

Press release

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**The technology company Name will represent Latvia at the world’s largest electronics trade fair in Germany**

**The technology company Name will represent Latvia and present its latest product line at the world’s most prestigious engineering trade fair, electronica 2024, which will take place in Munich, Germany from 12 to 15 November. The CEO of Company Name, Name Surname, and the CIO, Name Surname, will also participate in a round table discussion to discuss the opportunities and challenges of today’s technology in creating new products.**

The main challenges in technology and electronics today are related to the rapid development of technology, the search for compatibility of complex components and the increasing need to find solutions that are environmentally friendly, energy-efficient and sustainable. New product developments include the integration of 5G networks, the expansion of artificial intelligence and machine learning applications.

“It is no secret that artificial intelligence and the latest technologies have changed the world of engineering, offering many new opportunities and reaching global markets. This fair is a great platform for us to be among world-class experts, share our experience and talk about products created in Latvia. We will present an innovative product – product name, in the creation of which we have used the latest technologies and their specific solutions,” says Name Surname, CEO of Company Name.

In addition to working and welcoming visitors at the interactive stand, representatives of Company Name will also participate in a round table discussion with representatives from more than ten countries to discuss the latest research trends in technology and electronics and share their experiences on the key challenges in creating new products in the Baltic region.

“The invitation to participate in a round table discussion together with representatives of well-known companies in the industry such as Name, Name and Name is a great honour and responsibility for us at the same time. We believe that the mutual exchange of knowledge and experience will bring benefits to both us and Latvia,” says CIO Name Surname.

*electronica is the world’s largest biennial electronics trade fair in Munich, Germany, showcasing a range of electronic technologies, products and solutions, as well as insights into the latest research. The fair attracts around 2140 exhibitors from 100 countries and an average of 70 000 visitors, as well as forums, conferences, seminars, round table discussions and presentations by start-ups with innovative ideas.*

*Company Name is a technology company specialising in electronics and IT since xxxx. The Company is known in the market for its high-level solutions, which have been evaluated with the xxxxxxxx award/certificate. Company Name actively cooperates with young professionals as well as scientists and is constantly looking for new solutions. Find out more: www web address.*

**Information prepared by:**

Name, Surname

Company Name, title

Mob. 2x xxx xxx; Tel. 67 xxx xxx

E-mail: xxxxx.xxxx@xxxxx.xxx

www address