

GatewayNews

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Innovation Norway chooses GatewayBaltic

We are very proud to announce that we have entered a long term cooperation with Innovation Norway.

INNOVATION
NORWAY

Page 2

Fighting the Crisis with Successful Export Promotion

The spring has set off with an increase in export promotion activities. Page 4

Can Intelligence be liquid? Page 3

The Sweet Road to an International Market Page 5

From Firefighters to Futurists Page 8

Empowering Entrepreneurs with Micro-Loans Page 9



Page 6



Photo: Nils-Erik Bjørholt/Innovation Norway



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Innovation Norway chooses GatewayBaltic



INNOVATION
NORWAY

We are very proud to announce that we have entered a long term cooperation with Innovation Norway. Innovation Norway is a state owned Norwegian enterprise with more than 700 employees and offices in more than 30 countries worldwide.

The aim of Innovation Norway is to promote industrial development by contributing towards innovation and internationalisation of Norwegian companies.

Innovation Norway has been restructuring their operations in the Baltic countries, and therefore needed Associates in Latvia and Lithuania.



Photo: Nils-Erik Bjørholt/Innovation Norway

The search resulted in an open tender to attract the most suitable company.

We took part in a fierce competition in which several companies participated. Since we started GatewayBaltic we have had one aim, and that is to be recognized within the business community as a professional and reliable business partner.

Therefore we appreciate that Innovation Norway have chosen us as their Associated consultants in Latvia. We will strive for promoting Norway's businesses and culture in our daily work. We also hope that we will be a Gateway for bringing the countries closer together.



Our colleague Roberts Misurovs is working as Innovation Norway project coordinator.



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Can Intelligence be liquid?

One of our targets in 2009 has been to increase cooperation with new partners and activate old partners. One of the steps to achieve the targets set for this strategy was to initiate the contacts in other markets.

Canadean - Liquid Intelligence

One of the new partners with whom we have signed a cooperation contract for the first projects is a market intelligence company - Canadean - beverage information specialists, serving the beverage and packaging industries in over 80 countries around the globe.



CANADEAN

We have gathered a team of Latvian, Estonian and Lithuanian associates and are working to deliver quality results for the beverages sector in the Baltics. We are also looking forward to a long-term cooperation with Canadean.

Global Consulting Network - new US Partner

Another partner with whom we have signed a cooperation contract is the US-based company Global Strategy (www.concultgsi.com). In spring 2009 we were contacted by David A. Warar, CEO Global Strategy Inc. with a proposition of joining their worldwide network of consulting companies.

The network was established in 2004 by Global Strategy, a consultancy specialized in partner search, market development and business intelligence consulting.

The network offers to its clients expanded global reach with on-the-ground coverage in local markets. As a member of the Global Consulting Network we hope for future cooperation possibilities within the network.



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Fighting the Crisis with Successful Export Promotion

The spring has set off with an increase in export promotion activities organised by GatewayBaltic.

Even though almost all companies are in turmoil, we see that many are more than ever interested to invest in export development and market risk diversification.

When considering exporting it is crucial to consider the geographical distance as well as the understanding of the local business culture. Therefore Nordic countries is a strategic choice of the first target market for many Latvian entrepreneurs. Since the crisis started

in autumn 2008, we have experienced that companies have an increased interest in analyzing their current supply chain; and therefore are also more open to new contacts and partners.

Today companies have to reconsider their habits of thinking and working, and must analyze the ways how to make their operations more effective to stay ahead of the competition.



These are some of our clients that we have worked with during the spring of 2009 for export promotion projects to Nordic countries:

Emils Gustavs Chocolate - premium chocolate, Sweden

Autonams/ Skybrake - immobilizers and GPS systems, Sweden

Diesel Centre - renovation of Diesel motors, Sweden

VIA S - module houses, Sweden

Tasse - Italian coffee promotion, Sweden and Finland

Lielzeltini - poultry products, Finland and Sweden

Jumiks - electric switch-boards, Sweden, Norway and Denmark

Tenapors - heat insulation materials, Norway

Tipo Print - packaging, Norway

Melna Kafija - Latvian coffee producer, Finland and Sweden

QCarton - cardboard packaging, Finland

Partnering with Latvian Chamber of Commerce and Industry

During spring 2009, we have also developed our partnership with the Latvian Chamber of Commerce and Industry, and started a company Chamber Trade Latvia which is supporting the internationalization of Latvian companies. This is another milestone in our development as together we can serve more clients and broaden our services.



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The Sweet Road to an International Market

Emils Gustavs Chocolate is one of the leading exclusive handmade chocolate producers in Latvia. They have a strong brand in the home market and part of their business is sales in their own chain of premium chocolate shops.

Emils Gustavs Chocolate wanted to increase the export to the markets where they were not present, and therefore turned to GatewayBaltic for export assistance. Sweden was chosen as one of the first priority markets. As part of our export promotion service, we create a company profile together with the client for usage as marketing material, define the potential partner profile, and select the most prospective clients/ partners in the target market. Proper preparation work is crucial in the success of the project and cannot be done in a rush.

We were in contact with over 15 companies which were shortlisted to eight whom we considered as potential partners. These companies were followed up with meetings organized across Sweden. Our export promotion consultant Inese Rieffel was assisting Emils Gustavs during the visits. The benefits of using our consultant are that we have the knowledge and experience of the business culture in the Nordic countries, and that we add value with our knowledge and expertise from other sectors. We also act as a sounding board with ideas, suggestions and further steps to be taken in the export development in the new market.

We are looking forward to continue cooperate in other export markets for Emils Gustavs Chocolate in the autumn. We also wish the best with follow-up work with all the new contacts!



Laura Sebre, Director of Emils Gustavs Chocolate says:

Thank you for the work. We were very satisfied with the companies selected in Sweden and organization of the visit, as well as with your assistance during the whole process. You are a professional team of experts!



Laura Sebre and Ingrida Gabare meeting
Catharina Fundin, Director of Esteban's Agentur in Sweden

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Voices to the European Parliament

In connection with an assignment completed this spring, GatewayBaltic was contributing to the feedback mechanism between the EU citizens in the Baltics and the EU institutions in Brussels.

We were assigned to gather a representative sample of random participants from all three Baltic countries for the European Citizen Consultations 2009 (ECC).

The project was supervised by B&B Consultants - Belgium based consultancy, who were coordinating the pan-European ECC event in all 27 EU member-countries,

and by the local partner organizations of the King Baudouin Foundation - the chief organizer of the event, heading an independent consortium of non-profit organizations and associations from all EU countries.

Native-speaker associates completed this assignment from our Riga office, also selecting the participants for the ECC events in Tallin and Vilnius.

Since the respondent group in each country had to be fully random, the participant selection process for the



discussion groups that were held in each Baltic capital required a significant amount of work, and adaptation to different responsiveness rates, especially in the country-side regions that also had to be represented duly in the discussion groups.

Still, the project has been concluded successfully, the Baltic ECC sessions were held in end of March through April, and 3 participants from each Baltic ECC discussion group moved on to represent their group's recommendations at the central ECC debate in the European Citizens Summit 2009 in Brussels on May 10 and 11 this year.



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Six Agreements with the Major Business Incubators

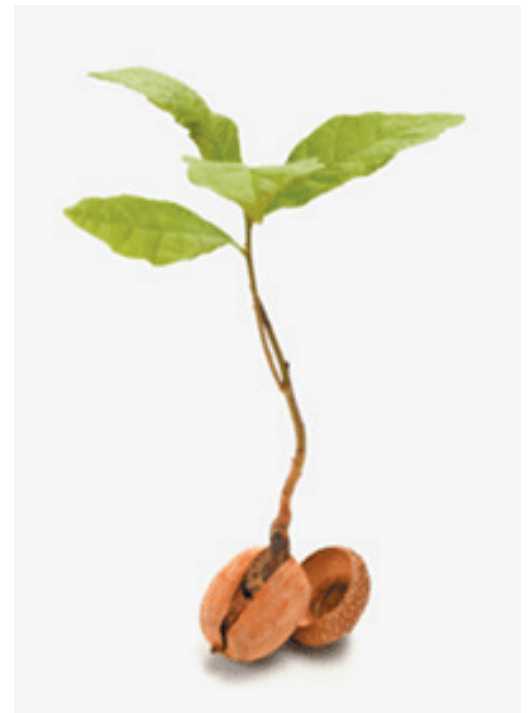
Business incubators have an important role in fostering and developing new start-up companies.

Business incubators provide a stable base and mentoring, and a platform for sharing practical experience and knowledge. During the start-up phase, it is crucial to receive feedback on various issues, starting from business development to sales.

It is the entrepreneurs that are the driving force behind the success of each business, but the incubators as organisations have a vital role in assisting companies on that path.

We were pleased that six of the leading business incubators in Latvia have chosen GatewayBaltic as their export consultancy company.

We have already organized a workshop in export intelligence sharing with Jelgava business incubator, and will continue to provide our experience and services to incubators and their companies. As a part of the agreement, we will also arrange export promotion activities for start-up businesses to set off internationalisation and provide growth opportunities.



Introduction Seminar on Market Intelligence

In cooperation with the Latvian Investment and Development Agency and the Global Intelligence Alliance (GIA) we had the pleasure to present an introduction seminar on Market Intelligence (MI) in Riga on the 18th of February.

The seminar was well attended with more than 80 guests ranging from large multinational companies to small enterprises. Our guest speaker from Sweden Hans Hedin, Vice President Business Development at GIA, introduced the audience to the fundamental concepts of Market Intelligence. Inese Andersone,

GatewayBaltic, was later presenting methods for monitoring domestic and export markets.

Hans Hedin ended the seminar with a presentation of the framework which features five levels of strategic Market Intelligence operations in companies. The levels illustrate the maturity of MI development, ranging from “Fire-fighters” (Level 1, or the beginners) to “Futurists” (Level 5, the most advanced organizations). Read more in the article: GIA World Class MI Framework.





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From Firefighters to Futurists - GIA White Paper 2/09

The new GIA White Paper 2/2009, "World Class Market Intelligence – from Firefighters to Futurists" is now available.

The model of how to create World Class Market Intelligence operations is based on GIARs extensive consultative experience, and on research of how large organizations conduct intelligence activities on a global scale.

Even though the Paper mostly discusses market intelligence from the view-point of large corporations, this knowledge is adaptable to small or medium-size companies as well, and can be used as a tool to develop and improve the intelligence operations in any company of any scale.

The framework has been developed to help companies to achieve the main benefits of systematic intelligence operations:

- better and faster decisions;
- time and cost savings;
- organizational learning and new ideas.

If you would like to receive a free copy of this White Paper, please contact us at: info@gatewaybaltic.com or download a copy at www.globalintelligence.com



Global Intelligence Alliance

GIA White Paper 2/2009

World-Class Market Intelligence – From Firefighters to Futurists



GIA Summit in Dubai

In January we participated in the **Global Intelligence Alliance summit in Dubai. The summit gathered members from three continents.**

The South African company Butterfly Effect Intelligence joined the network as a new member and they cover the Southern region of Africa. Part of the summit decisions was to commence regional and thematic publications every quarter.

This has already started with the GIA Regional White Paper 1/2009,

“Market Intelligence for Africa”.

The paper has an overview of the key economic indicators in Northern and Southern Africa as well as some of the opportunities that abound within them, and closes with a few best practices for MI within the African context. Four case studies provide further insight into these best practice examples and demonstrate the unique environments that can be found amongst Africa's 53 countries.



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Empowering Entrepreneurs with Micro-Loans



Since 2007 we have been supporting entrepreneurs in Asia with micro-loans. The loan process has been organized by the well known non-profit organization Kiva. The motive of the micro-loan is to empower entrepreneurs to lift themselves out of poverty.

Our first loan was to Sehar Sultan, a woman entrepreneur from Pakistan who first wished to set up a beauty salon. As for many start-ups, the business idea is changing on the way, as well in this case as Sehar decided to first acquire additional education. With the support of the micro-loan, she managed to raise her salary and to improve her education.

The micro-loan was paid back in time and we have reinvested the money in Hong Saran, see the picture, and her husband from the Prey Veng province in Cambodia. The family applied for a micro-loan to invest in purchasing of fermented fish from individual fishermen and to sell it in the market.

It seems like the business plan is working as 30% of the loan has already been paid back.



In the picture: Hong Saran and her husband.

If you or your company would like to support entrepreneurs with micro-loans, please visit Kiva's website: www.kiva.org

Contact us Next Issue of GatewayNews

If your company sees a benefit in joining GatewayBaltic as an Associated Partner, please, do not hesitate to contact us by e-mail: inese.andersone@gatewaybaltic.com or call: +371 268 757 82.

The next Issue of GatewayNews will be published in autumn of 2009.

If you do not want to receive this publication please contact us: info@gatewaybaltic.com