



Spotlight Latvia Conference to Promote Business Between U.S. and Latvian Companies

U.S. businesses to learn how to make actionable decisions to profit from work in Northern Europe and how to capitalize on substantial rail infrastructure contracting opportunities

Chicago, Aug. 30, 2017 – The inaugural Spotlight Latvia business conference has confirmed participation of several of the most influential Latvian companies for its Oct. 26, 2017 program at the Waldorf Astoria Chicago. U.S. businesses interested in learning about unique products, services and opportunities offered by Latvian industries, including Latvia’s contracting needs for a massive rail infrastructure project, are encouraged to visit www.spotlightlatvia.com. A comprehensive agenda, [registration information](#) and additional details can be found on the website.

Organized in cooperation with the Foreign Ministry of Latvia, the Latvian Investment and Development Agency and the American Latvian Association, the Spotlight Latvia conference will enable U.S. companies to hear from key trade officials about the advantages of conducting business with Latvia.

“Latvia presents U.S. companies with great economic growth potential while also serving as a gateway to Scandinavia, Russia and Asia,” said Roberts Blumbergs, Honorary Consul of Latvia for the State of Illinois and Chairman of the Spotlight Latvia conference. “Our conference has received commitments from many of the largest and most innovative companies in Latvia, all of whom are interested in working with or expanding partnerships with U.S. businesses.”

Among the Latvian companies presenting at the event are influential businesses in industries such as food and dairy, IT, manufacturing and transportation and logistics, including:

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|-----------------------------|------------------------|--------------------------------|
| Accenture Latvia | Air Baltic | Latvian Railways |
| Amber Beverage Group | Rail Baltica | Valmiera Glass |
| Pure Chocolate | Latvian Plywood | BlueBridge Technologies |
| Aloja-Starkelsen | Food Union | More to come... |

In addition to the general session, conference participants will have the ability to attend industry specific breakout sessions in order to learn about opportunities to do business with Latvia. Attendees will also vote on the Latvian company with the best potential for success—awarding it the “Spotlight LV” award.

“U.S. companies will receive an in-depth education in Latvian business and make quality connections with senior leaders across several industries,” said Andris Teikmanis, Ambassador of Latvia to the United States. “The Atlantic Ocean may separate the U.S. and Latvia, but the Spotlight Latvia conference will allow for further opportunities to do business.”

At the conference, Latvia's Economic Minister/Deputy Prime Minister Arvils Aseradens will highlight the benefits of working in and with Latvia. Other presentations include U.S. business leaders who have found success in Northern Europe and Latvian companies that operate successfully in the U.S.

Spotlight Latvia will take place on Thursday, October 26 at the Waldorf Astoria Chicago. More information about the conference can be found at www.spotlightlatvia.com. Additional questions can be submitted via email to rblumbergs@spotlightlatvia.com.

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About Spotlight Latvia

The Spotlight Latvia conference will enable U.S. companies to better learn about the advantages of conducting business with Latvian companies and in Latvia. It will ultimately introduce the U.S. business community to several dynamic Latvian companies that offer appealing products and services, potentially opening the door to other parts of Europe and Eurasia less known to North America.

Utilizing a fast-paced, immersive presentation style, the conference allows attendees to identify key business advantages of the Latvian region and products or services from Latvia that may be of interest to U.S. companies. Matchmaking/private meeting opportunities will be available so that the conference may lead to lasting engagements.

Why Latvia?

- Highly-educated workforce with great technical skills
- Pro-business policies; low corporate taxes
- Salaries and costs remain much lower than U.S. and Western Europe
- Strategic location in Northern Europe bordering Scandinavia and Russia
- Member of the European Union (EU) and North Atlantic Treaty Organization (NATO)
- Home to innovative and competitive companies
- Growing economy with GDP rising faster than rest of Europe
- English is spoken by the majority of Latvians
- Maintains a robust parliamentary democracy and a stable government