

Individual Visits

Initial Visit

An individual visit to meet potential agents and customers is essential for companies new to the Latvian market. The visit will enable the company representative to meet, assess and select potential agents or partners and to gain a better understanding of the market. A key element to business success is the personal relationship between supplier and buyer. The Commercial Division of the Canadian Embassy in Riga can set up meetings with potential agents, partners and customers for the first visit to Latvia.

Ongoing Visits

Further regular visits to Latvia by knowledgeable sales technicians from Canadian suppliers are an effective way to augment export sales efforts (whether or not an agent is utilized). Regular visits serve to familiarize the supplier with Latvian market conditions, needs and opportunities. As there is increasing distrust by the Latvian population of the sincere long-term commitment of foreign suppliers to the Latvian marketplace, personal visits to agents and customers help to build personal relationships that are vital to doing business.

The fact that the supplier took the time and incurred the expense to visit their facility is a demonstration of commitment to the market and serves to reassure that buyer that the supplier will continue to stay in the market and will be responsive to requests for assistance in the future.

Follow-up

Appropriate follow-up can be crucial to the success of your business visit. Thank-you notes, brochures, and requested information should be dispatched promptly. Regular contacts should be maintained with the Commercial Division at the Embassy, agents, and important customers. Continuity with Latvian firms is also important to keep track of personnel or position changes on both sides.