



Can Cham

TALKS

*Connecting people and ideas*

**Canada-Latvia Trade -  
what you need to know**

Wednesday,  
May 12th,  
18.30

Moderator:

**Evija Baula**

Export and Marketing  
Advisor

Canada

the

Canadian Chamber of Commerce in Latvia  
(CanCham)

May 12<sup>th</sup>, 2020



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## Strategic Partnerships

### Building Relationships and Trust





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## **The CanCham's approach**

Develop **Strategic Partnerships** (connecting dots)

Optimize chances to succeed by arranging  
networking for those with similar profiles

Encourage working together (Partnering for Profit)

Provide a knowledge / contact bank



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# Challenges

## Perceptions



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# Why Latvia?





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**< 2,000,000 population?**

**WOW!**





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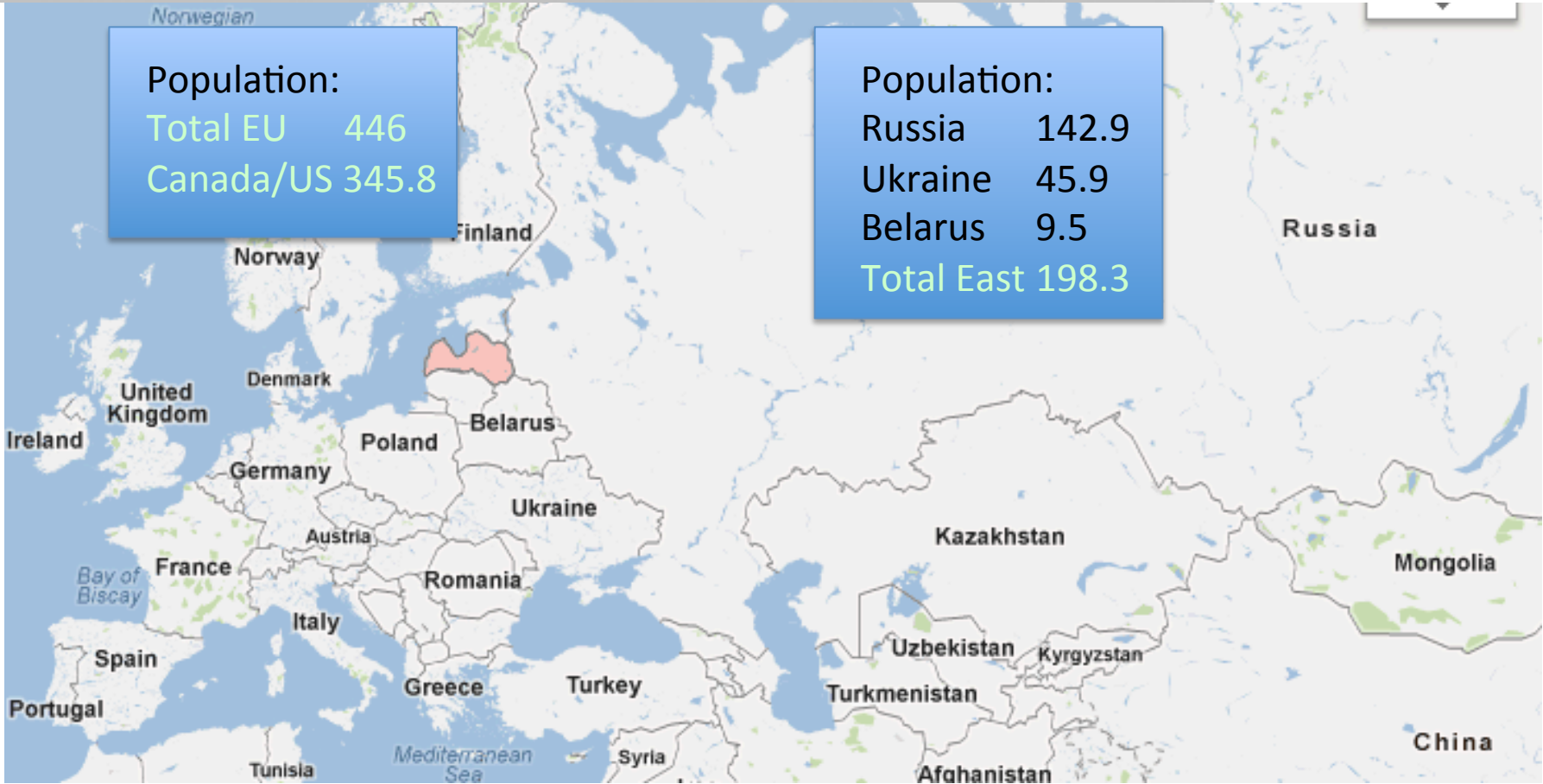
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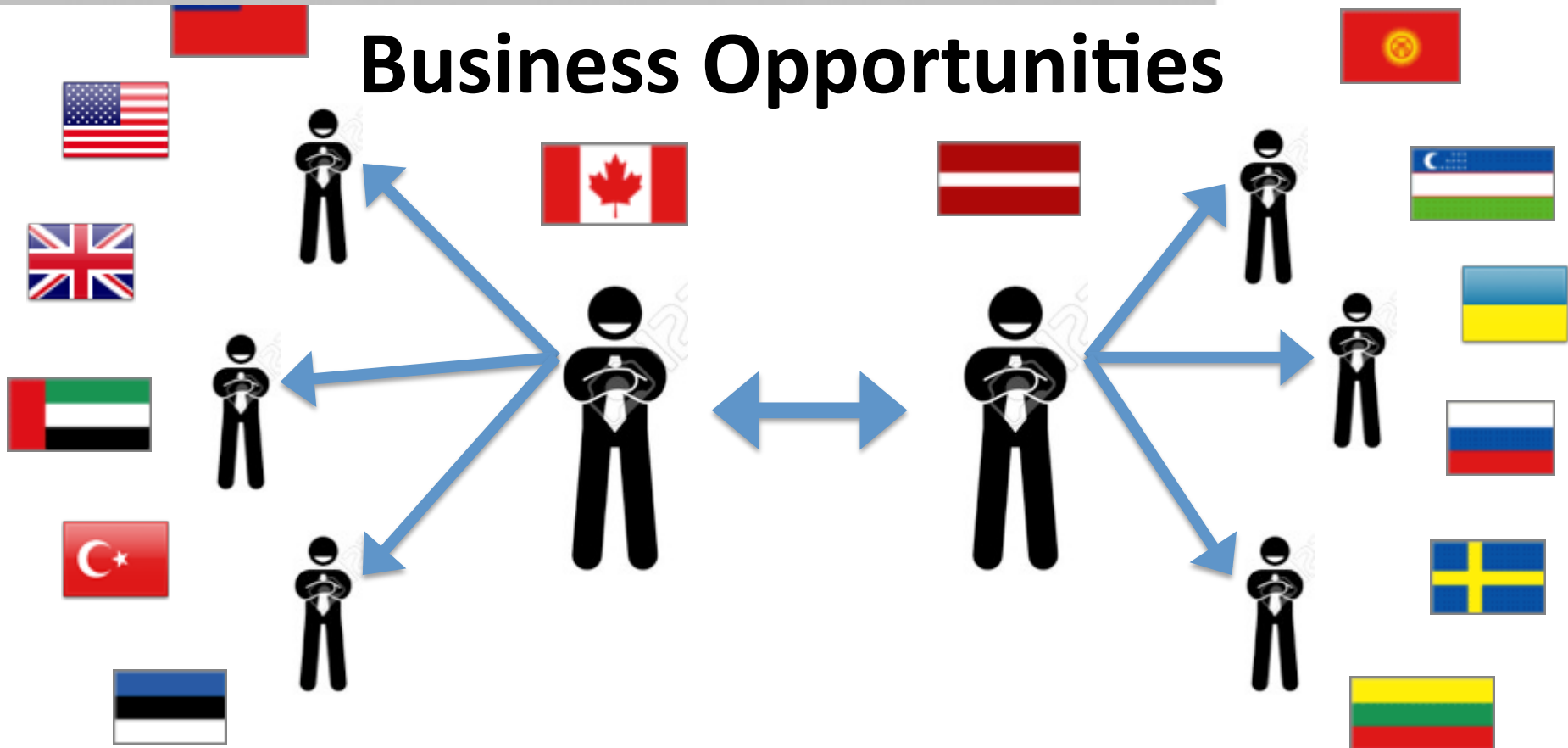
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## Business Opportunities





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**Develop business opportunities**

**Between Northern Europe and Canada**

**Serve as bridge between  
the EU,**

**North America, and**

**Russia/Central Asia/Ukraine/Belarus**



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## What Latvia offers Canadians

- Facilitation for international business
- CETA
- Gateway to
  - EU and Northern Europe
  - Canada and North America
  - Central Asia, Ukraine, Belarus
  - India, Taiwan and the Far East
- A safe business environment
  - NATO and the EU
  - Canadian Armed Forces



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## CanCham Groups

**Trade Facilitation & Export  
Construction Related Services  
Health, Leisure & Education  
Business Support**



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**The CanCham helps with market entry**