



Latvijas Investīciju un attīstības aģentūra
Investment and Development Agency of Latvia

WEBINAR: FIRST STEPS IN THE USA AND CANADIAN MARKETS

Participants:

Uģis Sviķis, Softplay Product Group Manager, IGLU
Mike Liv, Head – Business Development, 49North Group
Reinis Sīpols, Head of LIAA Representative Office in the USA
Ilze Lācgalve, Head of LIAA Representative Office in Canada

September 8, 2022

Agenda

- **Reinis Sīpols (LIAA):** Introductions and housekeeping
- **Ilze Lācgalve (LIAA):** What to consider prior to exporting to the North American market
- **Uģis Sviķis (IGLU):** Experience entering the US market via Amazon and Etsy e-commerce platforms
- **Mike Liv (49North Group):** How 49North Group can help Latvian companies to build their e-commerce and retail strategy in the USA and Canada



Preparing prior to exporting to the USA and Canada



- **Understanding your customer profiles and competitive landscape**
 - Who are the primary users of your products
 - Who are your primary competitors in the new region
- **Product modifications**
 - Are there any modifications required, and what is the life span of your product
 - Does the packaging need to be modified and are there any country regulations to import your product

Preparing prior to exporting to the USA and Canada



- **Transportation**

- Would it be easy to transport your goods and will transportation cost impact competitiveness
- Are there specific containers or packaging required

- **Local representation**

- Will your company require local sales or other representation
- Is product assembly required
- Does your product require after sales support

Preparing prior to exporting to the USA and Canada



- **Marketing**

- Is your company committed to invest in marketing in foreign markets
- Does your company already have an online presence and brand recognition
- Have you assessed your product and brand strength

- **Capacity and financing**

- Will you be able to serve both your existing domestic customers and new foreign clients with the increased demand
- Will you have the required financing to support your business growth

Thank you!

Please contact us:

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