

30 OCTOBER 2024 | RIGA

Venue: LIAA CONFERENCE ROOM, Pērses iela 2



SEMINAR PROGRAMM | Local Riga time (EEST)

- 13.00–13.15** Registration
- 13.15–13.20** Opening remarks & Welcome
- 13.25–13.45** Macro outlook for Sweden & market situation by **Emma Paulsson, Economist, Macro Research at Swedbank** (remotely), Q&A
- 13.55–14.15** "Legal framework" - what does a Latvian company need to know to start a business in Sweden? by **Mats Rydh, Partner at Glimstedt Stockholm** (remotely), Q&A
- 14.25–14.45** Coffee break
- 14.45 – 15.10** What are the differences in Swedish and Latvian business cultures? by **Austra Krēsliņa, CEO & owner at Baltic Reach AB**
- 15.10–15.30** How to build a marketing strategy in Sweden? Analysis of three successful examples by **Andris Zvejnieks, Communication consultant at House of Stratvise AB**
- 15.30–16.30** Panel discussion (company cases & experiences) and Q&A moderated by **Ansis Mūrnieks, Vice Chair of SCCL**

Coffee & Networking until **17.00**

Working l-ge: English and Latvian

This event is organized by the Swedish Chamber of Commerce in Latvia (SCCL) in close partnership with Investment and Development Agency of Latvia (LIAA).



SWEDISH CHAMBER
OF COMMERCE IN LATVIA



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