

# PROMOTION OF INTERNATIONAL COMPETITIVENESS (BUSINESS)

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Application for entering into a contract → LIAA makes a decision →

Entering into a Support Contract Receiving export services from LIAA → Submitting a payment request

## The following entities may apply for financial support

- micro, small and medium-sized enterprises\*
- cooperative societies in which at least 3 companies are associated\* (societies of apartment owners, automobile garage owners, boat garage owners and gardening societies are not supported)\*
- farms or fish farms\*
- individual enterprises\*
- associations of at least 5 merchants or cooperative societies\*
- foundations, where the founders and members include at least 5 merchants or cooperative societies\*
- local governments\*\*
- port authorities\*\*

\* qualifying as micro, small and medium-sized enterprises (commercial enterprises) in accordance with Annex 1 to Commission Regulation (EU) No. 651/2014 of 17 June 2014.

\*\* for projects not involving economic activities

In response with the military conflict in Ukraine caused by the Russian Federation, LIAA will not provide support for the market reorientation activities announced by the companies, which are aimed at transactions in Russia and Belarus.

## Support Purposes

- participation in national stands organised by LIAA at international exhibitions
- participation in trade missions abroad organised by LIAA\*
- Participation in visits abroad of high Latvian government officials\*
- LIAA consultancy costs (including consultancy costs of Latvian foreign economic representations)\*
- compliance assessment of production facilities and products\*\*
- export support activities\*:
  - participation in international exhibitions abroad with an individual stand in person or online
  - participation in international conferences, seminars and matchmaking abroad in person or online
  - participation in international digital industry platforms and exhibitions;
  - adaptation of products/services to foreign markets, including the development of trademarks and design samples
  - publicity in specialised foreign printed and digital industry media
  - preparation of all type promotional content and development of marketing materials
  - telemarketing services to find foreign industry partners
  - participation in international industry associations
  - development of websites, online stores, digital applications and virtual communication platforms for export market
  - development and purchase of market research studies for target markets
  - attraction of a foreign industry expert in export markets

\* The support is available to merchants, co-operative societies, farms and fisheries, individual enterprises, associations and foundations, municipalities, port authorities, and planning regions (municipalities and planning regions are not allowed to participate in trade missions abroad organized by LIAA)

\*\* The support is available to merchants, co-operative societies, farms and fisheries, individual enterprises, associations and foundations, to certify that the factory, product, process or service complies with the requirements determined in the target markets according to the legislation, requirements of the competent authorities or counterparties with an annual turnover exceeding EUR 150 M.

## Funding

- the financial support is awarded in accordance with de minimis terms and conditions, support for a group of related companies for 3 fiscal years – EUR 200 000; support for beneficiaries who are involved in the primary production of agricultural products – EUR 25 000; support for beneficiaries in fishing and aquaculture industry – EUR 30 000
- the financial support for associations and foundations, local governments, planning regions and port authorities in a calendar year shall not exceed EUR 66 666
- the financial support intensity for participation in the national stands organized by LIAA and for LIAA consultations is **100%**.
- the financial support intensity for visits abroad of high Latvian government officials and trade missions abroad organized by LIAA is **80%**
- the maximum financial support for the evaluation of the compliance of the factory, product, process or service is **EUR 45 000**, with the financial intensity of **90%**
- the maximum financial support for the export support activities are **EUR 60 000** with the financial intensity of **80%**

## Non-supported Sectors

Wholesale and retail trade, financial and insurance, real estate, rental and leasing, gambling and betting activities

## Receiving Support

**Payment request for support activity**, together with copies of the transaction and payment documents, must be submitted to the LIAA no later than three months after the eligible action has taken place.

The last payment request shall be submitted until August 31 2023 (included).

**The payment requests for the evaluation** of factories/ products, trade missions abroad and visits abroad of high Latvian government officials shall be accepted until 31 October 2023 (included) for the supported activities implemented by 31 July 2023 (included). The payment request shall be submitted to LIAA no later than 3 months after the relevant activity has taken place

## Cabinet Regulation for Supportive Measures

The supportive measure is implemented in accordance with the Cabinet of Ministers Regulation No. 678, adopted 1 December 2015 “Regulation for the Implementation of Activity 3.2.1.2 “Promoting international competitiveness” of Specific Objective 3.2.1 “To increase the share of exports of high value-added products and services” of the Operational Programme “Growth and Employment”

## Where to receive the information?

The information is available on the LIAA website [www.liaa.gov.lv](http://www.liaa.gov.lv) section “Programmes” and “Promotion of International Competitiveness (business)”

Follow LIAA news on Twitter: @LIAALatvija, if you have any questions, please contact the LIAA Customer Service Division at Pērses iela 2 (1st floor), Riga, tel.: 67039499, e-mail: [jautajumi@liaa.gov.lv](mailto:jautajumi@liaa.gov.lv), [eksports@liaa.gov.lv](mailto:eksports@liaa.gov.lv)