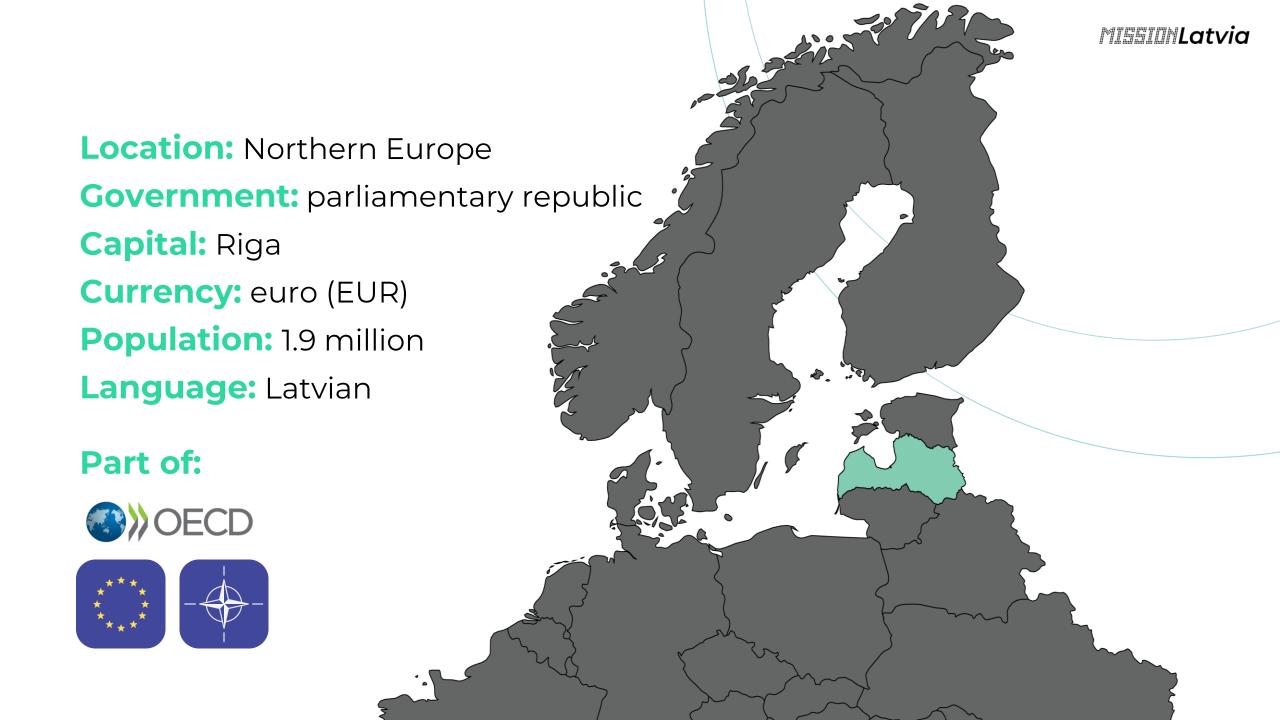
# Latvia

# Latvia:

A country where determined people have a mission and ambitions



Behind the facts, there is a story of driven,
restless people in Latvia, committed to
create and cherish their national values







We create



We cherish



We engage



Through restless, creative, and persistent work, we create and shape our nation and its economy

# **Industry focus**



## **Sustainability**:

Coherent initiatives to support sound investments & synergies between science and industries



## **Technology**:

Support for start-ups and great talent in technology innovations



## Research & development:

Strong R&D tradition and new initiatives in defined smart and robust industries of high added-value



## Industry success

#1 start-up friendly country in the world

**360+** solid startups in Latvia that generated €92 million of investments in 2021

Good in eGovernments - 80% users compared to 68% average EU

Home of 40+ initiatives for smart investment support incl. green channels, grants, tax policy, ecosystems etc.



## Key smart industries

- 1. Bioeconomics
- 2. Smart Energy
- **3.** ICT
- 4. Biomedicine
- 5. Smart Materials & Photonics

Our focus is on promoting investments and research in industries and ecosystems with significant value

## Key smart industries' success

#### 1. Bioeconomics

#1 in the Baltics 76% of manufactured chemicals & pharmaceutical products are exported

## 2. Smart Energy

#1 and fastest optical switch technology #1 and only glass with >99% UV protection

#### **3.** ICT

#15G military test site in Europe 6% of GDP



Key smart industries' success

#### 4. Biomedicine:

#1 in the Baltics 76% of manufactured chemicals & pharmaceutical products are exported

5. Smart Materials & Photonics:

#1 optical fibre production and R&D



# Leading export industries

- 1. Healthcare
- 2. Advanced woodwork
- 3. Metalwork
- 4. Transport & Storage
- 5. Food processing
- 6. Lifescience

We have a robust and highly competitive traditional industry sectors that accounts for the majority of our exports

# Leading export industries

#### 1. Healthcare

50 000+ medical and health tourists visiting Latvia every year

#### 2. Advanced woodwork

68% of industry output is exported and industry creates 17% of Latvia's total exports with €3.7 billion annually

#### 3. Metalwork

65% of manufactured products are exported; #1 historically leading industry of manufacturing and export in Latvia



#### MISSIINLatvic

# Leading export industries

#### 4. Transport & Storage

**#1** service sector in Latvia contributing **6.9%** of GDP

#### 5. Food processing

One of the largest industrial sectors in Latvia of organic farming and for organic food sector development

#### 6. Lifescience

#1 in the Baltics; 76% of industry manufactured products are exported. Sector is lead by production of chemicals (46%), rubber and plastic (31%) and pharmaceuticals (23%)





We cherish In everything we do, we cherish nature - a source of our safe and flourishing environment and inspiration



## Advantages of nature

- Sustainably treated and preserved Nordic nature offers an ideal setting for **hiking.** The Baltic Sea, on the other hand, presents a perfect opportunity for **swimming**, **fishing**, and **boating**
- Beautiful forests, spacious meadows and winding rivers in rural areas are **get-aways for inspiration.**
- Never ending agriculture lands offer endless possibilities for the **modern, organic** and **healthy cuisine**.
- The proximity of nature and a traditional way of life intertwined with developments in technology is away of creating a **comfortable** and **balanced** way of life for living, traveling and working.



# The most precious gifts of nature

## Forests cover 51% of country

Making Latvia one of the greenest countries in EU

#### 4 distinct seasons

Temperate climatic zone with balmy summers, picturesque autumns, snow-covered winters, and blossoming springs

#### 500 km coastline

Sandy beaches with incredible views open to everyone

## 12,500 rivers & 2,256 lakes

Clean, unpolluted well suited for swimming, fishing and green tourism



We engage We engage in traditions, arts, and culture, transforming them into a modern concept of living



#### MISSIINLatvia

## Cultural heritage in modern lives

Latvian Song and Dance fesival first held 150 years ago, today gathering > 30 000 participants.

Wooden architecture from 18<sup>th</sup> century, preserved, restored and used for living and working today.

**Riga's Old Town** – UNESCO World Heritage site main tourism destination today.

Over 800 **Art Nouveau buildings** in Riga host restaurants, art galleries, offices and apartments.



## Great talents in Latvian culture

We influence world's culture scene with great talents and innovators:

- ballet star Mikhail Barishnikov
- composer **Pēteris Vasks**
- industrial designer Anatolijs Lapiņš, designer of Porsche 911 and Chevrolet Corvette Stingray
- painter Mark Rothko
- writer **Rūdolfs Blaumanis**



# Contemporary literature scene

In recent years, modern literature has flourished and gained recognition on the international stage. The National Library of Latvia or "Castle of Light" plays a significant role in preserving and collecting the literature of Latvia.

Latvian contemporary literature stars:

- Nora Ikstena, the European Union Prize for Literature laureate.
- Māra Zālīte, the Baltic Assembly Prize for Literature winner.
- Jānis Joņevs, Inga Ābele and Gundega Repše, the internationally published young authors.



## World's celebrated music stars

Our most celebrated classic music stars on the leading stages of the world:

- Mariss Jansons one of the best conductors the world has known.
- Vineta Sareika violinist and the first female concertmaster at Berlin Philharmonic Orchestra.
- Elīna Garanča one of the world's most sought-after opera singers.
- Iveta Apkalna who leads her field as prominent organist.
- Ksenija Sidorova a prominent celebrated ambassador of the classical accordion.



