

## Missions to Latvia

One method of promoting imported products in Latvia or considering investing in the privatization process that has proved effective in many industries is a marketing mission by representatives of interested companies. This is most effective when a group of companies within a narrowly defined industry visits the country together. Visits to key government entities, associations and companies in the industry by mission members can dramatically increase the effectiveness of the mission.

Companies who wish to establish agency contracts could use this opportunity to screen potential agents and to launch marketing efforts. This is most effective if the suppliers have followed the steps outlined above pertaining to locating an agent. The Embassy, from time to time, organizes such missions and is always ready to assist with necessary arrangements.

- Missions help to educate suppliers about Latvia and the Latvian market.
- Missions can introduce potential buyers to the suppliers.
- Well planned missions can even lead to orders and permanent relationships.
- Missions permit individual companies to meet a large number of contacts in a short period of time.
- Latvia being the central point of the Baltic States, proximity to Lithuania and Estonia offers an opportunity to easily expand a trade mission to those two countries.
- Missions help Latvians become aware of the products and expertise Canadian companies have to offer.

January 1	New Year's Day
April	Good Friday and Easter
May 1	Constitution Announcement Day
May 9	Mother's Day
June 23	Jāņi (Midsummer's Eve)
June 24	Jāņi (Summer Solstice)
November 18	Independence Day
December 25, 26	Christmas Holiday
December 31	New Year's Eve