



Clothing design Mareunrol's

Economics – Export

GRINDEKS

Founded in 1946, Grindeks is the leading pharmaceutical company in the Baltic States. The company produces an extensive range of original products, including the widely known Mildronāts® and Ftorafur®, as well as over a hundred generics and active pharmaceutical ingredients. Products are exported to more than 40 countries.

MADARA NATURAL COSMETICS

Madara produces entirely local, natural, and ecological cosmetics in esthetically pleasing packaging. Their products contain organically certified natural extracts from the unique spread of flora and fauna that grow in the Baltic region. Extracts from these plants are what form the foundation of Madara cosmetics, which are certified in accordance with the international ECOCERT standard.

PLYWOOD PRODUCTION COMPANY

LATVIJAS FINIERIS

The origins of plywood products in Latvia date back to 1873, when the first plywood mill was founded. Latvijas Finieris was established in 1992, and since then has grown from a plywood production company into a group of 18 subsidiaries. Its focus is the development, manufacture, and sales of birch plywood. Latvijas Finieris is also active in forest management, logging, and production of synthetic resin and phenol films.

DD STUDIO

Dd Studio is a success story of the Latvian creative industry. It is a multimedia studio that brings together artists, researchers, IT specialists and comes up with digital and multimedia solutions, often used for mu-

seum expositions and educational games. Dd Studio has received several international awards – including the special prize at the European Museum of the Year Awards for Gobustan National Historical Artistic Museum in Azerbaijan, and several awards at the International Audiovisual Festival on Museums and Heritage.

CLOTHING DESIGN

In Latvian clothing design you will notice a smart and stylish use of natural materials – especially linen (AnnaLed, Laima Kaugure, Natalija Jansone) – you will find daring fantasy (Mareunrol's, Kate and brand 030470), good prêt-à-porter items (Alyona Bauska with brand QooQoo) or even social design with brand MAMMU, which collaborates with young mothers in creating unique linen, jersey and silk scarves. There is also every day fashion (Zib, Tundra and One Wolf), recycled fashion (recycled.lv) and the first designer shoe label in the Baltics, Zofa.

Science

IVARS KALVIŅŠ (1947)

One of the best-known Latvian pharmaceutical products is Mildronāts®, a drug for the treatment of cardiovascular diseases and cardiac energy consumption reduction. It was developed in the 1970s by a team led by Ivars Kalviņš, director of the Latvian Institute of Organic Synthesis. The drug's effectiveness in treatments has earned the recognition of medical professionals and patients in 14 countries.

QUANTUM COMPUTING

One of Latvia's leading professors, Rūsiņš Mārtiņš Freivalds (1942), is the founder of the Latvian scientific school of quantum computing. He has received several academic awards, and became a member of the Europe Scientific Academy in 2010. His student Andris Ambainis (1975) is now of the world's most accomplished researchers in quantum computing. Ambainis was accepted into the Princeton Research Center without competition due to his excellent test scores.

CARDIOLOGY

Latvia has earned international recognition for its world-class cardiologists, who are at the forefront of research and practice in the field of heart disorders. The leading cardiologist in Latvia is Andrejs Ērglis (1964), head of the Latvian Cardiology Center at Pauls Stradiņš Clinical University Hospital. His main field of study is the development of new percutaneous coronary intervention procedures for patients with coronary artery diseases.

For further information please contact the Latvian Embassy or Consulate in your country, or the Latvian Institute:
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Not for sale!

Latvia is Proud of...

Nations have long understood that their greatest treasure is their people. Latvia is an exceptional example of how great people and great ideas can be born anywhere, and can make a small country very proud. This is just a brief look at the people, the ideas and achievements which bring Latvia's name into the world, and which make Latvia proud.

Culture

MEZZO-SOPRANO ELĪNA GARANČA (1976)

Endowed with a magnificent mezzo-soprano voice, Elina Garanča has swiftly become one of the world's brightest stars in classical music. She has collected several prestigious awards, such as from Echo Klassik and MIDEM, and performed at the world's best operas in New York, Vienna, London and Paris. She is currently a soloist at the Wiener Staatsoper.

CONDUCTOR ANDRIS NELSONS (1978)

Andris Nelsons began his career as a trumpeter in the Latvian National Opera Orchestra, swiftly moving on to conducting the orchestra for several years. In 2008 Nelsons became musical director of the City of



Mezzo-soprano Elina Garanča



The Latvian Institute

The Latvian Institute deals with promoting awareness and providing a wide range of information about Latvia. It works closely with local and foreign dignitaries, diplomats, academics, students and international media in developing an understanding of Latvia, its branding and its people.

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Conductor Andris Nelsons

Birmingham Symphony Orchestra, and was named the musical director of the Boston Symphony Orchestra in the summer of 2013. He has received numerous raving reviews for his guest conductor appearances at the world's best opera houses.

COMPOSER ĒRIKS EŠENVALDS (1977)

Ēriks Ešēnvalds is one of the most popular and beloved Latvian composers of the new generation. His piano, clarinet, and choral music has been performed in Germany, Austria, the United States, and elsewhere, and has been recorded by several international choirs on albums showcasing new Latvian music. He is currently resident composer at Cambridge University.

COMPOSER PĒTERIS VASKS (1946)

Pēteris Vasks is the most internationally renowned composer from Latvia. Vasks has regularly received commissions from world-famous musicians, including the Kronos Quartet. Many of his hauntingly beautiful works have been used by international choreographers in original ballet productions. Vasks is the only Latvian composer who has a contract with the renowned music publisher Schott Musik International.

CONDUCTOR MĀRIS SIRMAIS (1969)

Māris Sirmāis is one of Latvia's most celebrated conductors. In 1990, as a student, he founded one of the best youth choirs in Latvia – Kamēr... and conducted it for 22 years, winning 60 national and international competitions. Sirmāis is also the artistic director and chief conductor of the State Choir Latvija, which regularly participates in performances with prominent orchestras, musicians, and conductors.

PIANIST VESTARDS ŠIMKUS (1984)

Šimkus started playing the piano at age 5, and went



Composer Pēteris Vasks and pianist Vestards Šimkus

on to be educated at world-class academies, such as the Queen Sofia School of Music and the University of Southern California. Šimkus has performed and participated in music performances and festivals all over the world, earning the New Names of the Planet scholarship, the Estonian White Star medal, as well as the Latvian Grand Music Award. He has released five solo albums and won first place in several international piano competitions.

ACCORDIONIST KSENIJA SIDOROVA (1988)



Accordionist Ksenija Sidorova

Ksenija Sidorova has become famous worldwide as an accordionist who has injected accordion music with both quality and modernity, raised its status, and enhanced its popularity within the classic music genre. A number of famous composers have created works just for Ksenija. Ksenija has two solo albums to her name and multiple international prizes to her name.

DIRECTOR ALVIS HERMANIS (1965)

Internationally renowned Latvian theater director Alvis Hermanis has been the director of Riga's New Theater since 1997 and has more than 55 performances to his



Director Alvis Hermanis

name, staged throughout Europe. Hermanis takes a documentary approach to theatre - the dramatic material is created together with the actors, based on attentive observations of real life situations and human behaviour.

POP/ROCK BAND PRĀTA VĒTRA

PRĀTA VĒTRA was established by four ambitious school mates and is undoubtedly the most popular band in Latvia. The band received international recognition in 2000 in the Eurovision Song Contest; in 2006 PRĀTA VĒTRA won the first ever BestBaltic Act award at the



Pop/rock band PRĀTA VĒTRA

MTV Europe Music Awards. Recently the band has toured all over Europe, played at the Glastonbury festival, and performed as far away as Singapore.

INDIE ELECTRO-POP DUO INSTRUMENTI

The hottest new band from Latvia is the indie electro-pop duo Instrumenti, which consists of two classically trained musicians from Rīga – Jānis Šipkēvičs, who has one of the most impressive falsettos on the current music scene, and Reinis Sējāns, a master of harmonies. In 2011, the duo released its debut album, TRU, and their second album Procrastination came out in May 2013. The band has a devoted following in Rīga as well as on the European festival circuit.

THE WONDERS OF LATVIAN ANIMATION

Animation is one of Latvia's most attractive exports. The most outstanding Latvian animators are the studios RIJA, AB, and Atom Art, as well as directors Signe Baumannē, Nils Skapāns, and Vladimir Lescov. RIJA has taken part in more than 40 international coproduction projects. One such collaboration, the animated film The Triplets of Belleville, was nominated for an Academy Award as Best Animated Feature in 2003.



Illustrator Reinis Pētersons

ILLUSTRATOR REINIS PĒTERSONS (1981)

One of the most prolific Latvian illustrators, Reinis Pētersons, is known for his magnificent visual interpretations of books, particularly for children. He also works in character and set design, poster art, illustration, cartoons, and animation. His first charcoal on paper animation film about the loneliness of a motorcycling circus bear won awards both in Latvia and abroad.

FILM DIRECTOR, SCRIPTWRITER, AND JOURNALIST LAILA PAKALNIŅA (1962)

Laila Pakalniņa first received international recognition

in 1996, when her documentaries Ferry and Post were included in the Cannes Film Festival and received the FIPRESCI award. In 2003, the film Python was included in the Venice Film Festival – the first time a Latvian film was demonstrated at the event. Whereas Dream Land was nominated for best documentary at the European Film Academy awards. Pakalniņa's newest feature film Pizzas was awarded special prize by the jury of the 7th International Cinema XXI Rome Film Festival

Sport



Olympic champion Māris Štrombergs

BMX CYCLIST MĀRIS ŠTROMBERGS (1987)

At the 2008 Summer Olympics, Māris Štrombergs became the first Olympic champion in BMX cycling. He continued to cement his Olympic glory at the 2012 London Games, scoring a second Gold medal. He continues to add more wins to his growing list of victories, including European and World Championship titles and the US National Cycling League champion title.

JĀNIS ŠMĒDIŅŠ (1987) AND ALEKSANDRS SAMOILOVS (1985)

The Latvian beach volleyball duo Aleksandrs Samoilovs and Jānis Šmēdiņš started playing together in the summer of 2012, after Šmēdiņš and his former partner Mārāiņš Pļaviņš returned from the London Olympic Games with Bronze medals. The duo were ranked #1 in 2013, according to the Beach Volleyball World Rankings.

SKELETON RACER MARTINS DUKURS (1984)

Trained by his father, Martins Dukurs began competing in skeleton events in 1998. He is the 2010 Vancouver Olympic Games silver medalist, has won four World Cups, and is a two time world champion and four time European champion.



Skeleton racer Martins Dukurs