

export morning

– experience sharing at the morning cup of coffee

Establishing and sustaining successful exports to Sweden within the food industry

Experience on how to establish fruitful cooperation with Swedish partners within the food sector will share **Mats Hvalgren** - central sourcing director at ICA Baltic branch – **Rimi Baltic**.

This Export Morning will be held **in English**.

Programme

08:55 – 09:00 Morning coffee

09:00 – 09:15 Introduction and getting to know each other

09:15 – 10:30 Presentation held by Mats Hvalgren

10:30 – 12:00 Discussion and experience sharing

Topics covered during the presentation

- Swedish food market overview and tendencies
- What are the requirements to become a supplier
- What adjustments one should make in order to expand successfully in Sweden

Participation fee

30 LVL + PVN; For LTRK members and GatewayBaltic clients: 20 LVL + PVN,

Participation for DNB corporate clients – free of charge!

Registration form: ej.uz/Eksportam

More information: inese.manguse@gatewaybaltic.com or

LTRK_info@chamber.lv

February 16, 2012

LTRK venue

(Street Kr. Valdemāra 35, Riga),

8:55



The **ICA Group** is one of Northern Europe's leading retail companies with around 2200 of its own and retailer-owned stores in Sweden, Norway, Estonia, Latvia and Lithuania. The Group includes ICA Sweden, ICA Norway, Rimi Baltic, ICA Real Estate and ICA Bank, which offers financial services to Swedish customers. Around 50000 people work at ICA – in offices, logistics or retail stores.



Mats Hvalgren is a central sourcing director at ICA Group. Mats is currently working in one of the ICA's branches – Rimi Baltic, and engaged in establishing and sustaining good relationships within Latvian and Swedish businesses in food industry.

Export Mornings in Spring 2012:

March 8	Successful brand management in the export markets. Guest speakers from Madara cosmetics (in Latvian)
March 29	Developing a new product for export markets (in Russian)
April 18	Export planning and techniques for partner attraction within the construction industry (in Latvian)
May 3	Export Morning
May 24	Export Morning
June 14	Export Morning



Latvijas Tirdzniecības
un rūpniecības
kamera



GatewayBaltic
- your Gateway to new markets