

Latvia

Defining the path
for the next 100



The Latvian Institute



LATVIJA

Latvia Lettonie Lettland Lettonia

**A young country
with ancient roots**



Nature

source of
strength
&
key to Latvian
identity

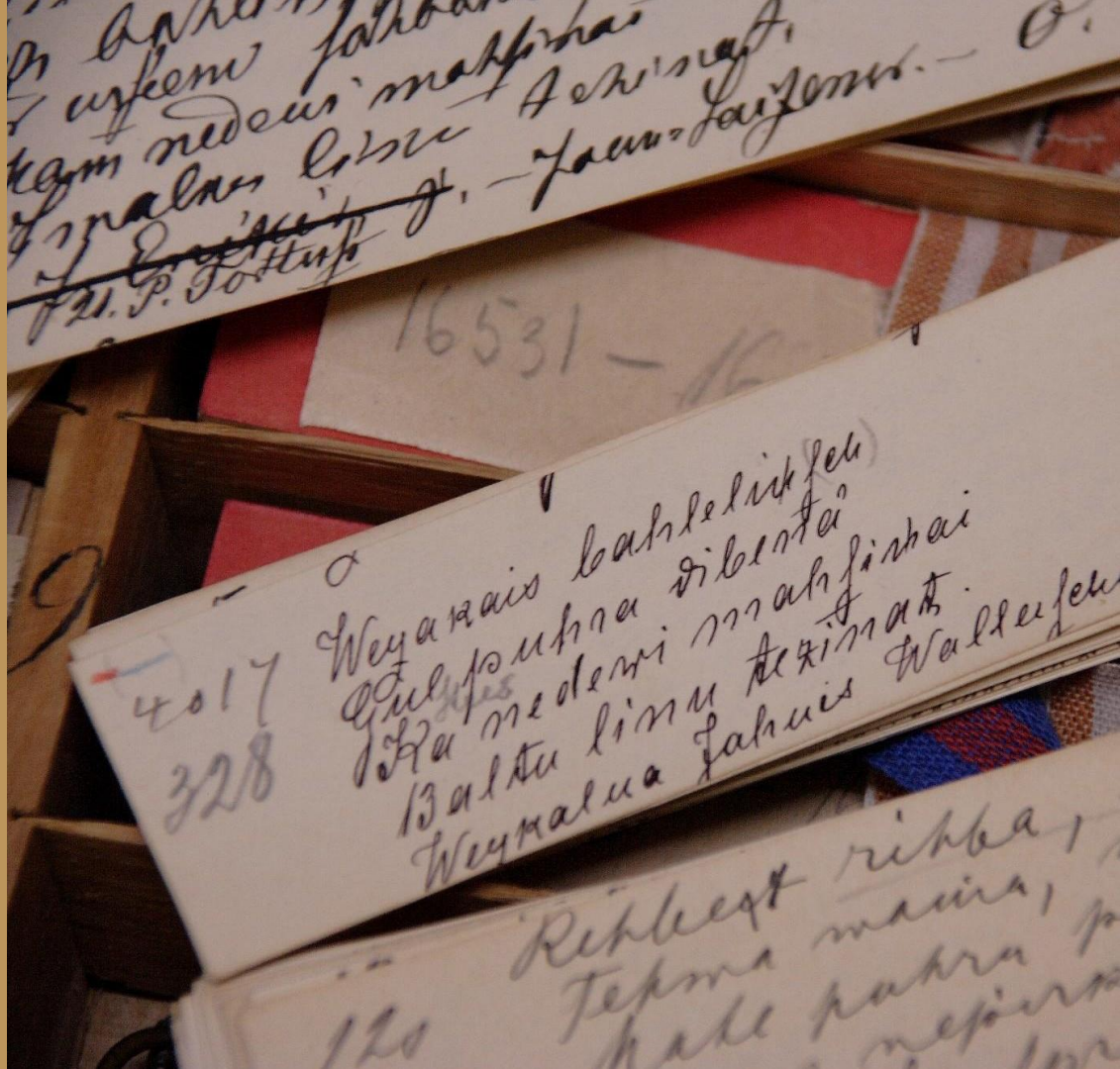
Every tenth black stork of the world
nests in Latvia

Ancient Latvian data files

More than 1.2 million Latvian Dainas, or folksongs, collected at the end of the 19th century

Contains the code to the Latvian ancient wisdom in all spheres of life

A part of the UNESCO Memory of the World Register



A large crowd of people, mostly women, are gathered in a stadium at night. They are wearing traditional costumes, including white blouses, dark vests, and headscarves or headbands adorned with flowers. Many are holding sheet music and appear to be singing. The stadium is filled with people, and the scene is illuminated by bright stage lights. The background shows the architecture of the stadium, including a large, illuminated structure with a grid pattern.

Power of togetherness

National Song and Dance Celebration

**Every individual
has a role**

**in forming
the nation**

The Baltic Way, 1989



Individual vs common

National dress - a symbol of Latvian centuries-old heritage

Hand-crafted and unique, every piece made for a specific wearer, embraces and continues tradition of the region



Transform- ations

Revival of the old to create
the new:

Design & lifestyle

Pharmacy & beauty
products

Innovations & business





Hipster folk dress

The 21st century folk dress by Anna Aizsilniece – made from recycled items, embracing the *zeitgeist* (spirit of the time)

Crowns for Modern Queens

Contemporary interpretation of a crown, by Brigita Stroda. Inspired by the tradition, hand-crafted in modern form





New era of start-ups & innovation

With a successful Kickstarter campaign and a best of CES award, **AirDog** is flying and capturing all the action



Excellence

3 Latvian singers in Metropolitan Opera in one season

Elīna Garanča, Kristīne Opolais,
Andris Nelsons and Pēteris Vasks
are some of the most famous
Latvian musical figures globally

Excellence

Olympic medals per
million inhabitants,
average:

Latvia – 14

USA – 8

Russia - 3



Riga Techgirls celebrate better gender balance in IT sector

44% of top
management
positions in Latvia are
held by women





Where our strength lies

Foreign youth think it lies in:

- Great internet speed and wi-fi
- Good public transport service
- Four different seasons
- Clean and sandy beaches
- Knowledge of languages
- Beautiful people
- Know-how about edible mushrooms and healing properties of plants

Where our strength lies

Local youth think it lies in:

- Closeness to nature
- Pagan roots
- Clean environment and biological / eco products
- Trendy hipster communities in Riga
- Excellence in sports and music



Latvia's Centennial

2018





LV100 on the global map

Springs from the local content

Integrates into the global context

P.S. Where does the Latvian musical excellence come from?

LV100 on the global map

Song and Dance
Celebration 2018 &
European Choir
Games in Riga 2017



The Big Clean-up
Latvia – the cleanest
country in 2018!

«Let's Do It!»
global campaign –
September 8, 2018





LV100 in global context

**What can the
countries founded
in 1918 offer to the
world today?**

Horizons

Healthy living

Ecological thinking

Small is the new big

Loyalty & diligence



Local vs global

Life of a human scale

Increase of the
role of municipalities

Strategic thinking

Attracting best people





The Latvian Institute will:

Tell the story of Latvia abroad

Form partnerships

Organize foreign journalists' visits to Latvia

Get to know **Latvia!**

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PEOPLE



102,569 likes



If you like Latvia, Latvia likes you shared Sing in Riga 2017's video.

16 hrs · 🌐

In 2017, during this time of year Riga will welcome thousands of singers from all over the world for the 3rd European Choir Games! Start to plan your trip, save the money, book the flights, call your friends in Latvia - this will be the next year's main event! Are you singing in a choir? Register your participation and come with your choir to Riga! Start to prepare for the competition and may the best win! Here is the invitation of the Latvian band The Sound Poets and 6000 students!

Latvia's centennial

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