

## **Heads appointed for Latvian economic representation offices in U.S. and Denmark**

RIGA, Feb 6 (LETA) - Effective February 1, Toms Zvidrins is the head of Latvian economic representation in the United States and Gints Norlinds is the head of Latvian economic representation in Denmark, official gazette Latvijas Vestnesis reports referring to the Latvian Investment and Development Agency.

As reported, Economics Minister Arvils Aseradens (Unity) said during a meeting with the U.S. Ambassador to Latvia Nancy Pettit last September that Latvia could reopen its permanent economic representation office in the United States sometime during the first half of 2017.

Latvia's economic representation in the United States opened in 2005 but was shut down during the economic crisis in 2009. In 2015, the American Chamber of Commerce in Latvia (AmCham) and Latvian Chamber of Commerce and Industry (LCCI) sent a letter to then Prime Minister Laimdota Straujuma (Unity), Foreign Minister Edgars Rinkevics (Unity), then Economics Minister Dana Reizniece-Ozola (Greens/Farmers), Saeima Economic, Agricultural, Environmental and Regional Policy Committee and the Foreign Affairs Committee, calling for the establishment a permanent economic representation office of Latvia in the United States.

The head of the Investment and Development Agency's representation in the United States will be responsible for informing U.S. companies about the national economy of Latvia, various industries, business environment, Latvian companies and products they make, and cooperation opportunities in Latvia. He will also be informing Latvian companies about the demand for Latvian goods and services in the United States, organize U.S. companies' visits to Latvia and Latvian businessmen's visits to the United States, and help companies in both countries establish new business contacts. Furthermore, the head of the economic representation office in the United States will organize promotion of Latvian companies' products on the U.S. market, find potential cooperation partners, inform Latvian companies about the economic situation in the United States, and ensure regular communication between Latvian and U.S. businessmen.

The head of the Latvian economic representation office in Denmark will be responsible for organizing the office's operations according to the Investment and Development Agency's instructions, inform Danish companies about Latvia's national economy, industries, business environment, Latvian companies and their products, cooperation opportunities, identify potential investors and foster Danish investments in Latvia, provide Latvian businessmen information about the demand for Latvian goods and services in Denmark. He will also have to organize Danish businessmen's visits to Latvia and Latvian businessmen's visits to Denmark, help businessmen in both countries establish contacts, promote Latvian companies' products in Denmark, ensure regular communication between Latvian and Danish businessmen.

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