

# **NEW PROJECTS FOR LATVIA'S EXPORTS**

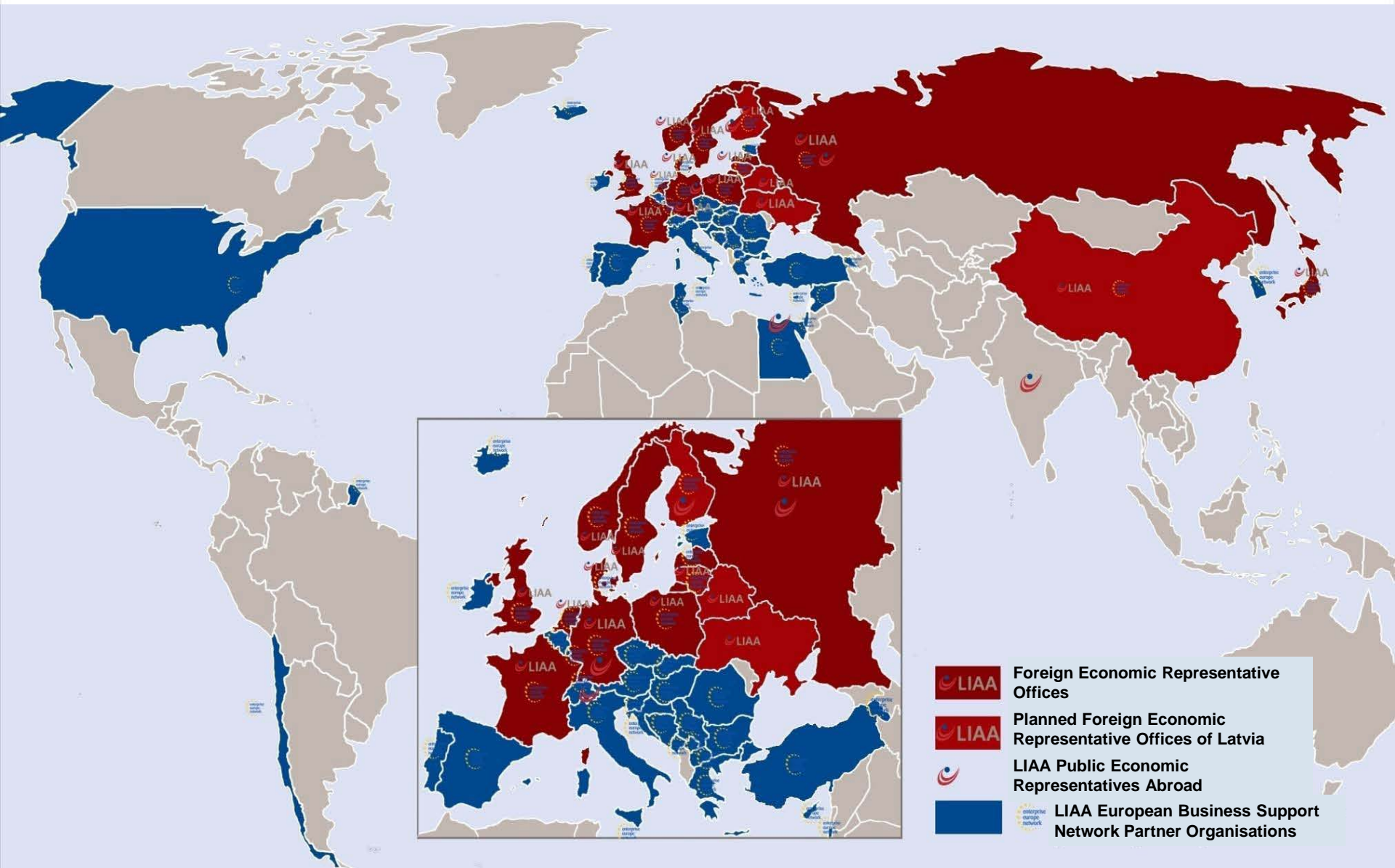
## ***POLARIS Process***



Valsts aģentūra Latvijas Investīciju un attīstības aģentūra  
Investment and Development Agency of Latvia

***12 October 2011***

# LIAA support abroad to exports from Latvia



# www.liaa.gov.lv – information for exporters



Konkurss "Eksporta un inovācijas balva"

Mūsu pakalpojumi

Eksporta pasākumi

Eksporta tirgi

- ASV ■
- Austrija ■
- Azerbaidžāna ■
- Baltkrievija ■
- Beļģija ■
- Bulgārija ■
- Čehija ■
- Dānija ■
- Francija ■
- Griekija ■
- Gruzija ■
- Horvātija ■
- Igaunija ■
- Indija ■
- Īrija ■
- Itālija ■
- Izraēla ■
- Japāna ■
- Kanāda ■
- Kazahstāna ■
- Krievija ■
- Ķīna ■
- Lielbritānija ■**
- Lietuva ■
- Luksemburga ■
- Malta ■
- Moldova ■
- Nīderlande ■
- Norvēģija ■
- Polija ■
- Portugāle ■
- Rumānija ■
- Serbija ■
- Slovākija ■
- Slovēnija ■

Lielbritānija

Eksportētājiem / Eksporta tirgi / Lielbritānija



1 [Vispārīgā informācija \(474.27 Kb\)](#)

2 [Politiskā sistēma \(143.78 Kb\)](#)

3 [Uzņēmējdarbības vide \(199.09 Kb\)](#)

4 [Ekonomika \(334.57 Kb\)](#)

5 [Latvijas ekonomiskā sadarbība ar Lielbritāniju \(428.47 Kb\)](#)

6 [Noderīgas saites \(127.48 Kb\)](#)

Tirgus informācija

[Britu interneta laikraksts "Baltic News in UK"](#)

7 [Informatīvs buklets par 2012. gada Londonas Olimpisko spēļu uzņēmējdarbības interneta vietni CompeteFor \(376.09 Kb\)](#)

Informācija par 2012. gada Londonas Olimpisko spēļu komercpiedāvājumiem pieejama [šeit](#).

8 [EEN informatīvais izdevums par Lielbritāniju \(713.39 Kb\) \(03.2009\)](#)

2010. gada 21. septembra semināra „Lielbritānijas būvniecības sektors” prezentācijas:

9 [Lielbritānijas būvniecības sektors \(5408.5 Kb\)](#)

10 [Ecobuild pakalpojumi \(4261.85 Kb\)](#)

11 [Ecobuild kontaktbirža \(5839.92 Kb\)](#)

## For exporters:

- ✓ Our services
- ✓ Export events
- ✓ Export markets
- ✓ Sector expositions abroad
- ✓ Foreign Market Seminar Videos 2008/2009/2010
- ✓ Business Proposals – EXIM
- ✓ Enterprise Europe Network – EEN
- ✓ Exports Manual
- ✓ Export and Innovation Award

# Latvian Export and Import Directory – [www.exim.lv](http://www.exim.lv)

The Directory is an export promoting on-line database

- ✓ Latvian company profiles and business proposals
- ✓ Foreign company business proposals
- ✓ Information on events abroad and in Latvia
- ✓ Information on Latvian economy and trade



**Exim**

Latvian Export Import Directory  
[www.exim.lv](http://www.exim.lv)

## Basic objective

“To promote competitiveness of SMEs within the single EU market by providing easy access to services in support of their business and innovation activities.”

## Two partners **Enterprise Europe Network (EEN) in Latvia**

- ✓ LIAA – EEN coordinator <http://www.een.lv>
- ✓ Latvian Technological Centre (LTC)

## EEN Latvia services

- ✓ Information about boosting exports, promoting international business cooperation and understanding EU policies
- ✓ Technology and knowledge (know-how) transfer services
- ✓ Promoting participation of Latvian SMEs in projects of the EU Seventh
- ✓ Framework Programme



Eiropas biznesa atbalsta tīkls Latvijā



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# Supporting search for new business partners abroad, promoting cooperation

## Consultations

- ✓ assessment of company export ability
- ✓ choosing target market
- ✓ goods distribution channels
- ✓ proposal development
- ✓ potential competitors
- ✓ support to export strategy development

## Business partners search

- ✓ developing business profiles of potential partners
- ✓ selection of business partners
- ✓ addressing potential cooperation partners
- ✓ ...

*National stand at design exhibition  
“Interior Life Style” in Tokyo*



# Information and educational seminars

**Goal:** Provide entrepreneurs with the latest information on external market events and trends, assistance in improving export knowledge and skills or achieving a more effective business partnership.

## Seminars

- ✓ Export know-how seminars for companies interested in
- ✓ launching exports or improving exporting know-how
- ✓ Information seminars on foreign markets
- ✓ Information seminars on foreign trade
- ✓ Seminars for design and creative industries

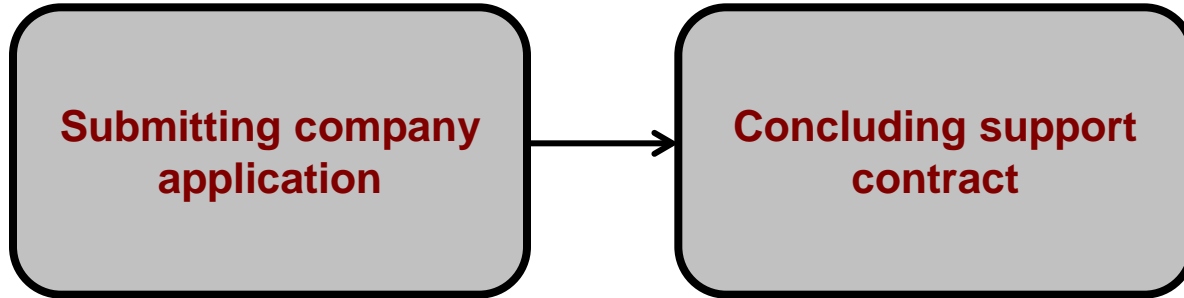


# LIAA support activities (1st half of 2011)

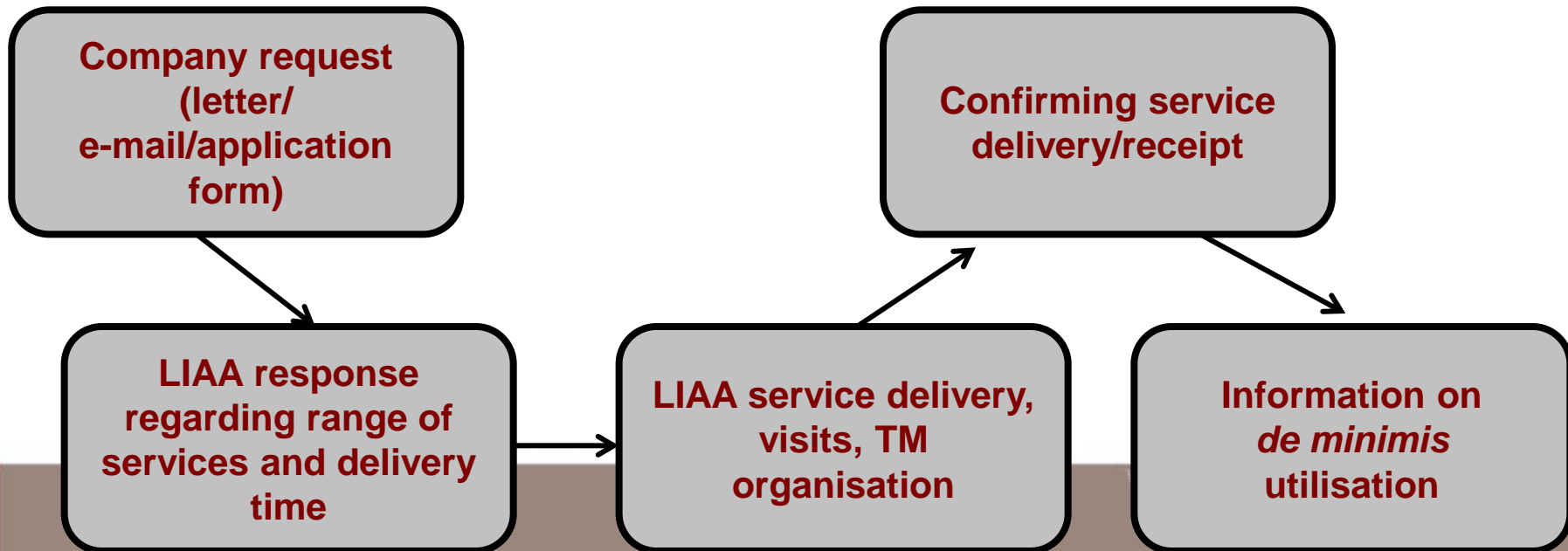
<b>Consultations on foreign trade</b>	<b>1 400 consultations</b>
<b>Foreign market surveys</b> (countries, branch developments and other events)	<b>41 surveys</b>
<b>Information on Latvian exporters</b> ( <a href="http://www.exim.lv">www.exim.lv</a> )	<b>1 800 Latvian exporters</b>
<b>Seminars on export opportunities</b>	<b>18 seminars</b>
<b>Individual work with export projects abroad</b>	<b>208 projects</b>
<b>Business programmes for foreign companies</b> (export product customers)	<b>33 programmes for foreign companies</b>
<b>Business forums for promoting export opportunities</b>	<b>6 forums</b>
<b>Trade missions</b>	<b>13 missions (114 companies)</b>
<b>Supporting participation in international shows and exhibitions</b>	<b>15 exhibitions (45 companies)</b>
<b>Organisation and servicing of national stands</b>	<b>2 stands (8 stands in 2011)</b>

# Support granting procedure

Once in a three-year period:



Prior to each consultation, visit, trade mission:

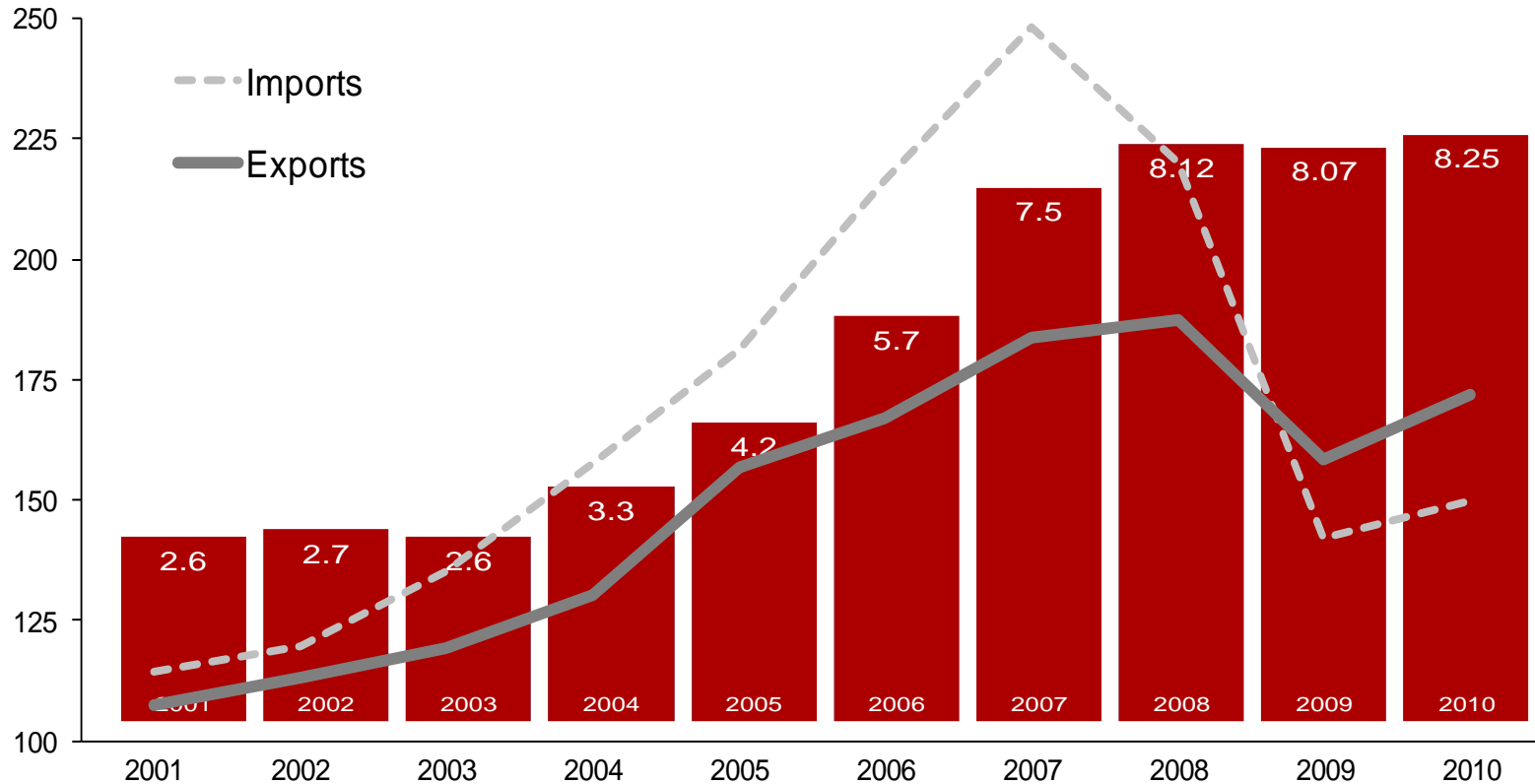


# Is export potential exhausted?

# Latvia's exports and imports

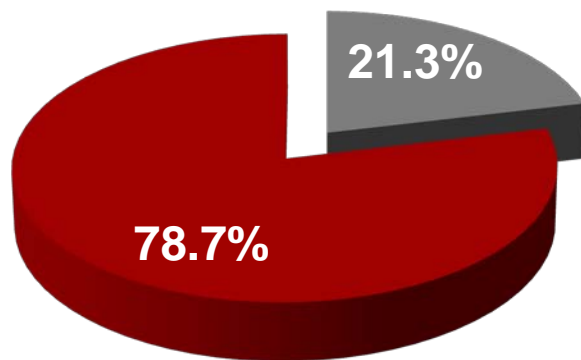
(2000 = 100)

## Foreign Direct Investment (in millions of EUR)



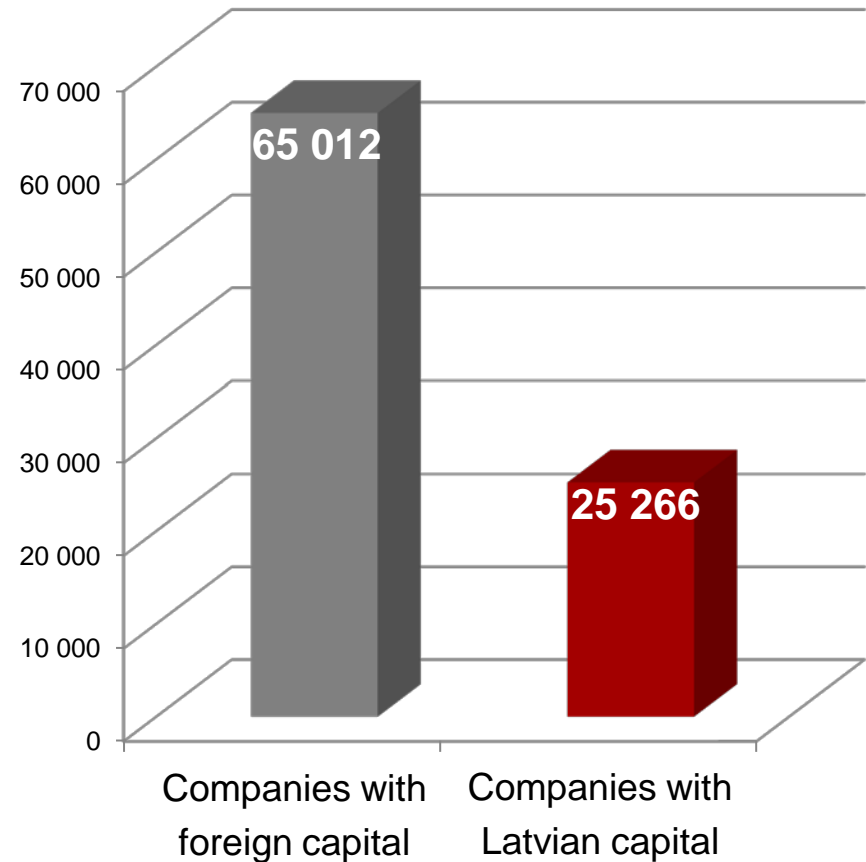
# Company performance (comparison)

## Number of employed (%)



- Companies with foreign capital
- Companies with Latvian capital

## Turnover per employed (in lats)



# Policy planning documentation\* provides for investment attraction

- For boosting exports
  - For import substitution
  - For new technologies
  - For innovative products/solutions
  - For competition enhancement
- 
- Guidelines 2010–2016 for Boosting Latvia's Exports of Goods and Services and Promoting Foreign Investment
  - \* Strategy for Promoting Foreign Direct Investment in 2011–2017



# Investment attraction process

**POLARIS** process™

**Former process**

**Active (current) process**

**Submission of investment application**

**Developing investment proposal**

**Proposal of investment opportunity**

**First response, in-depth analysis**

**First response and in-depth study**

**Selection of potential cooperation partners, search for real estate objects**

**Investor's visit to Latvia, meeting potential partners, proposal presentation**

**Investor's visit to Latvia, meeting potential partners, proposal presentation**

**Decision**

**Decision**

**Project implementation**

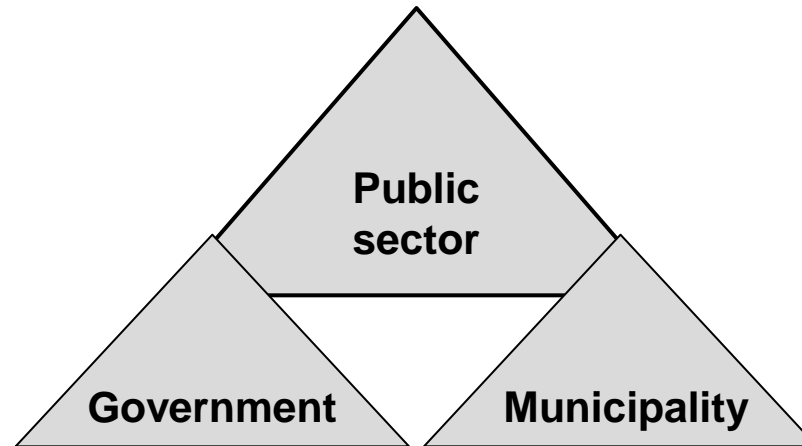
**Project implementation**

# Structure of POLARIS Process

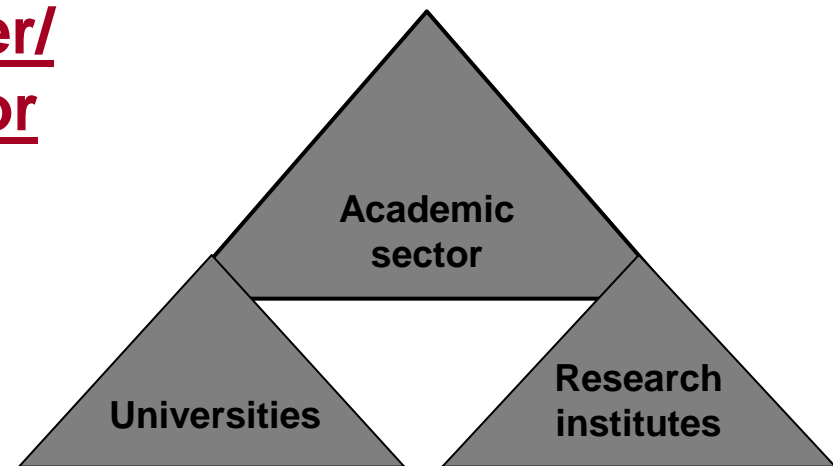
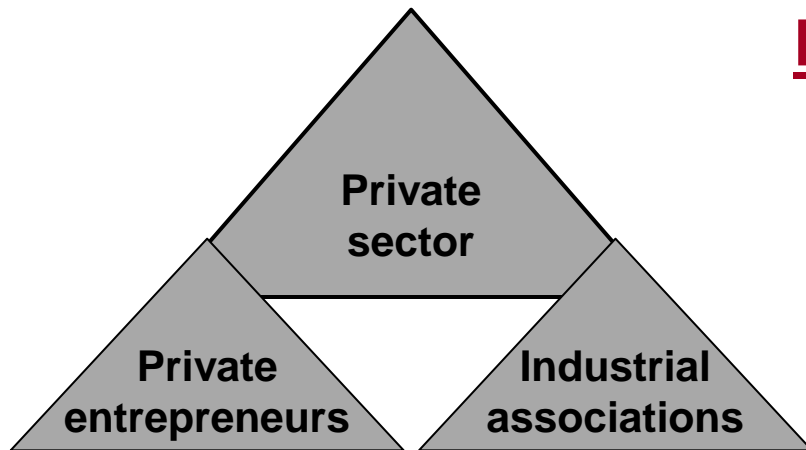


	1. Target sector analysis	2. Latvia/ POLARIS promoting campaigns	3. Proposals for investors	4. Identifying and addressing potential investors	5. Supporting launch or implementation of projects
Municipalities					
Government					
Private sector					
Universities/ research institutes					
LIAA					
LIAA representative offices					

# Investment attraction – POLARIS process™



Exporter/  
Investor



# Coordination Council for Large and Strategically Important Investment Projects

## Working group comprises:

- Prime Minister
- Minister of Economics
- Minister of Finance
- Minister of Transport
- Minister of Foreign Affairs
- Minister of Education and Science
- Minister of Environmental Protection and Regional Development



## Provides support to

- project implementation at state level
- developing instruments and stimuli for investment
- eliminating administrative and regulatory barriers to entrepreneurship

# Industries for attracting investment



**Woodworking**

**Metalworking and Machinery**



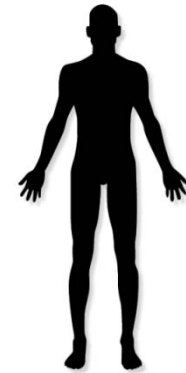
**Transport and Logistics**

**Information Technologies**

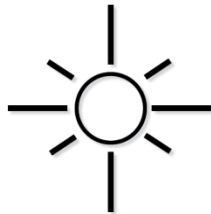


**Life Sciences**

**Healthcare**



**Greentech**



**Food Industry**

## Positive decisions (2nd half of 2010)

Company	Country	Industry	Investment (in millions of EUR)	Jobs
<i>Dallas S.A.</i>	Greece	Machinery	0.1	15–60
Confidential *	Norway	Metalworking	3 (for extension)	40
<i>Brabantia</i>	Netherlands	Metalworking	2.84 (for extension)	25
<i>Starjobs</i>	Lithuania	Staff hiring services	0.05	3
<i>Green Mushroom Farm</i>	Germany	Preprocessing of agricultural products	0.3	40–60
Private person **	Italy	Metalworking	11.3	125
<i>Redius</i>	Russia	Metalworking/Machinery	2.8	50

\* Company requests restricted dissemination of information.

\*\* Project developer change: in 2011, the initial *Sopena Group* from Spain was replaced by a private person from Italy.

# Positive decisions (1st half of 2011)

Company	Country	Industry	Investment (in millions of EUR)	Jobs
<i>Lumichip Limited</i>	Finland	Manufacture of electronic products	5.5	40
<i>Optolink</i>	Russia	Manufacture of optical equipment	0.6–1	37–40
<i>Forest Value Invest Management</i>	Luxemburg, Belgium	Renewable energy, manufacture of wood biomass	150	n/a
<i>Baltic Crystal</i>	Russia	Manufacture of semi-conductor materials	n/a	n/a
Anatoly Kravcov	Russia	Processing of silicon cuttings for electronic industry	15–150	50–70
<i>Ferroplan</i>	Finland	Metalworking	0.2–0.3	2–5

# Statistics of recent years

	2008	2009	2010	1st half of 2011
<b>Initial applications</b>	<b>133</b>	<b>132</b>	<b>158</b>	<b>160</b>
<b>Total number of projects</b>	<b>39</b>	<b>51</b>	<b>79</b>	<b>34</b>
<i>Manufacturing</i>	<b>20</b>	<b>25</b>	<b>42</b>	<b>25</b>
<i>Services</i>	<b>19</b>	<b>26</b>	<b>37</b>	<b>9</b>
<b>New projects</b>	<b>25</b>	<b>30</b>	<b>59</b>	<b>16</b>
<b>Investor visits</b>	<b>105</b>	<b>97</b>	<b>90</b>	<b>33</b>
<b>Positive decisions</b>	<b>5</b>	<b>3</b>	<b>10</b>	<b>6</b>

# Gains

- More efficient process of entrepreneurship and investment attraction
- LIAA support to export and investment project implementation
- Output growth
- Improved import/export balance
- Increased state budget revenues
- Positive publicity/image

A nighttime photograph of a city street in Riga, Latvia. The scene is illuminated by streetlights and building lights. In the background, a tall clock tower with a glowing clock face stands out against the dark sky. To the right, a large, modern building with a glass facade is brightly lit, displaying various signs and advertisements. The street in the foreground shows light trails from moving vehicles, and a parking lot with several cars is visible on the left. The overall atmosphere is vibrant and modern.

Thank you for attention!

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Investment and Development Agency of Latvia

**Andris Ozols, Director, Investment and Development Agency of Latvia**

[www.liaa.gov.lv](http://www.liaa.gov.lv)