



Expanding Business Horizons

with the

Strategic Partnership Initiative (SPI)

Monday, April 13th, 2026



About the Cancham membership

- 53 Latvian members in Latvia
- 3 Canadian members in Latvia
- 9 Canadian members in Canada

CanCham's Objectives

- Attract Canadian companies to CanCham Latvia
- Provide partners for CanCham members
- Provide expanded business opportunities for all

CanCham's Instrument of Choice

Strategic Partnership Initiative (SPI)

a structured approach to serving CanCham members



Today's Objectives

- How the SPI works for CanCham members
- How the SPI works for our friends and network

About the Cancham

Target market

- Canadians doing business in Latvia
- CAF / TFL
- Canadians interested in business in Europe

About the Cancham

from Friday's CanCham Corner in Canada

- What CanCham isn't
 - A government funded organization
 - with salaried staff
- What CanCham is
 - An organization funded by its members
 - working for its members



A quick look at Canada

What Latvians need to know about Canada







What Latvians need to know about Canada

Understanding Canada - Distances

Toronto - Montreal	541 km
Toronto - Halifax	920 km
Toronto - Winnipeg	2,243 km
Toronto - Calgary	3,427 km
Toronto - Vancouver	4,394 km
Halifax - Vancouver	6,159 km

What Latvians need to know about Canada

Canada – Regions

-  The West Coast (Pacific Region)
-  The Prairie Provinces
-  The Northern Territories
-  Central Canada
-  The Atlantic Region



What Latvians need to know about Canada

Regions

Maritimes

Quebec

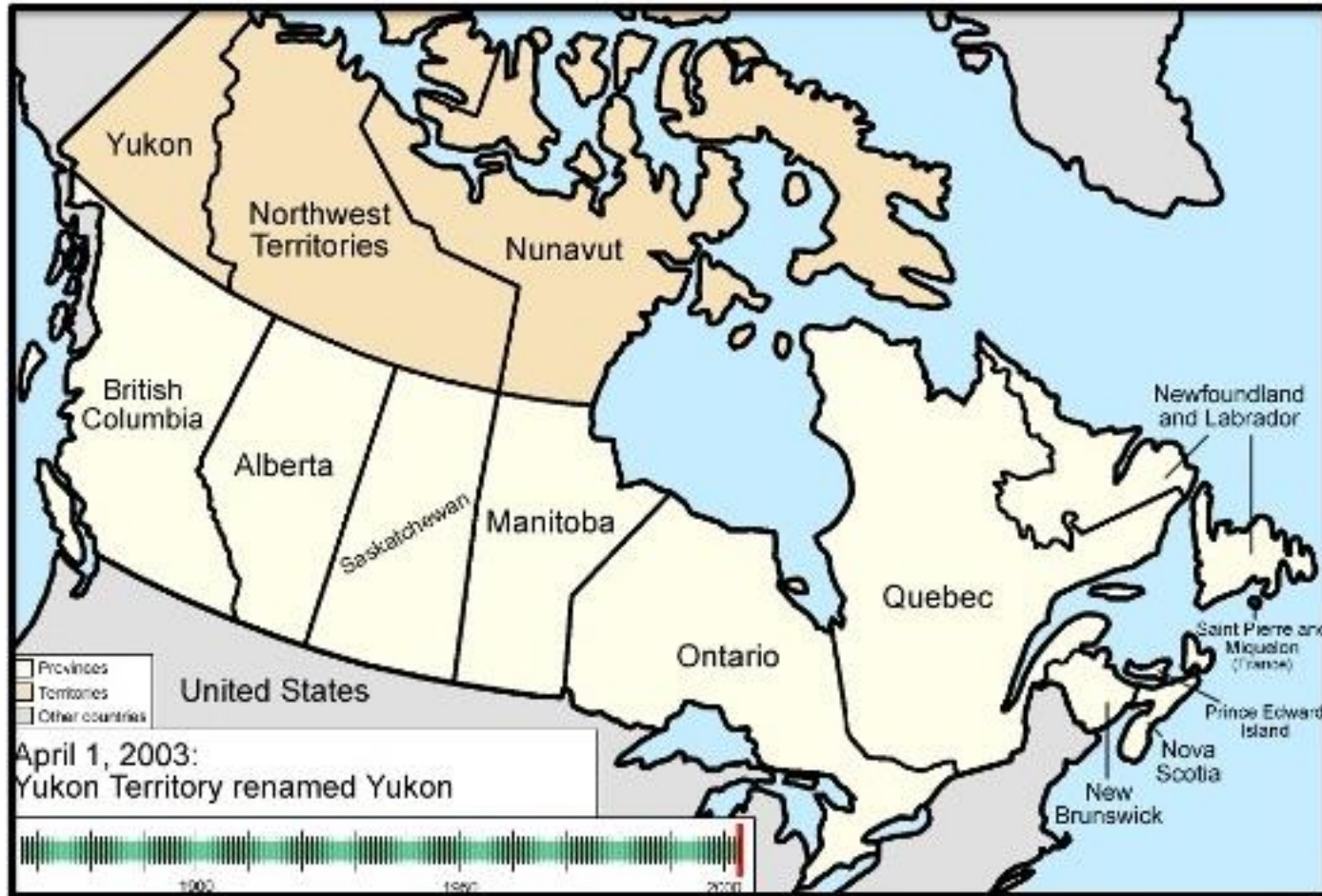
Ontario

Prairies

British Columbia

the North

What Latvians need to know about Canada



What Latvians need to know about Canada

Canada - Population

Total: 41.7 million

<input type="checkbox"/>	Newfoundland and Labrador	520,000
<input type="checkbox"/>	Prince Edward Island	160,000
<input type="checkbox"/>	New Brunswick	800,000
<input type="checkbox"/>	Nova Scotia	1.0 million
<input type="checkbox"/>	Quebec	8.6 million
<input type="checkbox"/>	Ontario	14.5 million
<input type="checkbox"/>	Manitoba	1.4 million
<input type="checkbox"/>	Saskatchewan	1.2 million
<input type="checkbox"/>	Alberta	4.5 million
<input type="checkbox"/>	British Columbia	5.3 million
Territories		
<input type="checkbox"/>	Northwest Territories	45,000
<input type="checkbox"/>	Nunavut	39,000
<input type="checkbox"/>	Yukon	42,000

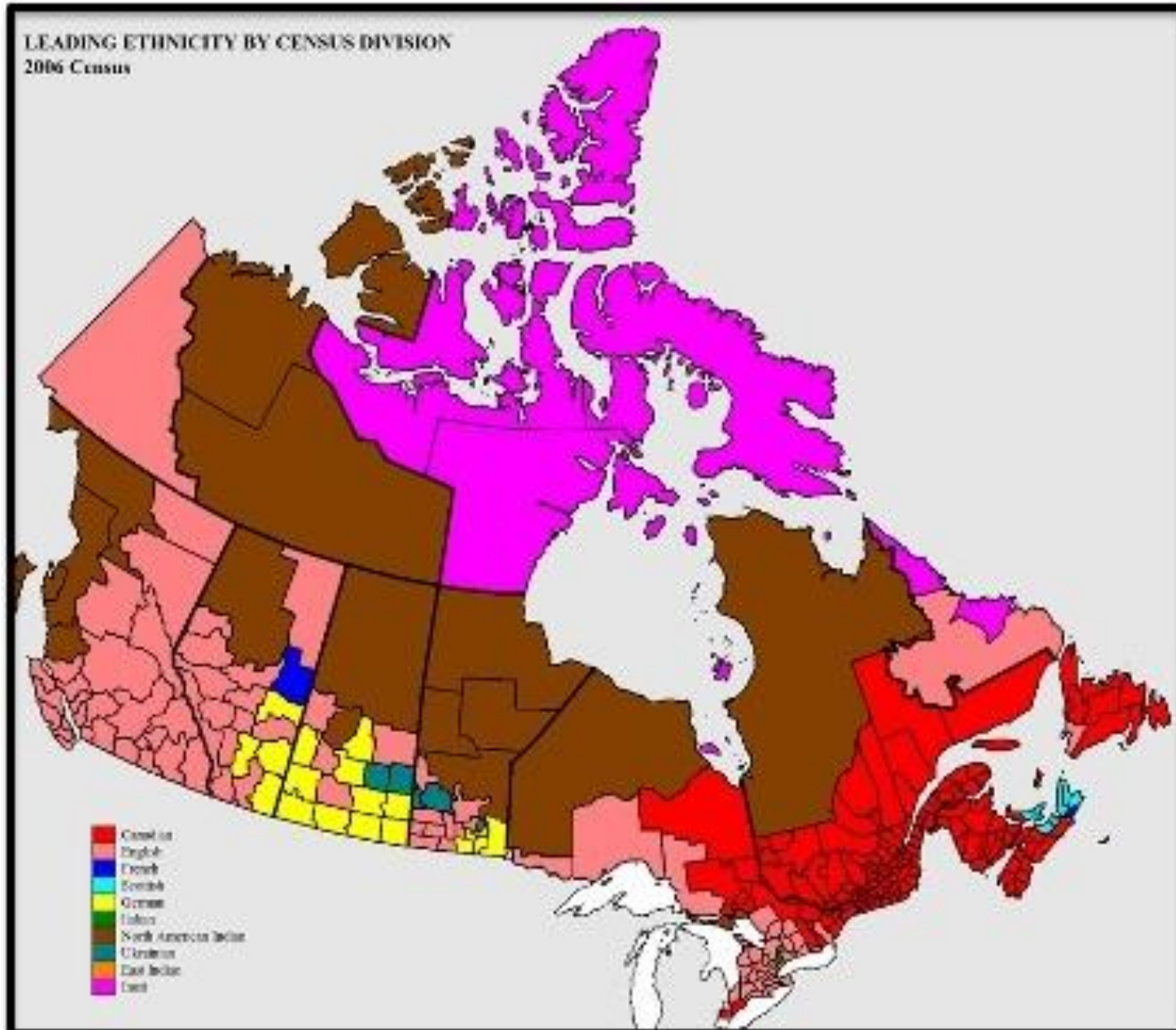
What Latvians need to know about Canada

The 36 Provinces of Canada

If every Canadian province proposal had succeeded



What Latvians need to know about Canada



What does this mean?

If you want business with Canadians, you will need an organized approach

If you want to export your goods or services to Canada, you will need help from Canada to do business in Canada



A quick look at Latvia
and
Northeastern Europe

What Canadians need to know about Latvia

Latvia is positioned for success – strategic location



What Canadians need to know about Latvia

Northeastern Europe

An “undiscovered”
region



What Canadians need to know about Latvia

Northeastern European Population

Total: 33.2 million

- Latvia: 1.9 million
- Lithuania: 2.8 million
- Estonia: 1.3 million
- Finland: 5.5 million
- Sweden: 10.5 million
- Norway: 5.4 million
- Denmark: 5.8 million

Latvian businesses are likely to be active not only in Northern Europe, but in the EU and the rest of Europe.

What Canadians need to know about Latvia



Basis of our Strategic Approach

- Presenting market entry opportunities to region with 33.2 million population
- Latvian company sales forces are established in Northeastern Europe – offered to Canadians
- Only CanCham in Northeastern Europe



Challenges

Canadians focus on Western Europe
UK, France, Germany

How do we encourage Canadians to deal with us?



The plan

Promote Strategic Partnerships
between SMEs in Canada and Latvia



What are we suggesting?

Your company develop two-way business opportunities with
Canadian companies

You help Canadian companies enter the European market
through Latvia

We promote Northeastern Europe as the region of interest
where we have active sales activity



SPI Coordinators



Latvia ----- Canada



Instruments - Database

		Status	#
1		Equipment/service.ca	143
2		Facilitator.ca	53
3		Equipment/service.lv	320
4		Facilitator.lv	32
5		Government	14
		Total	562

Instruments – Web Site

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News

17.03.2026 Registration begins for Expanding Business Horizons

Monday, April 13th, 2026, 18.30, Wellton Riverside

[Read more...](#)

17.03.2026 Registration begins for CanCham Corner Canada

Event: Friday, April 10th, 2026 at 16.00 at JOEY...

[Read more...](#)

17.03.2026 Registration begins for CanCham's SPI Review (for members only)

Event: Thursday, March 26, 2026 at 21.00 Riga...

[Read more...](#)

07.03.2026 CPB Market Figures Q4 2025

A message from a CanCham member

Events

Upcoming Events List

Event Summary

[Read more...](#)

CanCham Strategic Partnership Initiative (SPI) Member Review (for members only)

Thursday, March 26, 2026 at 21.00 Riga Time - ZOOM

[Read more...](#)

CanCham Corner Canada

Friday, April 10, 2026 at 16.00 at JOEY Don Mills

[Read more...](#)

Expanding Horizons - Presentations and Networking: Canada–Latvia Business Opportunities & Strategic Partnerships

Monday, April 13, 2026, Wellton Riverside

Instruments – Web Site

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F

Upcoming Events List

22.03.2026

CanCham Upcoming Events as of Sunday, March 22, 2026

Thursday, March 26th, 2026 at 21.00 Riga time – CanCham's Strategic Partnership initiative (SPI) Review Meeting
Via ZOOM for members only. [Register Here](#). [More Info](#).

Join meeting: <https://us02web.zoom.us/j/85200312285?pwd=ayfhBleoxj8etYTfzBosTM4KSxRA5.1>

Thursday, April 2nd, 2026 at 21.00 Riga time – CanCham's SPI Coordinator's Meeting

Join meeting: <https://us02web.zoom.us/j/82535534120?pwd=IprA3JLEenWI40q6fWYIROfCblaHvg.1>

Thursday, April 9th, 2026 at 21.00 Riga time – CanCham's SPI Coordinator's Meeting

Friday, April 10th, 2026 at 16.00 - CanCham Corner Canada – Informal Networking

JOEY Don Mills, 75 O'Neill Rd, North York,

<https://joeyrestaurants.com/location/joey-don-mills>

<https://maps.google.com/?q=JOEY+Don+Mills+75+O'Neill+Rd+North+York>

[Register for event](#), [More info](#)

Monday, April 13th, 2026 at 18.30 – Expanding Horizons: Presentations and Networking

Canada–Latvia Business Opportunities & Strategic Partnerships

Presented by: Nicolas Lepage, Canadian Senior Trade Commissioner for Latvia, Lithuania and Estonia and

Ed Kalvins, Chairman, Canadian Chamber of Commerce in Latvia

[Register for event](#). [More info](#).

Thursday, April 16th, 2026 at 21.00 Riga time – CanCham's SPI Coordinator's Meeting


Thursday, April 23rd, 2026 at 21.00 Riga time – CanCham's SPI Coordinator's Meeting

Monday, April 27th, 2026 at 15.00 to 17.00 – A special CanCham “Meet a Member” event

Wellton Riverside SPA Hotel, 11. Novembra krastmala 33, Rīga,

Instruments - Brochure

Strategic Partnerships
Expanding Business with CanCham.lv



Strategic Partnerships:
Connect Canadian and Latvian companies to grow business opportunities.

Purpose

- Help Canadian firms enter Latvia/EU with trusted local partners.
- Support Latvian firms exploring the Canadian market.

Good Partners

For Canadians:


- Local market/regulatory knowledge, strong Latvia/EU sales networks, complementary offerings.

For Latvians:

- Knowledge of Canadian regulations/culture, access to Canadian/North American networks, complementary products/services.

How CanCham Helps

- Matches companies with partners in the CanCham network.
- Supports multi-partner arrangements across sectors



CETA Overview:

CETA, the Canada–EU trade deal removes most tariffs, opens markets for goods and services, supports investment/cooperation.

Key Points

- ~98% of tariffs eliminated
- Easier temporary work for professionals
- EU access to Canadian procurement
- Streamlined regulations
- New Investment Court System

Benefits for Canadian Companies

- Access to 450M+ EU consumers
- Tariff-free exports for most goods
- Improved access for engineering, tech, finance, and shipping services
- Easier mobility for skilled workers
- Increased EU investment
- Opportunity to bid on EU public service contracts
- Strong IP protection

Benefits for EU Companies

- Expanded access to the Canadian market
- Nearly all tariffs removed
- Improved access for key service sectors
- Opportunity to bid on Canadian public contracts
- Stable investment conditions
- Protection for EU food names
- Smooth trade procedures
- Economic diversification



CanCham

Canadian Chamber of Commerce in Latvia

Mission:
Strengthen Canada–Latvia business ties.

- Promote Canadian capabilities in Latvia
- Support market entry
- Collaborate with embassies and organizations
- Provide a professional and social forum
- Encourage transparent, fair business practices

What We Do

Business Development

Guidance for market entry, partner matchmaking, trade facilitation

Networking and Events

Seminars, “Show & Tell,” “CanCham Talks,” in-person & virtual events

DMC Support

Logistics and coordination for business visits, trade missions

Member Visibility

Promotion through the website, social media, newsletters and events

Instruments - Brochure

About Canada

Canada is huge:
6,200 km wide — and not a single uniform market.

Regions differ:
Culture, logistics, consumer habits, and business practices.

Think Regionally

- Treat Canada as **multiple distinct markets**, not one.
- Local representation helps navigate differences.
- Tailored strategies = better results.



Start with a Test Market

- Ideal for smaller exporters.
- Test acceptance
- Lower costs
- Reduced risk.

Use Regional Incentives

- Federal & provincial programs can favour **smaller centres**.

North American Access

- Canada's trade agreements give entry to **U.S. + Mexico**.

Bottom Line

- **Success in Canada requires a regional approach** and the right local partners.

About Latvia

Latvia's population is small, but its strategic importance is great. Its value lies in its location, connectivity, and access to Northeastern Europe and the EU.



Why Latvia Matters

A Strategic Gateway:

- Entry point to Northeastern Europe
- Bridge between east and west

Commercial & Financial Hub:

- Riga: commercial and financial centre

Ice-Free Baltic Ports:

- Reliable, year-round logistics

Stable & Business-Friendly

- EU & NATO member
- Shared values with North America
- Transportation Connectivity: airBaltic connects Europe through Riga's hub

Conclusion: Latvia is a strategic launch point into Europe, offering:

- A base for operations
- Access to wider EU markets
- Local networks and regional expertise

Latvia is your gateway to Europe

About Northeastern Europe

33+ million consumers
Baltic-Nordic-EU business corridor

Northeastern Europe

An "undiscovered" region



Why Northeastern Europe?

Gateway to Europe:

- Direct access to 33M+ people
- Easy reach to 450M+ EU consumers
- Strong Baltic-Nordic-EU transport links

Stable & Cost-Efficient:

- EU & NATO region
- Predictable business climate
- Lower costs vs Western Europe

Talent & Innovation

- Multilingual, highly educated workforce
- Strength in IT, engineering, green tech
- Fast digital adoption

Connected & Efficient:

- Ice-free Baltic ports
- Fast regional links
- airBaltic hub for Europe-wide access

Ideal for Market Entry:

- Low-risk test markets
- Trend-setting consumer behavior

Summary: A stable, connected, talent-rich gateway for launching and scaling into the wider EU market.

Instruments - Social Media - LinkedIn

Canadian Chamber of Commerce in Latvia (CanCham Latvia)

Connecting Northern Europe to Canada. The bridge between the EU, North America and Central Asia/Ukraine.

Non-profit Organizations · Riga · 296 followers · 51-200 employees

Instruments - Social Media - LinkedIn



Search



Canadian Chamber of Commerce in Latvia (CanCham Latvia)

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Canadian Chamber of Commerce in Latvia (CanCham Latvia)

296 followers
3d • 🌐

The CanCham (Latvia) Corner comes to Toronto Canada. ...more



Canadian Chamber of Commerce in Latvia (CanCham Latvia)

296 followers
1w • 🌐

Exploring partnerships between Canadian and Latvian companies?
Learn more about our Strategic ...more

Strategic Partnerships between Canada and Latvia • 5 pages



1/5

Instruments - Social Media - FaceBook

Manage Page

- Canadian Chamber of Commerce in Latvia
- Professional dashboard
- Insights
- Ad Center
- Create ads
- Boost Instagram post
- Settings

More tools 10 ^

Manage your business across Meta apps.

- Meta Verified
- Leads Center
- Meta Business Suite 10
- Manus AI

Switch into Canadian Chamber of

Canadian Chamber of Commerce in Latvia

864 likes · 953 followers

The Canadian Chamber of Commerce in Latvia promotes business initiatives between Canada and Latvia.

Nonprofit organization \$\$\$

[Learn more](#) [Liked](#) [Message](#)

Instruments - Social Media - FaceBook



13

Monday, April 13, 2026 at 18:30

Expanding Horizons: Canada–Latvia Business Opportunities & Strategic Partnerships

Wellton Riverside SPA Hotel



Canadian Chamber of Commerce in Latvia invited you

☆ Interested

🕒 Going

About

Discussion

✉ Invite

✎ Edit as Canadian Chamber of Commerce in Latvia



Instruments - Social Media - Instagram



canchamlatvia ...

28 posts 60 followers 90 following

Canadian Chamber of Commerce in Latvia

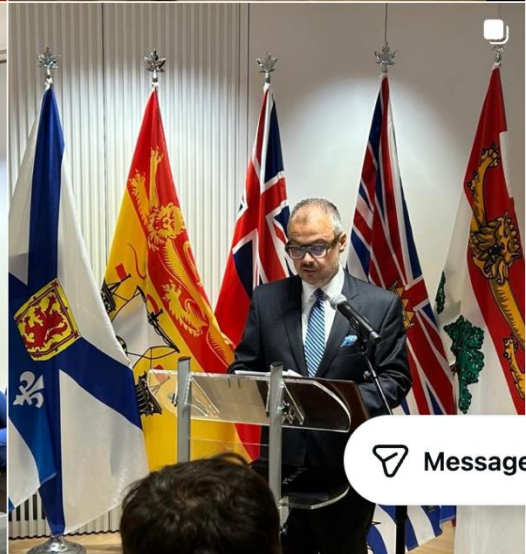
Vienības gatve 109, Rīga, Latvia LV1009

cancham.lv



Followed by **dzintrar**, **alpenmurmel** and 24 more

Instruments - Social Media - Instagram



Instruments – Sell Sheets



Technical Partners Services

Service Organization:

Technical Partners
"TP Riga" SIA
Registration Nr. 40103217350 (Latvia)
Technical Partners International Inc.
Registration Nr 1845122 (Ontario)

Contact:

Ed Kalvins, P.Eng.

Address:

Vienības gatve 109
Rīga, Latvia, LV-1058
17 Dee Ave., Toronto,
Ontario, Canada, M9N 1S8

Contact Info:

+371 29 255 223
ed.kalvins@toriga.lv
ed.kalvins@technicalpartners.ca

Additional Information:

www.tpriga.lv
www.technicalpartners.ca
www.pm-proformance.com

Date/Place Business Established:

April, 1992, Toronto, Canada
February, 1994, Riga, Latvia

Form of Business:

Project Management

Areas of expertise:

Latvia and Canada
Food & Pharmaceuticals
Construction Related Services
Organization and Planning
Documentation

Services provided by Technical Partners from its Riga, Latvia office.



Management: Ed Kalvins is a Latvian-Canadian who operates Technical Partners International Inc. of Canada and "TP Riga" SIA of Latvia from offices in Riga, Latvia. As a Canadian engineer with extensive Project, Production and Engineering experience in Canada and 20+ years in Latvia, he has developed both a significant contact network and a deep understanding of local conditions while still understanding western business expectations.

www.linkedin.com/in/ed-kalvins-6b4874a.

His particular strength is documentation and control processes required in project management and helping clients manage and develop their businesses.

He developed and uses the **PM-PROformance™ System**, www.pm-proformance.com, a hands-on project management system which helps small and medium sized business units organize project work, and supports business initiatives as the President of the Canadian Chamber of Commerce in Latvia (<http://cancham.lv>).

Services

1. **Project Management** services including:
 - a. total project management,
 - b. coaching/training a client's own personnel involved with projects,
 - c. preparing User Requirement Specifications for equipment or services purchases, or expansion projects,
 - d. evaluating proposals and quotations,
 - e. organizing projects, project information and preparing timelines,
 - f. preparing Project or Plant Master Files.
 - g. completing feasibility studies / business plans.
2. **Monitoring Consultancy** provides clients with independent expertise as to the methodology used in project work and/or the effectivity with which the projects are being completed for the following types of projects:
 - a. construction related projects (new facilities or renovations),
 - b. procurement,
 - c. food and pharmaceuticals,
 - d. operations management and business development
3. **Representative Services** extends the client's management team by providing specialists to help meet Client objectives if a client
 - a. is moving into a new and unfamiliar market,
 - b. needs additional personnel or expertise,
 - c. is establishing a new sales or manufacturing unit,
 - d. is involved in manufacturing or construction related activities,
 - e. needs assistance with company management and planning,
 - f. is involved in import or export,
 - g. is looking for investment capital or strategic partners,
 - h. needs someone to fill in when the boss isn't around.

The RESULT: The Client will receive specialist services under the most economical conditions. For more information, contact Ed Kalvins at ed.kalvins@toriga.lv.

SPI and the CAF/TFL

Role of CanCham in Cooperation with TFL:

- Organize **information or procurement seminars** at the request of the Canadian Embassy or TFL
- Provide **communication platforms** (website, Facebook, LinkedIn) to share approved TFL information or distribute via email
- Provide members and seminar participants with **contact details** and relevant TFL information
- **Share information** about CanCham members via the member directory: <https://cancham.lv/cancham-members>
- Provide **member feedback** to TFL

Member involvement – how members can support and benefit from SPI

1. Provide Destination Management Coordination (DMC) or market entry consulting services.
2. Provide information that the SPI team can use to promote member activity
3. Designate a person who promotes your activity. Be active.



Our current priorities

1. Defense related
2. Construction related
3. IT
4. Food products

The Way Forward

1. Prepare Sell Sheets for each member.
2. Canadian SPI coordinators seek Canadian companies
3. Latvian SPI Coordinators match CanCham members to Canadian companies to develop strategic partnerships.
4. Database development continues.



Thank you

Ed Kalvins, Chairman
Canadian Chamber of Commerce in Latvia
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