



## LATVIA'S AMBASSADORS MOBILIZE ON BEHALF OF EXPORTERS

**Latvia's ambassadorial corps has been in Riga for the last week, meeting face-to-face with Latvia's top exporters and coordinating plans to strengthen diplomatic support to the business community.**

On August 24 the heads of Latvia's diplomatic missions abroad held a day-long meeting at the Latvian Foreign Ministry to discuss current foreign policy issues and meet with entrepreneurs. The conference was opened by Foreign Minister Māris Riekstiņš and was also addressed by Prime Minister Valdis Dombrovskis. Minister Riekstiņš reiterated the Foreign Ministry's initiative to expand the role of Latvia's embassies as support centres for Latvia's business community. Prime Minister Dombrovskis described the government's fiscal policies, the status of international loan programs, and answered questions from the ambassadors.

The conference was attended by over 32 heads of missions and was broadcasted live by the global communication network of the Latvian Foreign Ministry. Latvia's ambassadors in Japan, the USA, France, Norway, Portugal and the European Union, who could not attend the meeting in Riga, spoke to the conference live via teleconferencing facilities.

The first part of the conference was devoted to economic relations and export support activities, as ambassadors exchanged ideas and experiences. During the afternoon, the ambassadors participated in panel discussions on current foreign policy issues. At the conclusion of the day-long conference, the ambassadors met with representatives of Latvia's business community for one-on-one meetings to discuss business opportunities in their respective countries. In the evening, the ambassadors were hosted by President Valdis Zatlers at the Riga Castle.

On August 20, Latvia's ambassadors also participated in a conference in Riga organized by the Latvian business newspaper "Dienas bizness" (Daily Business). The conference, called "Latvia's Export Success Stories", was organized in cooperation with the Foreign Ministry. In his keynote address, Foreign Minister Riekstiņš spoke about the many services Latvian embassies offer to entrepreneurs seeking business contacts and information about opportunities abroad. Minister Riekstiņš also explained how representatives of the Latvian Development Agency (Ministry of Economics) work hand-in-hand with diplomats to promote the interests of Latvian business.

The conference featured presentations by legal experts and business leaders who talked about the practical aspects doing business abroad. Latvia's ambassadors introduced themselves to the participants and sought out contacts with entrepreneurs who wished to learn more about the services offered by Latvia's embassies and diplomatic corps.

At the close of the conference, the Foreign Ministry's State Secretary, Andris Teikmanis, was joined by representatives from the Investment and Development Agency of Latvia, Latvian Chamber of Commerce and Industry, and GatewayBaltic, in a panel discussion on "How to effectively open doors to new markets".

Since July 10, the Latvian Foreign Ministry has opened a blogspot in the "Dienas bizness" (Daily Business) internet portal ([www.db.lv](http://www.db.lv)). In the blogspot, Latvia's ambassadors and economic attaches write about case studies and give practical examples of business opportunities in the countries where they are serving.

In his August 24 remarks to Latvia's ambassadors, State Secretary Teikmanis pointed out that despite budget and staff reductions, no embassies will be closed. To the contrary, the use of

teleconferencing, Internet blogging, and other technological innovations has enabled the Foreign Ministry to optimize its functions and is ideally positioned to play a key role in helping Latvia's business community in strengthening the Latvian economy.

---

### **THE LATVIAN INSTITUTE**

The Latvian Institute (Latvijas institūts) was established by the Latvian state to provide a wide range of information about Latvia, its society, culture and history.

#### **Contacts:**

Elizabetes 57 (6th floor)  
Rīga, LV – 1050, LATVIA  
Phone: (+371) 67503663  
Fax: (+371) 67503669  
E-mail: [info@li.lv](mailto:info@li.lv)  
www: [www.li.lv](http://www.li.lv)