only we will have the opportunity to taste this intriguing drink, but we will also see up close how it is made.

In the evening, we will enjoy a Gourmet Dinner prepared by Chef Mantas, who will introduce for us the dishes and share his perspective on gastronomy and local ingredients.

#### June 17th (Tuesday) “From Crafts to Innovation”

Vasaknai Manor will treat us to special Breakfasts prepared using the best breakfast traditions of authentic Lithuanian cuisine, for two mornings.

The city of Zarasai invites us to its Municipality for a Meeting with Local Businesswomen. This region is known for its commitment to sustainability, craftsmanship, and strong support for small businesses. Entrepreneurs will share how they successfully integrate local products, apply innovative marketing strategies, and engage younger generations through technology and socially driven business models.

During our visit in Zarasai, we will also have the opportunity to explore *Inovatorių Slėnis*, a platform dedicated to fostering innovation and entrepreneurship, which plays a key role in supporting and promoting local businesses.

At Vasaknai Manor, we will participate in an educational session on traditional Straw Weaving. Known in Lithuania as Sodai, it is one of the oldest and most impressive forms of Lithuanian folk art. We will enjoy a second Gourmet Dinner by Chef Mantas, featuring storytelling through flavors.

### **June 18th (Wednesday) "Entrepreneurship map: experiences and ideas"**

We will have breakfast at Vasaknai Manor before relocating to another town in the region – Anykščiai. At Anykščiai Municipality, we will meet local women entrepreneurs who will share their stories and business journeys. Together, we will explore how crafts and creative services adapt to changing market demands, and how local businesses in this resort town build lasting relationships with their customers.

We will dive into the traditional Lithuanian Bread Baking experience. While our bread is baking in the oven, we will visit the unique Horse Museum and enjoy a Lunch featuring Cultural Heritage Dishes.

We will stay in the cozy SPA Vilnius Anykščiai for the remaining two nights, nestled in the forest. Here, you will have the chance to relax and enjoy SPA treatments. In addition to rest and wellness, we will take a closer look at how a successful SPA business model operates in a small town setting, exploring its contribution to local tourism and regional development..

### **June 19th (Thursday) "Regional Business Challenges and Opportunities"**

We will begin our day with breakfast and then return to Anykščiai for one more Meeting with Local Businesswomen.

The journey includes a ride on the Siaurukas – a historic Narrow-Gauge railway, offering a chance to enjoy the stunning landscape of the Aukštaitija region. During the trip, we will participate in a Wine Tasting and savor unique dishes from Lithuanian and Global Culinary Heritage. We will also learn about the history of Lithuanian Winemaking and enjoy this one-of-a-kind experience.

The program includes a visit to the Anykščiai Forest Tree Top Walkway, the first of its kind in the Baltic States and Eastern Europe.

Back at SPA Vilnius Anykščiai, we will have Dinner prepared from Wild Forest ingredients.

### **June 20th (Friday)**

The last morning will be dedicated to another moment of relaxation at the SPA Vilnius Anykščiai, enjoying all its amenities. We will arrive in Vilnius at 14:00.

Optional: We invite everyone to join us for a Goodbye Drink at 17:00 with EWMD Lithuania members. We will greet you with a Cider Tasting experience as our treat.

### **Participation fee per person:**

- Members (Early Bird): €910 if registered until (and including) May 15th.
- Members: €960 from May 11th until (and including) May 20th.
- Non Members: €960 until May 20th.

We suggest that you pay the registration fee via bank transfer and not via credit card.  
This helps us to save money which we can use for the Learning Journey.

### **Rate includes:**

- Bus transportation for all destinations included in the programme.
- Accommodation in double rooms at the hotels mentioned in the programme, including breakfast.

- SPA amenities (Pool, Sauna) in SPA Vilnius Anykščiai.
- Lunch (Tuesday, Wednesday, Thursday).
- Dinners (Monday, Tuesday, Thursday).
- All entrance fees to activities and sites as per programme.
- All tastings, workshops, and tours as per programme.

#### **Rate does not include:**

- All that is not mentioned in “rate includes”.
- Arrival and return flights to and from Lithuania.
- Personal expenses.
- Transfers to the pickup location, on Monday.
- Transfers to the airport upon return.

#### **Additional Information**

Detailed information about the trip, including exact times, the list of the entrepreneurs, and other specifics, will be provided after registration. This will also include options for dietary preferences, allergens, and mobility assistance if needed.

#### **Arrival Recommendations**

- **Arrival to Lithuania:**

We recommend arriving at **Vilnius International Airport (VNO)**.

- **Public Transport Options:**

Use the "**m.Ticket**" app or "**Trafi**" app to navigate Vilnius' public transport system, which includes buses, trolleybuses, and the option to buy e-tickets.

- **Taxi or Ride-Hailing Services:**

If you prefer a more direct route, taxis and ride-hailing services such as **Bolt** and **Uber** are available. The trip to the city center typically takes about 20-30 minutes, depending on traffic.

#### **Accommodation Recommendations in Vilnius**

If you wish to stay in Vilnius before or after the trip, here are some hotel options:

- Hotel Pacai, Vilnius <https://www.hotelpacai.com/en/rooms-in-vilnius>
- IMPERIAL Hotel & Restaurant, Vilnius <https://imperialvilnius.lt/en>
- Neringa Hotel, Vilnius <https://neringavilnius.com/hotel/>
- Amberton Cathedral Square Hotel, Vilnius <https://ambertonhotels.com/en/vilnius/>
- Hotel Vilnia, Vilnius <https://hotelvilnia.lt/>
- And other Hotels in Vilnius Old Town (Center)

If you have any further questions, please feel free to contact us at  
[learning-journey.lithuania@ewmd.org](mailto:learning-journey.lithuania@ewmd.org)

For more information about Aukštaitija, a region of Lithuania, visit:  
<https://lithuania.travel/en/where-to-visit/regions/aukstaitija-en>

**We can't wait to share this journey with you—register now to join us!**



## Terms and Conditions

Please note that the following terms and conditions apply to all participants:

- Tickets are non-refundable, but substitutions are allowed. You may nominate a substitute attendee if you are unable to attend.
- Participation is confirmed only once the registration process is concluded and payment has been processed. Registration is not complete, and your spot is not secured until payment is received.
- Early Bird tickets must be purchased and paid for by April 30th. If payment is not processed by this date, the normal fee (non early bird) will apply.
- Accepted payment methods are: bank transfer and Credit Card. Please note that due to the high commission fees applied, payment via bank transfer is preferred.
- The organizers will take pictures, videos and sound recordings during the event, which will be used for documentation and advertising purposes including social media. By participating in the event attendees are aware and have given their consent to the usage of these pictures, videos and recordings for above mentioned purposes.
- Please note that after registration, the organizers will contact you for further details. You will also be asked to complete a survey about SPA treatments, allergies, dietary preferences, and/or mobility issues.