

Guidelines for the Business Contact Network *Gateway to the USA* *Encouraging Latvian companies to do business in the USA*

What is *Gateway to the USA*?

Gateway to the USA is joint platform of the American Chamber of Commerce in Latvia (AmCham) and the Latvian Chamber of Commerce and Industry (LCCI) to develop and expand business ties between Latvia and the United States. It is aimed at facilitating connections between businesses in Latvia and business representatives in the United States in order to promote and increase bilateral trade and investment. *Gateway to the USA* is tailored to the needs of individual companies, members of AmCham and LCCI.

What's in it for businesses in Latvia?

With our program you will be better positioned to find the right partners and consultants in the U.S. who will provide useful information on how to access the U.S. market and help identify your future partners and customers.

What's in it for U.S. business representatives?

With our program you will have the opportunity to provide your expertise to the Latvian companies looking to start or expand their business in the U.S. You will be able to personally connect with new business opportunities and selected partners. You will assist Latvia to increase its business presence in the U.S.

What is expected from the U.S. representatives?

The core goal of the program is to provide information about the U.S. market and the business environment in certain sectors and/or regions in the U.S.

- Based on their expertise, the business representatives may offer market entry services, market analysis and research, and connections to the state and municipal institutions, local business organizations, industry associations and businesses.
- Business representatives committed to be listed on the network will respond to the request indicating if they are/are not able to assist in a particular case.
- Business representatives may require a certain fee for their services or offer advice free of charge. This is to be specified between the business representatives in the U.S. and Latvia on an individual basis.

How will it work?

- Only U.S. business representatives who have filled in the survey of AmCham Latvia and the Latvian Chamber of Commerce and Industry will be connected to pre-screened companies;
- The contact information of the U.S. business representatives will not be available for public access;
- U.S. business representatives will be able to obtain all the necessary information about the company in Latvia.

What is expected from companies based in Latvia?

The core goal of the program is to provide information about the U.S. market and the business environment in certain sectors and/or regions in the U.S. to the Latvian companies wishing to enter or expand their business in the U.S.



- In order to be connected with certain U.S. representatives, companies should send in a concise summary of their business development plans in the U.S. and characterize assistance they are seeking.
- Only members of AmCham Latvia and the Latvian Chamber of Commerce and Industry will be connected to the U.S. business contact network;
- U.S. business representatives may require a certain fee for their services or offer advice free of charge. This is to be specified between both parties on an individual basis.
- Prior to applying, we encourage the companies to get acquainted with American business culture, be prepared to present a concise business pitch in fluent English and be ready to promptly answer any questions posed by the U.S. business representatives.

Questions?

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