

Export Opportunities for Latvian Producers in the Mysterious Eastern Europe

LIAA webinar

13 October, 2022, 10:00

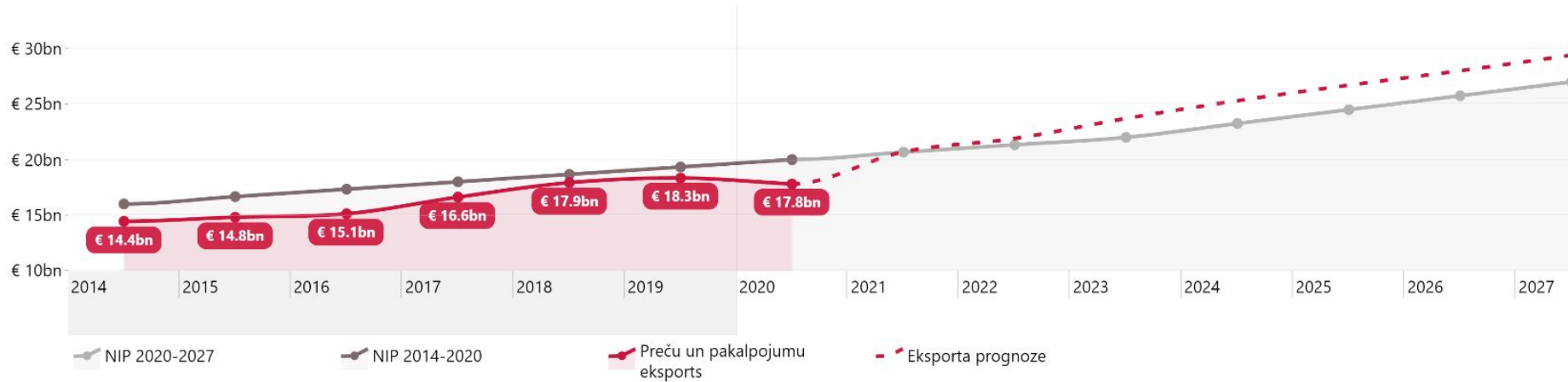


GATEWAY
& PARTNERS



~180 000 companies registered in Latvia  
~1800 export above 1 million EUR – 1%!!!

Latvijas Eksporta Barometrs

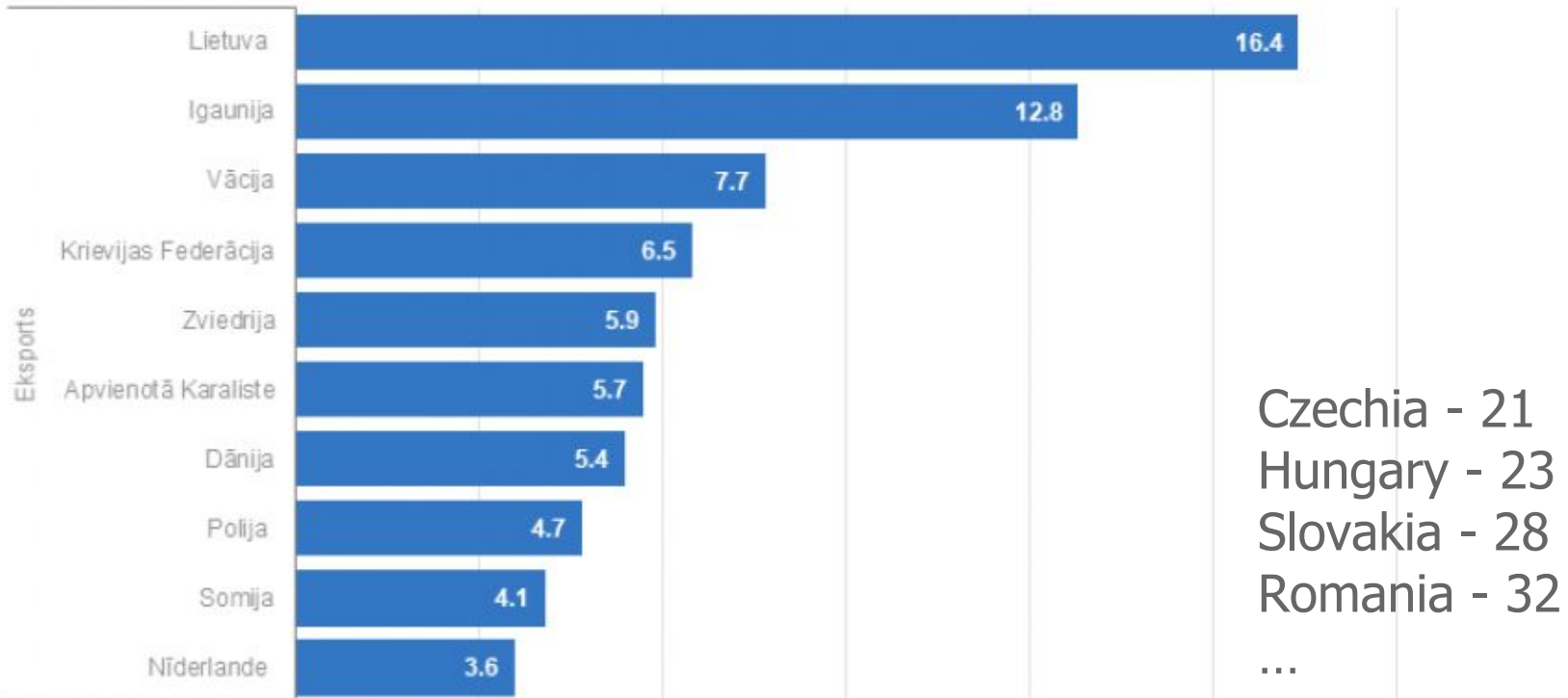


* NIP - nacionālās industriālās politikas pamatnostādnes

60% of Latvian GDP comes from export!
The more we export, the better we will live!

TOP 10 export target countries of Latvia

Eastern European countries appear only TOP 20-30



Export Opportunities for Latvian Producers in Romania



Romania

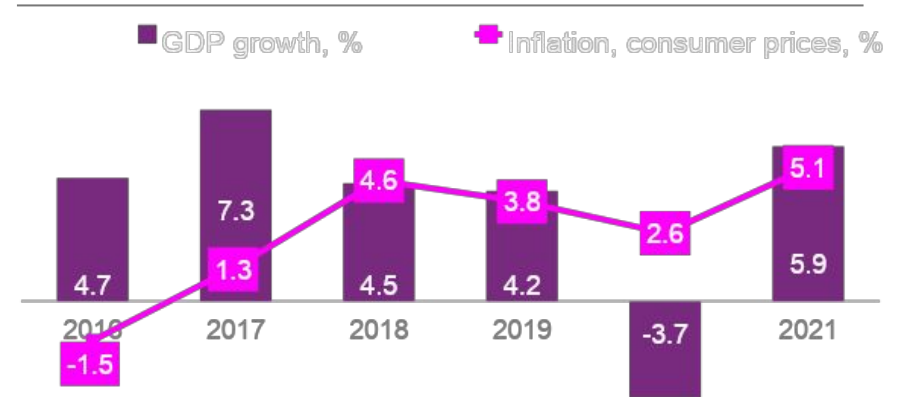
GENERAL

Surface area	238 400 km ²
Population (2021)	19.1 million
Capital city	Bucharest
Currency	RON (leu)
Official language	Romanian

ECONOMY

GDP in current prices (2021)	€ 240 bln
GDP per capita, PPP (2021)	Int\$ 35 414
GDP growth (2020/2021)	5.9%
Inflation, CPI (2021)	5.1%
IMD World Competitiveness Index (2022)	49 st of 63

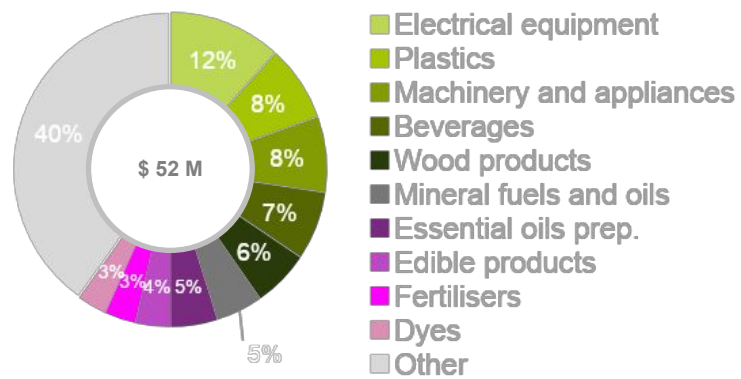
GDP GROWTH AND INFLATION, 2016-2021



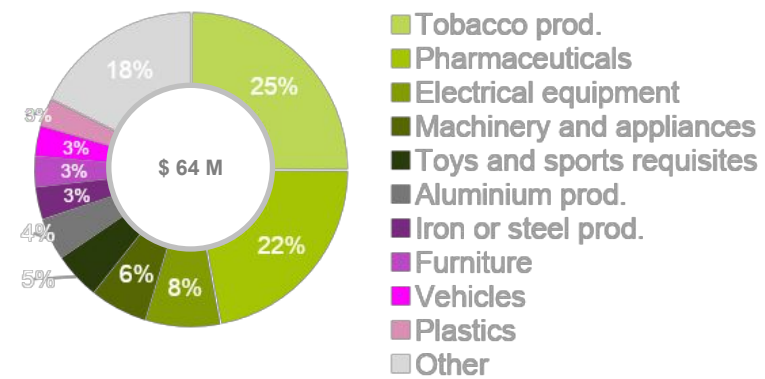
Romania has the 6th largest population in the EU. It is also the second largest country in Central and Eastern Europe (CEE) region after Poland. The World Bank classifies Romania as a high-income country, which indicates improving living standards. The growth rate of its economy has been dynamic over the past years.

Romania

TOP IMPORTS FROM LATVIA



TOP EXPORTS TO LATVIA



- Romania's top global imports are: electrical machinery, equipment and appliances, vehicles, mineral fuels and oils, plastics, pharmaceuticals, iron, steel and products thereof, optics and chemical products.
- In 2021 the EU accounted for over 70% of Romania's imports (Germany 20%, Italy 9%, Hungary 7%, and Poland 6%), while outside the EU key imports came from China (5%), Türkiye (5%), Russian Federation (5%) and other countries.
- In 2021 Latvia ranked 62nd in Romania's total imports (0.04%) value and 67th in its exports (0.07%).

Romania

KEY ECONOMIC TRENDS:

Romania has been among the European leaders, with the fastest growing and very promising economy. A significant increase of salaries, combined with reduction of VAT rates, resulted in huge increase of consumption among the citizens.

The World Bank indicates that the impact of the pandemic on Romania's households is decreasing, as temporarily idle workers have returned to work and household income have mostly recovered. This economic recovery in 2021 and 2022 was supported by the gradual elimination of COVID related restrictions, government's support and the growing wages. For comparison, the average net salary in Romania was RON 3,977 (EUR 809) in June 2022 compared to approx. EUR 950 in Latvia.

In 2022, like other EU countries, Romania's economy is facing an increasing inflation and slower growth. The National Bank of Romania projects inflation to reach 13.9% at the end of 2022 and 8.0% at the end of 2023. Romania's GDP growth is forecasted by the European Commission to reach 3.9% this year, and 2.9% in 2023. Private consumption and investments are expected to remain the main growth drivers for Romania's economy.

CHANGING SPENDING PRIORITIES

The retail sales continue growing in Romania in 2022. However, the high inflation is impacting the retail market, as it grows slower than the inflation. The increasing consumer frugality is one of the key emerging trends.

In the coming months local consumers are expected to tighten their expenditure, meaning that most non-essential and many essential products are likely to be affected by substitution or trading down. Budget-format products and private label products are likely to gain popularity.

AN INCREASINGLY DIGITAL MARKET

Romania is a market of 19 million potential consumers. Around 90% of them are internet users and 45% also shop online. According to Statista, the share of individuals who made domestic and cross-border online purchases is significant. Furthermore, around 10% of local online shoppers already purchased from online retailers in other EU countries in 2020.

The e-commerce, both local and cross-border, boosted by the pandemic restrictions on physical shopping, is expected to continue developing thanks to its convenience and the benefit of accessing a wider selection of goods.

Romania

ACCESS TO MARKET:

Romania is a member of the EU. This means that there are no customs duties on goods moving between EU Member States and key regulations are synchronised. Furthermore, EU Member States apply a common customs tariff for goods imported from outside the EU, and goods that have been legally imported can circulate in the EU with no additional customs checks.

Possible trade barriers may include the following bureaucratic, legislative or economic challenges:

- Compliance with product-specific local rules;
- Local product labelling, advertising and trade practices regulations;
- Price and currency fluctuations (Romania is not a member of the eurozone).

Foreign language proficiency:

English remains the most popular foreign language in Romania. According to Eurostat, in 2017 less than half of the population of Romania (36%) knew a second language.

LOGISTICS:

Romania borders with Ukraine, Moldova, Bulgaria, Serbia and Hungary. It has an exit to the Black Sea. The country is conveniently located at the crossroads of three large markets: the EU, the CIS and the Middle East. The territory of the country is crossed by such key pan-European transport corridors as no. 4 (linking Europe from West to East), no. 9 (North to South) and no. 7 (inland transportation on the Danube river).

While there are still some transport infrastructure gaps, transport and logistics industry is rapidly developing, boosted by the explosion of e-commerce in the recent years. Romania has a reliable postal service and numerous international and local courier services. An increasing attention is being paid to the CO2 footprint of the industry, shifting preference to cleaner transportation solutions.

According to the Romania's E-commerce Association, delivery companies are gradually replacing combustion-based fleets with electric and hybrid ones, focusing on positive impact on last-mile deliveries, especially within cities. Furthermore, an extensive network of parcel lockers is expanding, forming a more sustainable delivery process.

Business Culture in Romania

Source: businessculture.org

- ✓ **Romanian business culture is formal and hierarchical**, Romanians giving great importance to courtesy and respect for the elderly; meetings tend to be dominated by senior decision makers.
- ✓ **Initial greetings are formal and reserved**. A firm handshake with good eye contact is normal. However, you should only shake hands with a woman if she initiates the gesture.
- ✓ **Punctuality is considered a strong point when doing business**, and it is important to arrive on time, or even a little earlier. Punctuality is common in new companies and in those operating in the international arena.
- ✓ When you are invited to a business meeting by a Romanian partner, **bringing a small gift is considered polite**. The gift does not have to be very expensive (up to 20 EURO). If the guest is a foreigner, the recommended gift is a traditional item from the visitor's country.
- ✓ **The dress code is dictated by the formality of the business meeting**. For a formal meeting where business needs to be discussed between people who have never met before, it is important to present a highly professional image (suit, smart tie or accessories).
- ✓ **Presentations should be well-argued and easy to understand**, including figures to support conclusions. Avoid making exaggerated claims - Romanians prefer to do business with people who are honest and who do not brag about their achievements or financial achievements.
- ✓ **Titles are very important and show respect**. Although they are always polite, Romanians rarely go by their first names with people outside the family or with very close friends until they know them.
- ✓ **English is practically the second language of the country**, especially of the younger generation and in the bigger cities, although French and German can also be useful.



Export Opportunities for Latvian Producers in Moldova



Moldova

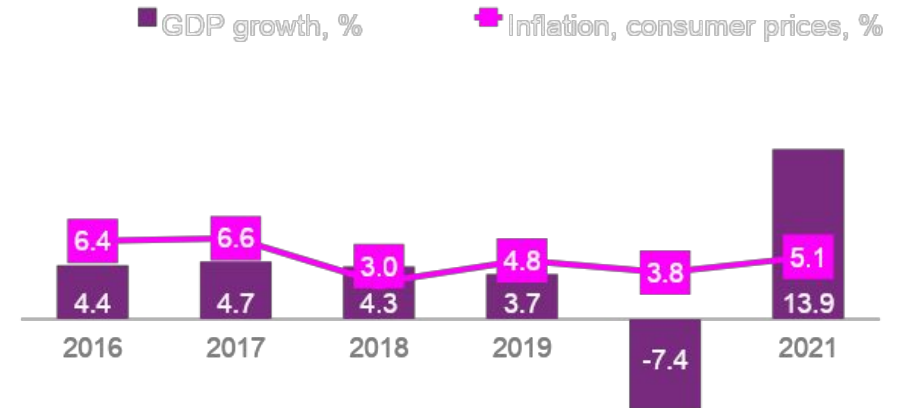
GENERAL

Surface area	33 850 km ²
Population (2021)	2.5 million
Capital city	Chisinau
Currency	MDL (leu)
Official language	Moldovan

ECONOMY

GDP in current prices (2021)	USD 13.7 bln
GDP per capita, PPP (2021)	Int\$ 15 637
GDP growth (2020/2021)	13.9%
Inflation, CPI (2021)	5.1%

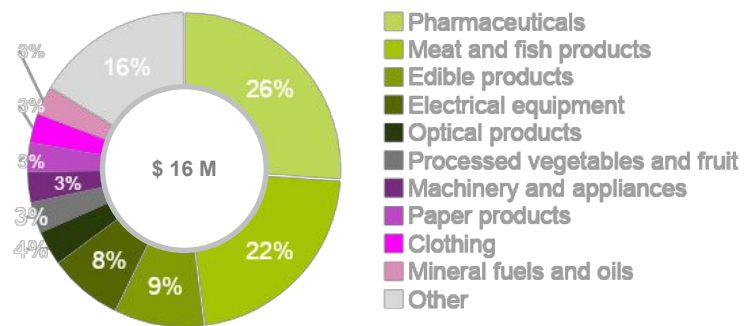
GDP GROWTH AND INFLATION, 2016-2021



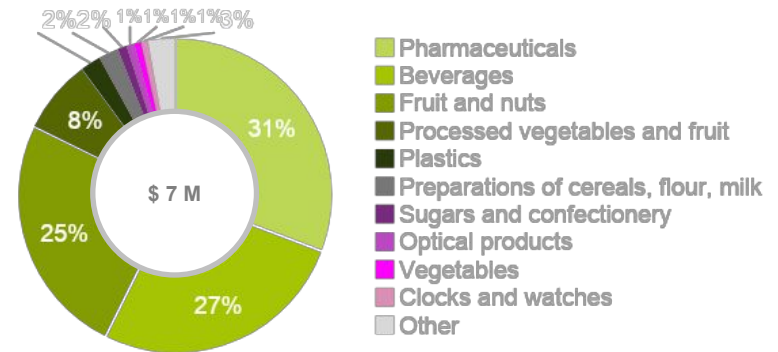
Moldova is a relatively small rapidly developing lower-middle-income economy. Over the past years it has made significant progress in reducing poverty and promoting inclusive growth. The country has applied for the EU membership in 2022.

Moldova

TOP IMPORTS FROM LATVIA



TOP EXPORTS TO LATVIA



- Moldova’s top global imports are: mineral fuels and oils, machinery, equipment and appliances, vehicles, plastics, pharmaceuticals, wood products, iron and steel and products of thereof, and optical products.
- The European Union is an increasingly important trade partner for Moldova. In 2021 Moldova’s imports primarily came from Russian Federation (15%), China (12%), Romania (12%), Ukraine (9%), Germany (8%), Türkiye (8%), Italy (6%), and Poland (4%).
- In 2021 Latvia ranked 35th in Moldova’s total imports value (0.2%) and 36th in its exports (0.2%).

Moldova

KEY ECONOMIC TRENDS:

In 2021 economic activity recovered strongly in Moldova after the pandemic. The country experienced increase in wages, remittances, and social support, which stimulated private consumption.

CPI inflation in Moldova reached 33.6% y/y in July 2022. Inflation driven by the increasing global energy and food prices as well as disrupted trade routes have become main challenges for the country in 2022. Additionally, over 550,000 refugees fleeing the war have entered Moldova in 2022, with many still remaining in the country.

The IMF forecasts Moldova's economy will stagnate in 2022 due to spillovers from Russia's invasion of Ukraine. The Fund also points out that while the war in Ukraine continues to weigh heavily on Moldova, some initial pressures have subsided.

At the same time, in 2022 EU leaders granted EU candidate status to Moldova, which indicates further harmonisation and support of the EU for the country in the coming years.

REORIENTATION OF SUPPLY CHAINS

Russia's invasion of Ukraine has had a significant impact on Moldova's economy. Nearly 20% of Moldova's imports used to come from Ukraine, Russia, and Belarus. With these supplies now unavailable, Moldova has to rapidly obtain substitutes from the EU and other markets. Furthermore, since Moldova can not rely on Ukraine's road and ports infrastructure, it now has to deliver goods by road through Romania.

DEVELOPING ECOMMERCE

It is estimated that around 34% of Moldova's population shop online. Consumers in Moldova also make purchases on global marketplaces (Alibaba, eBay, Amazon, Joom). For delivery, sellers and consumers typically use Posta Moldovei or courier services. However, international deliveries are typically expensive and slow. It is not unusual for businesses and customers to use workarounds to make the global marketplaces available by buying online to an address in EU and later delivering items to Moldova. Cash-on-delivery is the most popular method of payment, but Visa/Mastercard and digital wallets are also used for ecommerce payments.

Moldova

ACCESS TO MARKET:

The EU-Moldova trade relations are determined by the free trade area set by the EU-Moldova Deep and Comprehensive Free Trade Area (DCFTA) as part of the Association Agreement as of 2014. The DCFTA has introduced the removal of import duties for most goods traded between the EU and Moldova. Furthermore, Moldova's trade-related laws are being harmonised with the EU legislative acts under the DCFTA. In 2022 Moldova received EU candidate status, under the commitment of structural reforms.

Moldova is a member of WTO. The country has also free trade agreements with a number of non-EU countries. It also remains the member of the Commonwealth of Independent States (CIS).

Possible trade barriers may include the following bureaucratic, legislative or economic challenges:

- Local legislation and practices are still being harmonised with the EU standards;
- Local product labelling, advertising and trade practices regulations;
- Price and currency fluctuations. (Moldova is not a member of the eurozone).

LOGISTICS:

Moldova is a land-locked country, which borders with Romania and Ukraine. The country can be accessed mainly by land or air (Chişinău International Airport).

Moldova has a well developed infrastructure and road and railroad connections with Romania and Ukraine, which are being gradually updated. National post office provides mail delivery and logistics services, and several international courier services operate in Moldova, facilitating cross-border e-commerce.

Some logistical challenges for international trade exist due to war in neighbouring Ukraine. The country has recently experienced import supply disruptions of raw materials and food. However, the transportation route for deliveries from the EU to Moldova through Romania remain operational and deliveries have intensified.

At the same time, the transport infrastructure in Transnistria, a separatist enclave in Moldova located on the east bank of the Dniester River, is under the control of the Transnistrian separatist authorities, the circulation of trains on the route may be disrupted.

The classic outfit

is nominal, widely used of businessmen and officials

Shaking hands

is more important than in the West. A firm handshake is typical for most situations.

Extraordinary impression

Creating an extraordinary impression is quite specific (for example, having an expensive car).

Recommendations

and personal connections are highly valued.

As a supplier

of services, you will be persistently asked for discounts.

Communication

is usually warm and welcoming, there are no strict taboo subjects.

Make direct eye contact

when you talk to your Moldovan partners.

Foreign languages

Most of the older businessmen speak Romanian and Russian, the young people know English well.

The problems with the Moldovan partners

are best to be discussed in private.

Building relationships

with Moldovan partners is important, because decisions are often made outside the office environment. It is important to accept invitations to social events, coffee breaks or lunch..

Check the company policy

before giving gifts to your Moldovan counterparts.

Business consultancy

is still perceived as something intangible.

Questions to Romania and Moldova?

Export Opportunities for Latvian Producers in Albania



Albania

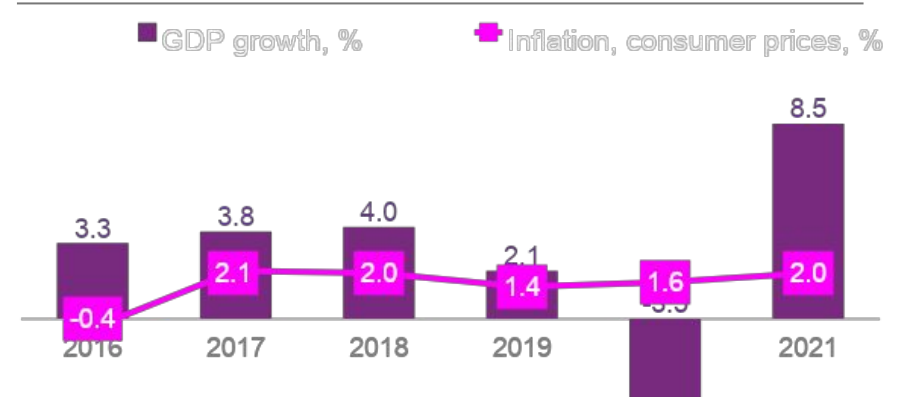
GENERAL

Surface area	28 750 km ²
Population (2021)	2.8 million
Capital city	Tirana
Currency	ALL (lek)
Official language	Albanian

ECONOMY

GDP in current prices (2021)	USD 18.3 bln
GDP per capita, PPP (2021)	Int\$ 15 646
GDP growth (2020/2021)	8.5%
Inflation, CPI (2021)	2.0%

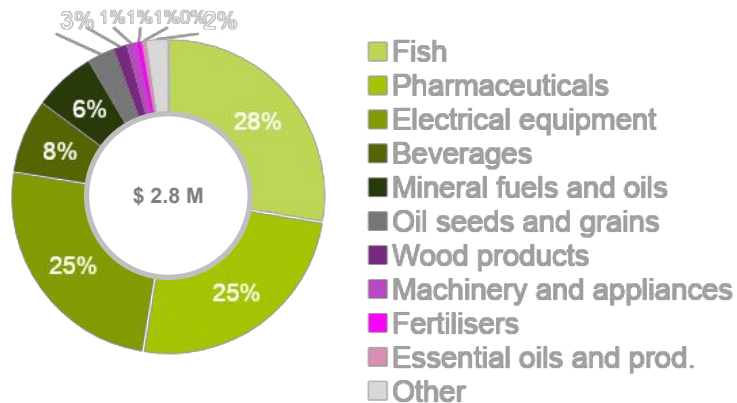
GDP GROWTH AND INFLATION, 2016-2021



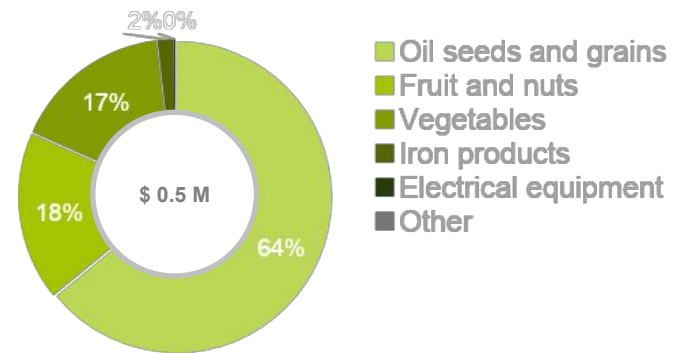
Albania is a relatively small, but rapidly developing country. It has transformed from one of the poorest territories in Europe to an upper-middle-income state. Albania is on the current agenda for future enlargement of the European Union. 300 sunny days per year with a very mild climate and at the door of Europe. Multicultural and multilingual and EU precession country -investment in infrastructure and human capital. IT and service sector rapidly growing together with clean energies.

Albania

TOP IMPORTS FROM LATVIA



TOP EXPORTS TO LATVIA



- Albania's top global imports are: mineral fuels and oils, machinery, equipment and appliances, vehicles, iron and steel and products of thereof, plastics, pharmaceuticals, and apparel.
- The EU remains Albania's leading trading partner. In 2020 its imports came primarily from Italy (25%), Türkiye (10%), China (9%), Greece (9%) Germany (8%), and Serbia (5%).
- In 2020 Latvia ranked 63rd in Albania's total imports (0.05%) value and 55th in its exports (0.02% of total exports).

Albania

KEY ECONOMIC TRENDS:

A relatively fast economic post pandemic recovery took place in 2021 in Albania. According to the World Bank analysis, **higher consumer confidence**, increased **demand for Albanian exports**, and government's fiscal stimulus supported the strong recovery. Growth in **trade and construction**, especially connected to reconstruction and new infrastructure projects, contributed the most. Restart of travel and **increase of incoming tourism** was another positive contribution to the economic recovery. At the same time, **informal economy is still present** in the region, and Albania has a large informal economy, which remains a constraint on the faster development of the formal economy. Like other countries in the region, in 2022 Albania is facing a rising inflation and lower than expected economic growth. The IMF forecasts the inflation to reach 5.5% by the end of 2022, while the GDP is expected to increase by 2%.

Albania

CULTURAL HERITAGE IN THE MODERN WORLD

A mixture between **Italy**, **Greece** and **Turkey** - all three ancient and modern civilizations have shaped the Albania of today. The secret sauce is a touch of totalitarian communism. (Culturally , temperament and culinary)

With the EU accession negotiations starting in 2022, Albania is likely to become the first country to join from the western balkans. Albania's multi-cultural and multi-religious heritage will keep shaping consumption preferences of local population also in future.

From a totally secular society in comunisms Albanian people are experimenting with religions.

NEW SPENDING PRIORITIES

After the pandemic consumers have return to physical shops. The **travel and HoReCa** sectors are **recovering** after the unprecedented pandemic restrictions.

However, in the coming months Albanian consumers are likely to **tighten their expenditure** in the light of the rising inflation and general economic uncertainty. Non-essential goods are expected to be most affected by this trends, while essential products (such as food) are likely to experience trading down. **Budget-format products** and **private label consumer products** are likely to further gain popularity.

RAPID DEVELOPMENT OF ONLINE SHOPPING

Around **73%** of Albania's population have **access to internet**. The share of population purchasing goods and services online jumped from only 10% in 2019 to 38% in 2021 and is expected to reach **41% by the end of 2022**.

Cross-border online shopping is still **very limited** by the low usage of credit cards, relatively low incomes, and high shipping costs. According to the survey by the World Bank, 50% of Albanian online shoppers went online to **buy goods not available in local shops**, while only 15% mainly used online shopping to buy from local stores.

Albania

ACCESS TO MARKET:

Trade relations between the EU and Albania are governed by the **EU-Albania Stabilisation and Association Agreement**. It provides for free trade, with some exceptions concerning a limited number of agricultural products. Under the agreement, EU exports of some products (dairy, certain cereals and certain cereal seeds) to Albania have not been fully liberalised, but benefit from a reduction to tariff rates. The agreement also ensures mutual protection for the geographical indications for drinks listed in the agreement.

Possible trade barriers may include the following bureaucratic, legislative or economic challenges:

- Compliance with product-specific rules. Local legislation and practices are still being harmonised with the EU standards;
- Local product labelling, advertising and trade practices regulations;
- Weak judicial system and poor enforcement of contracts;
- Albania ranks 110th (out of 180) in the 2021 Corruption Perception Index;
- Price and currency fluctuations. Albania is not a member of the euro zone;
- Cultural and language barriers.

Albania

LOGISTICS:

Albania has land borders with **Greece, North Macedonia, Kosovo, and Montenegro**. It also shares maritime borders with **Croatia and Italy**. The country can be accessed by land, sea and air. It has good connection with the key European transport corridors. Thanks to its geographic position, Albania connects the western **Mediterranean countries** with the countries of the Balkans via a network of ports and highways.

Albania has several ports, which are located on the eastern side of the Adriatic and Ionian Seas. Maritime transport operates through four main ports: Durrës, Vlorë, Shengjini, Saranda, Romano-Port, and Petrolifera Port. The **Mother Teresa International Airport in Tirana** is the main international airport in the country. Kukes Airport in the north also recently opened and new one to be build in Vlorë.

National post office Posta Shqiptare provides mail delivery services. **Private and foreign postal courier services** (including DHL, Fed Ex, UPS, TNT and others) also operate in Albania, facilitating an emerging cross-border e-commerce

Export Opportunities for Latvian Producers in Kosovo



Kosovo

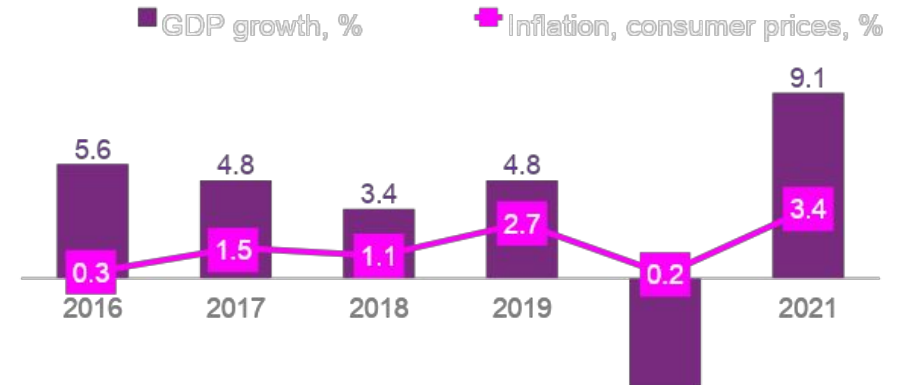
GENERAL

Surface area	10 887 km ²
Population (2021)	1.8 million
Capital city	Prishtina
Currency	EUR
Official language	Albanian, Serbian

ECONOMY

GDP in current prices (2021)	USD 9 bln
GDP per capita, PPP (2021)	Int\$ 12 721
GDP growth (2020/2021)	9.1%
Inflation, CPI (2021)	3.4%

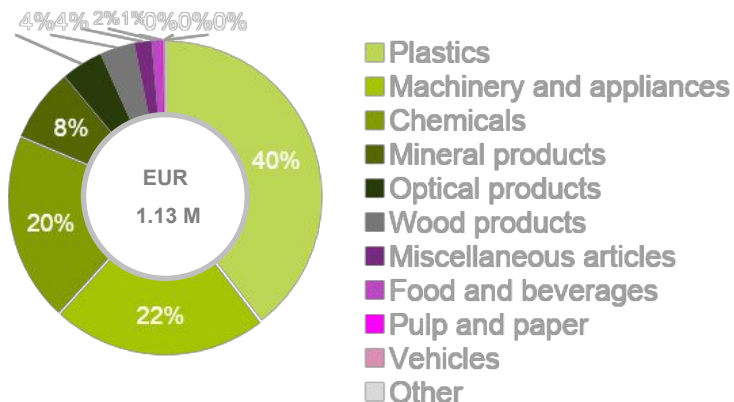
GDP GROWTH AND INFLATION, 2016-2021



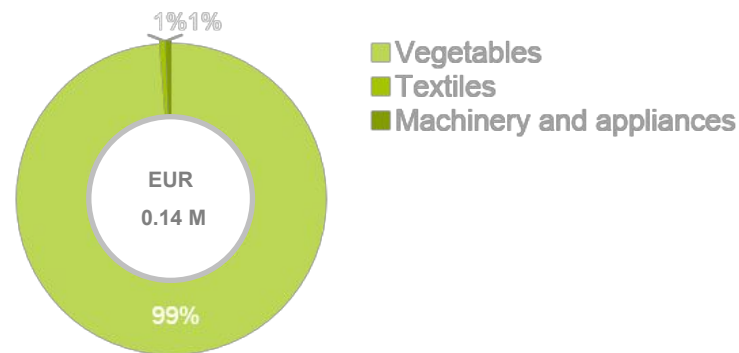
Kosovo is a young and partially recognized country that is transitioning to the market economy. The size of Kosovo's population is comparable to Latvia's. Kosovo is an upper-middle-income country which has experienced solid economic growth over the past decade. Kosovo has the youngest population in Europe. Half of its roughly 2-million-strong population is under the age of 25.

Kosovo

TOP IMPORTS FROM LATVIA



TOP EXPORTS TO LATVIA



- In 2021 Kosovo imported primarily from the EU (44%), Türkiye (13%), China (10%), Serbia (7%), Albania (6%), North Macedonia (5%) and other countries.
- In 2021 Kosovo's imports from the EU reached EUR 1.6 billion. These were mainly industrial products (74%), agricultural products (26%), and fish products (0.2%).

Kosovo

KEY ECONOMIC TRENDS:

Kosovo's economic growth in the past decade has **outperformed its neighbours**. At the same time, country's growth model relies heavily on remittances to support local consumption. Poverty is estimated to have decreased to under 20% in 2021.

According to the World Bank estimates, Kosovo's economy is expected to grow by 3.9% in 2022, but downside risks remain. Despite the healthy postCOVID recovery the consequences of the Russian invasion of Ukraine could affect economic prospects. ***Inflation is expected to rise to 5.4*** percent in 2022, but inflation could rise further.

The World Bank expects Kosovo's **imports to continue to rise** due to higher domestic demand. Since Kosovo is a net importer of **food, agricultural inputs, and energy**, it is exposed to global price fluctuations.

KOSOVO

STRONG CULTURAL HERITAGE IN THE MODERN WORLD

Part of the Jugosllavia till 2008 Kosovo - declaration of independence.

Kosovo society has an important patriarchal tradition. There is no official religion in Kosovo. However, the country population is around 90% Muslim. The remaining population is mostly Serb Orthodox or Albanian Catholic.

Kosovo

KEY ECONOMIC TRENDS:

The inflationary pressure is less severe in Kosovo than across the EU so far. However, the average gross monthly salaries in Kosovo remain **below EUR 500** which dictates significant price sensitivity when it comes to imported products. Many consumers rely heavily on remittances from families working abroad. At the same time, local consumers generally have a very positive attitude and even **preference for products imported from the EU**, according to the 2021 survey by Balkan Barometer.

Kosovo

NASCENT E-COMMERCE

Like in other countries of the region, the pandemic has **boosted the e-commerce development** in Kosovo, as access to physical shops was limited during 2020 and 2021. As a result, in 2021 around **24% of Kosovo's population shopped online**, according to Balkan Barometer.

However, despite the growing interest in online shopping, consumers in Kosovo tend to experience difficulties with product deliveries and local credit cards not being accepted internationally.

ACCESS TO MARKET:

Since 2016 trade relations between the EU and Kosovo are governed by the EU-Kosovo Stabilization and Association Agreement. The agreement established a free-trade area over a transitional period, with a few exceptions concerning some agricultural products. Some EU products (for example **dairy, certain fruit, vegetables, and wine**) have not been fully liberalized but benefit from a reduced duties when exported to Kosovo. Kosovo unilaterally adopted euro as its official currency in 2002.

Possible trade barriers may include the following bureaucratic, legislative and economic challenges:

- Kosovo is not yet an EU member state. **Compliance with local product-specific rules is necessary;**
- The developing legal system. Laws and regulations may be inconsistent and poorly enforced. Weak intellectual rights protection;
- Possible institutional and cultural barriers;
- Significant share of informal economy;
- Low purchasing power and strong reliance on remittances from diaspora.

Kosovo

LOGISTICS:

Kosovo's is located in the heart of the Balkans, and has land borders with **Serbia, North Macedonia, Albania, and Montenegro**. The country can be reached by land or by air (Pristina International Airport).

Kosovo's road infrastructure has improved over the recent years. It also benefits from the development of the transportation network supported by the EU, which has improved regional connectivity.

Kosovo is not recognized as an independent state by Serbia and five EU members (Spain, Slovakia, Cyprus, Romania, and Greece), which results in certain limitations in logistics and international bank transfers. NATO runs an ongoing peace-support operation in Kosovo, which also includes troops from Latvia.

Logistic disruptions are rare, but may occur due to the ongoing disputes with neighbouring Serbia, potential terrorism threats or civil unrest due to ethnic tensions.

Questions to Albania and Kosovo?

26+ MILLION POTENTIAL CONSUMERS

In 2022 the economies of the Eastern Europe continue to **operate under varying conditions**, determined by different levels of their exposure to geopolitical risks. While their dependence on trade and financing related to Russia and Ukraine varies, this dynamically growing region is **set to experience some growth slowdown** coupled with atypical inflation already experienced by the European Union.

At the same time the four markets cumulatively offer access to a **significant pool of consumers**. Furthermore, all four enjoy **free trade with the EU member states**.

The potential of these markets is significantly wider than access to 26+ million potential consumers, since these countries have significantly liberalised their trade regulations and enjoy active and often tariff-free trade with the neighbouring markets. Many free trade agreements, such as CEFTA, for example, make these countries great starting points for further expansion in the region.

THE RAPIDLY DEVELOPING, DYNAMIC MARKETS

Eastern Europe is a dynamically **developing region** with liberal trade regulations, improving incomes and standards of living. While markets differ in sizes and sophistication, they have strong potential for further growth and development.

ALREADY FAMILIAR WITH LATVIAN PRODUCTS

- Latvian companies **already supply** to Eastern Europe countries. However, Latvia's share in imports is low.
- With the reorientation of the markets, especially in case of Moldova, Latvia's products and services **can help fill in the newly available niches**.
- **All markets are conveniently reachable and close** to Latvia. There is no need for complex logistics.
- All markets have free trade agreements with the EU in force.

Export Opportunities for Latvian Producers in Eastern Europe

Story of PRECO





WITH PASSION TO AGRICULTURE

The way to the start of cooperation in the Czech Republic

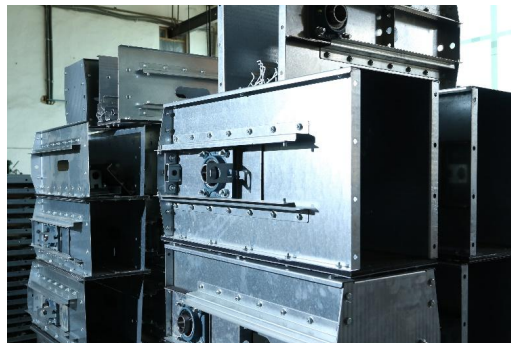
with

GATEWAY
& PARTNERS

About us



- Company PRECO was founded in 2005
- PRECO is leading manufacturer in Baltic countries of grain handling equipment
- Products are manufactured from galvanised steel
- We have team of engineers, production operators, sales, purchase and management, in total 45 employees
- PRECO exports to 15 different countries in the EU, our export share is 65%



We produce



Conveying equipment

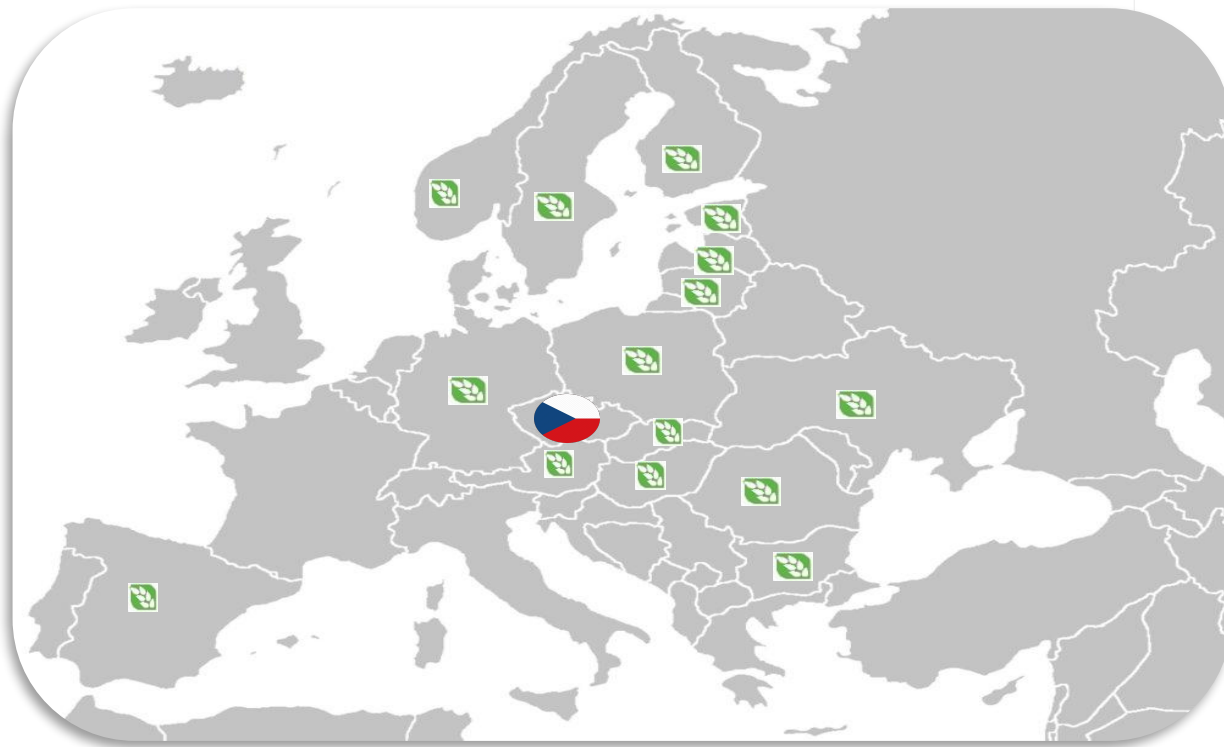


Drying equipment

We produce



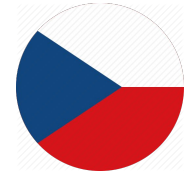
Export



Background



- Target was set to expand our export to the Czech Republic mainly based on our research of agriculture proportion
- We discovered that agricultural entrepreneurs farm around half of the total area of the country
- **Czech Republic is the main world producer of poppy seed.** Poppy seeds are one of the key export goods in the country
- We saw a potential and concluded cooperation with Gateway & Partners
- We selected 5 of 32 companies we would meet personally

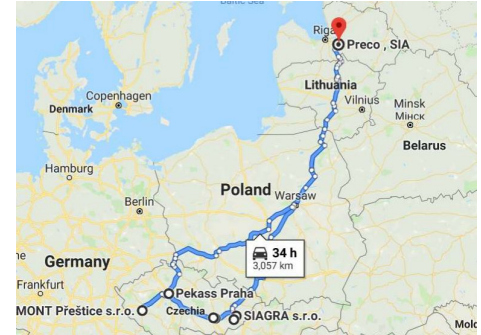


GATEWAY
& PARTNERS



Key elements what contributed

- It is a significant bonus to mention references in neighbour countries – **Slovakia, Poland or Germany**
- Well prepared presentation with detailed information about product, technical sheets & company
- Comparison of products' quality
- Follow up and “Thank you” e-mail after the meeting



GATEWAY
& PARTNERS

ABOUT CZECH REPUBLIC

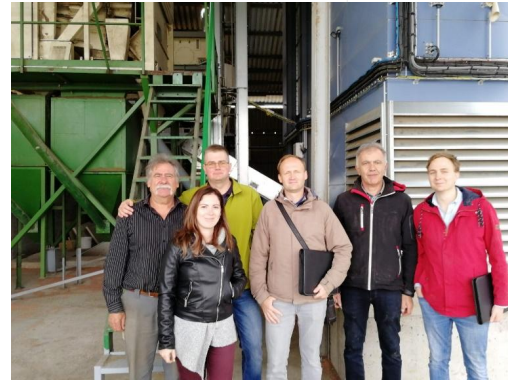
GENERAL INFORMATION

- ✓ Population (2017): 10.58 million
- ✓ Currency: Czech crown (CZK)
- ✓ 1 CZK - 0.04 EUR
- ✓ Largest cities: Prague (Capital) | Brno | Ostrava



How we started the cooperation

- Agreed meeting at our reference place with customer from Slovakia. Our service engineer met with both Clients
- Meeting in the World's largest agriculture exhibition in Germany
- **First order was after 1 year of the first meeting**





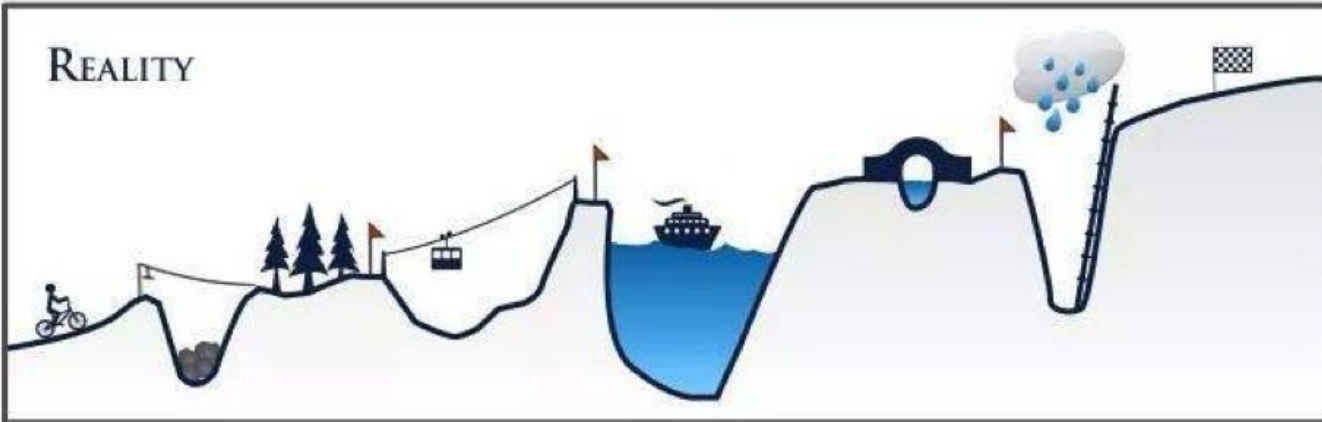
THANK YOU FOR YOUR ATTENTION



YOUR PLAN



REALITY



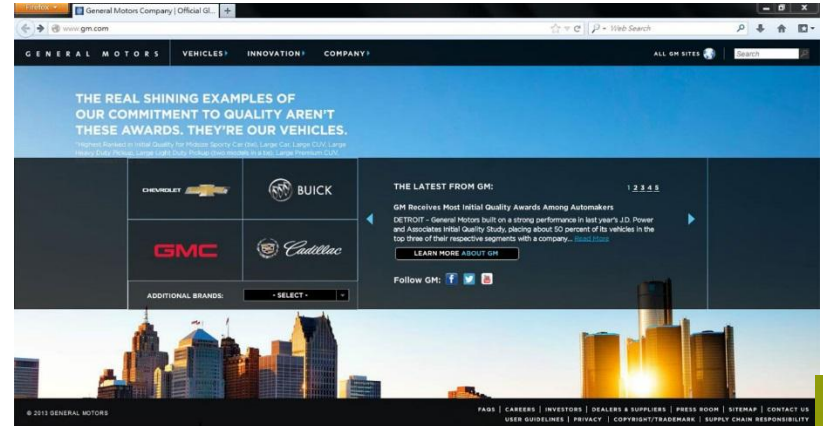
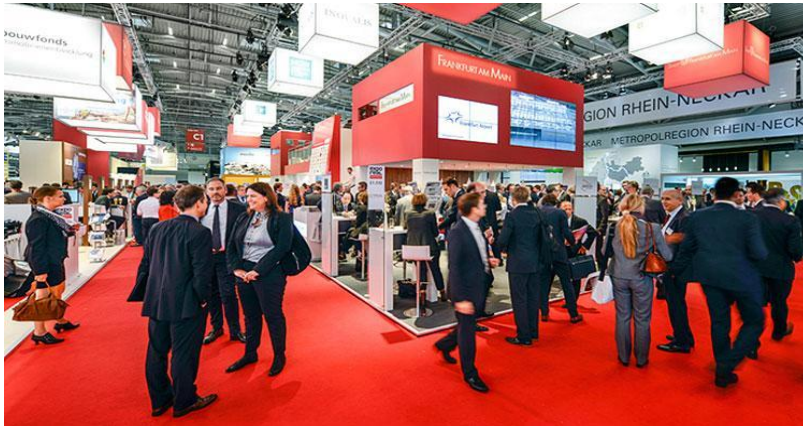
Why they don't buy?



**They don't know
that you exist!**



In war all weapons are good!



GET HELP!!!

LIAA support programme to SME

(zem 250 darbiniekiem un 50 miljoniem apgrozījuma ar neiztērētu **De minimis**)

- 1. Eksporta atbalsta darbības** **80%**
Katram uzņēmumam 60 000 EUR līdzfinansējums
- 2. Ražotņu un produktu atbilstības novērtēšana** **90%**
Katram uzņēmumam 45 000 EUR līdzfinansējums
- 3. LIAA stendi, misijas, vizītes un konsultācijas** **80%-100%**

Don't be a bison!



Thank you for your attention!



GATEWAY
& PARTNERS



Laura Valtere

Partnere

 +371 29 477 270

 laura.valtere@gatewaypartners.net

 Elizabetes iela 51, Rīga, Latvija, LV-1010

 www.gatewaypartners.eu

