

**Interreg V-A Latvia - Lithuania Programme 2014-2020**

**Project Number**: **LLI-143**

**Project Title:** Ready for Business / ReforB

Seminar **Be Involved** on 31 May 2018

**Location**: Latvia University of Life Sciences and Technologies, Faculty of Economics

and Social Development, Audience 308, Floor 3, Svetes street 18, Jelgava

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| **9.30 – 10.00** | Arrival of participants, registration & welcome coffee |
| **10.00 – 10.30** | Opening of the event. Greetings from Lead Partner & networking |
| **10.30 – 12.00** | **Session 1**  *Success stories: major businesses in the region.*   1. Karameļu darbnīca Ltd., handmade caramel and other sweets   Ilze Prižeivote  [*www.karameludarbnica.lv*](http://www.karameludarbnica.lv)   1. Anne Export Ltd. (Anne Nature), natural cosmetics   Lienīte Vītiņa-Zustrupa/ S.Dzene  [*www.annenature.com*](http://www.annenature.com) |
| **12.00 – 13.00** | Lunch |
| **13.00 – 14.00** | **Session 2, Part 1**  *Representatives of newly-established companies present their businesses, including achievements, challenges and problems, Q&A.*   1. Eco Pack Ltd., wooden toys and games   Uldis Kronbergs/Ginta Kronberga  [*www.ecopack.biz*](http://www.ecopack.biz)   1. Miesai un Garam PE, sauna and SPA   Lienīte Vītiņa-Zustrupa  [*www.miesaiungaram.lv*](http://www.miesaiungaram.lv)   1. Olga Volkova PE (Volkova Accessories), leather goods and sportswear   [*www.facebook.com/pg/VolkovaAccessories*](http://www.facebook.com/pg/VolkovaAccessories) |
| **14.00 – 15.00** | **Session 2, Part 2**  *All seminar participants are divided into 4 teams. Each team discusses presentations delivered in Session 2, Part 1, prepares positive and negative scenarios of further business development, makes a presentation and follows a general discussion.* |
| **15.00 – 15.30** | Coffee break |
| **15.30 – 16.00** | **Session 3**  *Potential start-ups present their cases, Q&A.*   1. Baiba Krastiņa, dressmaking 2. Ausma Kalniņa, Alpaca farm |
| **16.00 – 16.30** | **Session 4**  *Interesting business examples from other regions/countries.*   1. Deeper Ltd., smart fish finders, Lithuania   <https://deeper.eu>   1. Blankmind (pupils’ educational enterprise), clothing, Latvia |
| **16.30 – 17.00** | Seminar conclusion |

This event is a part of **I**nterreg V-A Latvia-Lithuania Programme 2014 – 2020 project LLI-143 Ready for Business (ReForB)

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