



## Why Do Business with 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

### **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. [www.spotlightlatvia.com](http://www.spotlightlatvia.com)