Networks and Flows: Perspectives from the opposite shores of the Baltic Sea

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Abstract

The research report conveys the results of analysis of Work Package 4 Networks and Flows – logistics, tourism and education in Central Baltic sea region, namely Sweden, Finland, Estonia and Latvia. Analysis of the data shows both the current state of affairs as well as maps differences among the countries as their economies face challenges. In depth analysis of and future trajectory of logistics, tourism and education in Riga region presents possibilities of growth as well as obstacles thereof. Widely discussed and publicly engaged drivers of change present four development scenario routes for Riga in 2030. They sketch out future landscape for Riga in these fields, as well as advantages and disadvantages for social groups related to this kind of growth.

Keywords

BASAAR, Logistics, Education, Tourism, Flows, Networks, Cooperation, Scenarios
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Foreword

This report is one in a series produced by the project “Baltic Sea – Asia Agenda for Regions in a Globalising World” (hereinafter – BASAAR). The BASAAR project was co-funded by EU’s Central Baltic INTERREG IV A Programme 2007-2013 under the priority 2 “Economically Competitive and Innovative Region”. This priority focuses on enhancing the overall economic development and competitiveness of the programme area. It emphasises innovations and broad, qualitative co-operation. Moreover, the development of connections to facilitate cross-border co-operation and a better flow of goods and people is another focus, together with the utilisation of the labour force and the development of the tourism sector¹.

One of the main aims of the BASAAR project is to improve the capacity of the Central Baltic region to adjust to globalization, with special focus on how the developing Asian economies will affect the Central Baltic Sea region. The project was organised around three main themes: 1) Knowledge society, 2) Resource inventory and 3) Networks and flows. The findings related to the three themes were complemented by a scenario study presenting four long-term scenarios for the region and its relation to Asia. To get an independent view, Asian experts were invited to comment on the scenarios.

The project results are presented in a set of three independent reports providing benchmark results, analysis and action recommendations related to each of the three project themes, an executive summary of all recommendations and the scenario report. Project reports are mainly intended to serve as background papers for planners involved in regional planning processes of the project partners and other organisations. All reports can be downloaded from the websites of the project partners.

¹ Central Baltic INTERREG IV A Programme 2007-2013, p. 56; http://www.centralbaltic.eu/programme, accessed on 30.01.2010
The BASAAR project partners:

- City of Helsinki Urban facts, Finland
- City of Stockholm, Sweden
- City of Uppsala, Sweden
- Harju County Government, Estonia
- Office of Regional Planning, Stockholm County Council, Sweden
- Regional Council of Southwest Finland, Finland
- Riga City Council, Latvia
- Riga Planning Region, Latvia
- Tallinn City Office, Estonia
- Turku Science Park Ltd., Finland
- Uusimaa Regional Council, Finland (Lead Partner)
Executive Summary

The research report conveys the results of analysis of Work Package 4 Networks and Flows – logistics, tourism and education. It sets the stage of Asian development, and, to possible extent, situates logistics, tourism and education flow profiles in the two sides of Central Baltic Sea region, namely Sweden, Finland, Estonia and Latvia.

Analysis of the data shows both the current state of affairs as well as maps differences among the countries as their economies face challenges. In depth analysis of and future trajectory of logistics, tourism and education in Riga region presents possibilities of growth as well as obstacles thereof. Widely discussed and publicly engaged drivers of change present four development scenario routes for Riga in 2030. They sketch out the possible future landscapes for Riga in these three areas.

Findings are organized by means of scenario work and via advantages and disadvantages for social groups in the scope of Riga city and Riga planning region. They might be suggestive for the future landscape of other partnering countries, but should be seen that way only.

At this stage, research recommendations for the networks and flows of education, tourism and logistics for the whole CBSR are not yet undertaken. Synergy and multi-faceted discussion for partnership and growth is yet to be held among the participating partners for this kind of scope to be attained.
1. Introduction and Methodology

The goals of the research report

The present research was carried out within the 2nd priority “Economically Competitive and Innovative Region” project “The Baltic Palette – Co-project for Planning Co-operation Between the Baltic Sea Area and Asia” (hereinafter – BASAAR) of the programme of INTERREG IV A Central Baltic Sea Region (hereinafter – CBSR).

“The Central Baltic Programme will be carried out under the European Territorial Co-operation objective. The aim of this new co-operation objective is to promote stronger integration of the territory of the European Union in all of its dimensions. In so doing, cohesion policy supports the balanced and sustainable development of the territory of the European Union at the level of its macro-regions and reduces barrier effects through cross-border co-operation and the exchange of best practices.”

At this stage of the research, the report conveys the results of analysis of Work Package 4 Networks and Flows – logistics, tourism and education. It sets the stage of Asian development, and to possible extent situates logistics, tourism and education flows in the CBSR region. In depth analysis of and future trajectory of logistics, tourism and education in Riga region presents threats and opportunities as well as advantages and disadvantages for social groups related to this kind of growth.

It is envisioned among the participating partners that in the future stages of the research the project will ensure an implementation of a joint approach on a strategic level in the fields of logistics, tourism, employment and education, in public service sector, for attracting direct foreign investments, developing cross-border co-operation methodology as well as possible development scenarios, particularly considering the advantages of the corresponding region.

2 Central Baltic INTERREG IV A Programme 2007-2013, p. 10; http://www.centralbaltic.eu/programme, accessed on 30.01.2010
The structure of the research report

- First, the report outlines quantitative and qualitative methodology of data collection, analysis, interpretation, contrast scenario building and existing delimitations in doing so.

- Second, Asia region development trend survey maps out the presence and influence of Asia in aspects of economical growth, flows of capital and people, educational traits etc.

- Third, it is followed by carrying out the tasks of the Work Package 4 (WP4) Networks and Flows – namely, profiling education, logistics and tourism flows between Sweden, Finland, Estonia and Latvia, on one hand, and China and India.

- Fourth, the mass of qualitative and quantitative data obtained during the research is employed to create a development trajectory of Riga. It lists the main drivers of future change and maps out 4 imaginary development scenarios of Riga for year 2030. These are followed by recommendations in the form of discussing advantages and disadvantages for various social groups.

- For further interest, attachment A contains methodology and write-up of two case studies portraying existing partnerships among Riga and Asia in the segments of education and logistics. They were carried out to profile possible growth avenues in the segments of education and logistics. Attachment B contains a summary of statistics and attachment C, a summary of interviews (in Latvian).
Methodological delimitations

In-depth statistical analysis, such as exploring statistical relationships between two or more random variables or observed data values, including statistical significance tests, regressive analysis or correlation depends on two aspects – the qualitative and quantitative aspects of the data available.

In the situation of WP4 the comparison of data sets between different regions of CBSR is increasingly difficult to exercise for several reasons.

First of all, most of the data are of either different scope or represent different stages of development, leading to an extensive body of ‘unknown unknowns’ that are impossible to control and explore in terms of causality.

Second of all, most of the available data was of secondary kind, while to perform data analysis in SPSS program, it requires the original data sets to study and explore.

Third of all, as the descriptive, tabulation and frequencies of the quantitative section of the research demonstrates, the sample of the phenomenon under study, often, is too small to analyse in manner that would not be speculative.

The second aspect, the qualitative aspect of data is the expert interviews received from BASAAR project partners. As many expert interviews and qualitative reports as received are applied in order to shed light upon the qualitative causality of the logistics, tourism and education. This is demonstrated throughout the respective sections of the research.

However, at this stage of the research, it is not reliable and legitimate to make more than educated guesses in regards to logistics and tourism development trends in Finland, Estonia or Sweden since some of the spheres are yet underrepresented and would require more in-depth insight.

To carry out the tasks of WP4 „Networks and Flows“, all participating project partners had been requested to gather both qualitative and quantitative data pertaining to logistics, tourism and education. There have been some obstacles in regard to the compilation of data from the partners. The results are reflected in the table below.
Thus, the section pertaining to profiling countries in the fields of logistics and tourism is based on the limited amount of data provided by partners and complemented by additions of our own, where that has been possible. As a result, at this stage of the research activity, the data and analysis in the report do not exhaustively cover the current state of affairs in the four countries. To obtain a more detailed view of the CBSR region in the fields of logistics, tourism and education, there is a need to complement the existing body of data. This paper does not discuss how that is going to be done.

However, the section pertaining to the in-depth analysis of the situation in logistics, tourism and education in Riga relies on summarized quantitative and qualitative data obtained by researchers from statistical sources, interviews with experts and practitioners, focus groups seminars and the creative toolkit ‘Future City Game’. This is followed by the analysis and first conclusions. These results and findings have been widely discussed and analyzed among involved partners and wider public in Riga.
Drivers of change and four imaginary scenarios for Riga in 2030 imply future trajectories of development for Riga only. At this stage of research recommendations for the networks and flows of education, tourism and logistics for the whole CBSR are not yet undertaken, since synergy and multi-faceted discussion for partnership and growth is yet to be held among the participating partners. Therefore, recommendations carried out in terms of advantages and disadvantages for social groups have the scope of Riga city and Riga planning region. They might be suggestive for the future landscape of other partnering countries, but should be seen that way only.

Quantitative methodology

The goal of the WP4 is to analyze existing dynamics and networks of Far Asia tourism, education and logistics flows in the CBSR, as well as patterns of development and possible future growth or decline scenarios. This means assessment of

- Far Asia’s interests for the CBSR
- Attracting and retaining Asian tourism, educational and logistics flows
- Possibilities for cooperation among CBSR cities to increase the Far Asia flows in respective fields
- Initiating establishment of a close cooperation among BASAAR partners to benefit the growth of entire CBSR

The quantitative section of the research also represents the need to compile and analyze data from each participating region on a variety of issues pertaining to the tasks of the BASSAR project. The secondary data were gathered mainly from the Central Statistics Bureau (CSB) and LURSOFT database on commercial activity.

In order to make the common assessment for the overarching project purposes, WP4 needed to compile data from each participating region on the topics such as FDI, company ownership, trade, export, import, education, presence of Far Asia workforce, talent immigration and others.

Data presentation:

Quantitative data is being presented in tabular or graphical form. Secondary data analysis is presented in text analysis form. Data gathering involved:

- Data collection from governmental bureau of statistics
- Commercial data bases
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- Annual company reports
- Relevant institutions
- Academic reports
- Eurostat databases

Most of the data is presented in its original format, as a support or evidence for further exploration during the course of the project, including assessment of data by means of semi-structured interviews.

**Basic methodological considerations**

The quantitative methodology is comprised from gathering, analysis and interpretation of secondary statistical data required by BASAAR project partners. This includes statistical data on Latvia, period 2000 -2008 as well as analysis and interpretation of the WP project partners’ data. The data collection and presentation take place under several considerations:

- Data is collected by WP 4 project partner from governmental and non-governmental institutions for both WP4 goals and those requested by other BASAAR partners
- Data covers Riga and Riga Planning Region, where available, the rest remaining to be a national level data
- Data represents the time period of years 2000 -2008 (where full time line series are available)

Governmental and official statistics are combined and analyzed altogether with secondary reports from institutions related to the project goals, such as educational institutions, tourism and educational enterprises (since not all information is gathered by governmental institutions)

Regional secondary data comparisons, respectively, are attempted across all BASAAR partners to contribute to common BASAAR project findings, where this is possible. This is done when sufficient data are available, relevant and the units of analysis are comparable (i.e. the amount of students at university)

**Data analysis**

The methodology of data selection and analysis had to encompass three aspects:
Data and its analysis should yield comparative results at a Central Baltic Sea Region (CBSR), at regional level as well as national level (local regions and cities);

Data and its analysis should be repeatable and useful for regional comparisons over period of time (during other CBSR projects);

Data and analysis should serve regional and national explorations for inter-city development

Even though Work Package 4 (WP4) goals were in the fields of logistics, tourism and education, selection and analysis of data envisioned a broader socio-economic survey of secondary data analysis, in order to enable to investigate the regional profiles in a broader sense.

Methodological limitations

As noted in methodological delimitations section above, the limits of data analysis stem from limitations of data availability from local institutions (CSB and LURSOFT) and certain limitations of data availability from other WP partners. Local difficulties are related to the fact that many of the data are available (and are in fact collected) only about Latvia, rather than Riga City or Riga Planning Region territory specifically. The methods of data gathering have also altered along the course of period of year 2000 -2008; and for some of the data there are significant changes taken place (measuring Foreign Direct Investment, Import and export activities from China and India, for instance). This means that during analysis of secondary statistical data, there was a presupposition that data that represent Latvia are in fact also representative of Riga, since most of the economical activity does take place in Riga.

As noted before, the regional comparisons are constrained and the most and the most trustworthy significant analysis can be performed on the data ranging from periods of year 2003 to -2008, except where notified otherwise. Statistical data relating to higher education flows from China and India was obtained from the Universities themselves, as they are the primary source of collection of this data and are analyzed to full possible extent.

There are significant socio-economic factors such as „safety“ 3 that were not included into the quantitative research analysis, because of the statistical

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3 Qualitative data as well as WP partners’ data note that security and safety aspects are of great importance for Asian representatives, students or tourists entering CBSR. This factor was not included into secondary data analysis, since it was voiced only much later in the research and also,
insignificance of Asian population in Riga or Latvia. However, among other topics, those were later analyzed and expanded during the qualitative analysis.

Methodological scope

Following analytical and methodological aspects were employed to analyze the secondary statistical data:

**Time line series.** This encompasses the growth, decline or change of unit of analysis under consideration (education, tourism, logistics, FDI, population, immigration etc) for period 2000-2008, unless noted otherwise. This section comprises analysis of growth factors when there was a significant body of information available to perform analysis. For instance, the varying difference of 6 students coming to study in Latvia over periods of 2000-2008 does not meet any statistical condition for inferring a causality of statistical significance of the data. For that reason, statistical models, correlation or regression analysis or significance tests were not applied. The sample size of most of the data suitable for interpretation, does not meet the condition for statistical analysis. At this stage of the research other BASAAR project partners have not applied such statistical statistical models of analysis for their data.

**Economical activity and cooperation with other CBSR cities.** This parameter was meant to be taken into account when analysing the cooperation among companies in Latvia and those in Far Asia, as well as those in the CBSR territory. The focus of this exploration was to assess the whether there are trends in cooperation and partnership in existance. This was further investigated by means of qualitative data exploration, where this kind of relationship was possible to expand in depth by asking experts during the semi structured interviews.

**The interests and presence of Far Asia in Riga and Riga Region.** This parameter was meant to illuminate the conditions for Far Asian cities companies, tourists and students finding their way to Riga or other CBSR cities. Again, due to the small sample size of the data available, especially for CBSR cities, the major analysis was performed during qualitative analysis, where enterprises, institutions, Asian representatives were interviewed

**Openness.** The category of ‘openness’ was explored by means of analyzing the ‘presence’ of Far Asia in Riga, Latvia, by means of analysis of such factors as immigration trends, property ownership, FDI trends and employment. The
analysis performed (as much as secondary data is available) meant to shed light upon institutional and societal openness towards not only immigration (which has its complexities) but to further engagement such as rights for ownership of companies, the length of residential stay and its preconditions.
Statistical data to compile by other BASAAR partners on request by WP4

Amount of national companies/institutions operating in the field of:

- Logistics for CBSR and Asia region
- Tourism among CBSR and Asia
- Educational flows for CBSR and Asia

The quantitative profile of companies/institutions working in

**Logistics:**

- Value (in national currency) of export/import and freight between CBSR (country in consideration) and Asia, the time horizon, years 2000 -2008.
- Amount of Asian companies operating in logistics in the region
- Where are these companies/initiatives based?

**Tourism:**

- The amount of tourists visiting from Asia, 2000 -2008, yearly
- Approximate value of Asian tourist activity
- Proportions of Indian and Chinese tourists visiting
- The main tourist attractions, which regions, cities
- The ‘next’ choice made after visiting CBSR? This consideration is possibly aimed at reorganizing/revitalizing the flow of tourism to suit the interests of Asian visitors

**Education:**

- The amount of Asian students studying in the country of consideration
- The dispersion of students by the sphere, choice of the field (possibly, a visual mapping of trends)
- Which are the most popular places for the choice of education, city, region-wise
Methodology for qualitative interviews

General Objectives

Qualitative interviews were organized within the framework of the BASAAR project to supplement the quantitative data analysis with information and expertise that sheds light upon the developing fields of great importance to Riga and Riga Planning Region, i.e., logistics, tourism, higher education, as well as their institutional context and preconditions for co-operation with China and India.

During the conducted interviews fields of activity that require changes and institutional support were identified and assessed. The interviews were intended to complement and verify the quantitative assessment of objectives of the BASAAR research with expert views from respective fields.

The Expected Results of qualitative interviews

1. In-depth analysis of current situation
2. Collecting qualitative data as required by BASSAR project partners (see below)
3. Assessment of obstacles and competitive advantages in future co-operation between the City of Riga, and the cities of Far Asia
4. A pool of recommendations for enhancing and promoting co-operation in the fields of education, logistics and tourism as has been assessed by quantitative interviews;
5. The scope of issues necessary to be specified and improved during other stages of the research has been identified.

Qualitative interview methodology: Semi-structured interviews

Semi-structured interviews are conducted with a fairly open framework which allows for focused, analytical, though conversational, two-way communication. This way, semi-structured interviews can be used both to provide and receive information.

Unlike the questionnaire framework, where detailed questions are formulated ahead of time, semi structured interviewing starts with more general questions or topics, positioning itself among many possible routes of conversation. Relevant topics (such as openness towards CBSR cooperation, institutional barriers, cultural differences) are initially identified and the possible relationship between these topics and the issues such as sociality, living expenses, effectiveness of
relevant institutions become the basis for more specific questions which do not need to be prepared in advance.

Not all questions are designed and phrased ahead of time. Some of the questions are created during the interview, allowing both the interviewer and the person being interviewed the flexibility to probe for details or discuss issues which were not even thought of to be the part of analysis. Furthermore, the insights received during the interview are then used and further investigated in conducting other interviews.

The process of semi-structured interviewing is guided and has a structure behind it, in the sense that some form of interview guide, such as the matrix described further below, is prepared beforehand, and provides a framework for the interview.

**The use of semi-structured interview methodology**

Semi-structured interviews were used in this research for the reason there is little knowledge on the Far Asia and CBSR cooperation in Riga and Riga Planning region. Therefore it was only sensible to leave room for the informants to shed light upon structural reasons and causality behind the small volume of any sort of interaction of networks and flows from Far Asia cities, be that logistics, tourism or education.

Furthermore, aside of assessing the nature and explaining of statistical data, gathered beforehand, it was necessary to probe what are the possibilities of growth and what are the pre-requisites of development of cooperation between Riga, CBSR cities and Far Asia cities.

**Selection of experts**

During the preparation stage of the interviews, representatives of companies or organisations operating in the fields of logistics, tourism and higher education, which cooperate with Asian countries or intend to do so, were identified. This was done by means of ‘snowball method‘ of informant recipient, where qualified experts would suggest other people to consult for valuable insights. Expert interview participants represent state and municipal institutions, tourism and logistics companies, higher education establishments, as well as students’ self-government.
The goals and topics of semi-structured interviews: Education, logistics, tourism

**Education**
- Assess the present situation of promoting the co-operation between Riga, China and India cooperation in the field of higher education, logistics and tourism
- Summarize the opinions of international relations experts and leaders of student self-governments from the largest universities in Latvia on the ways of attracting students from India and China
- Identify the obstacles to the export of higher education services to the markets of India and China
- Analyse the integration of Asian students at universities of Latvia as well as in broader society (pre-condition for attracting Asian students)
- Find ideas for practical projects to promote the co-operation of Riga and Asian countries that would be possible for Riga City Council to implement
- Digital environment: web sites facilitating communication among foreign students of the universities of Latvia and Baltic States.

**Logistics**
- Assess the views on development opportunities and co-operation promotion with Asia from experts of logistics field
- Identify obstacles to the development of co-operation of Riga, India and China in the field of logistics and find ideas for institutional support and involvement issues, so Riga would represent national and regional interests in Asia
- Find ideas for developing the identification of Riga and Riga region in Far Asia cities and for increase of logistics flow in the environment of growing competition, including CBSR
- Assess mutual co-operation and competition in collaboration of the CBSR areas and Asia
- Analyze the pros and cons of competitiveness in relation to other Baltic seaports such as St. Petersburg, Kotka;
- The condition of warehouses and compliance to the required quality criteria for entrepreneurs;
- Institutional support in developing national and regional positioning, representation and improvement of logistics infrastructure

- Promoting co-operation in the field of tourism services owing to the fellowship with Suzhou and Beijing as well as in compliance with the concluded partner cities agreement.

**Tourism**

- Analysis and exploration of the views of tourism sector experts on tourism development opportunities and promotion of co-operation with Asia and the identification and image of Riga and Latvia in China and India

- Assessing the assumption that the Baltic States as a distinct tourist destination are too small to attract the interest of Asian tourists

- Objects and activities attracting tourists from Asia to Riga and the Baltic countries, possibilities of increasing the identification of region in Far Asia cities

- Assessing the necessity to create a joint Baltic region image or an individual positioning of Riga or Latvia

- The interests of transit tourist (1-2 day visit) as the target audience and the availability of appropriate tourism product offer

- Potential, positive and negative future scenarios for tourism development.
Interview template for stakeholder interviews

Relevant experts in the field of logistics, tourism business practitioners, academics and Asian students (questions organized altogether):

Logistics: Relevant business practitioners: national companies, Asian company/plant representative, local academic/research representative

- What is your field of work and position in there?
- How long have you been working in Latvia?
- How do you see the current state of business (logistics, tourism, education) between CBSR (Latvia in particular) and Asian countries?
- Why would CBSR and Latvia in general be attractive to Asian investors, practitioners?
- Is Asian presence in the region going to expand?
- In what ways is economical and financial turmoil influencing the industry? How do national and Asian companies react to it?

Competitive advantages in logistics

- What are the competitive assets of Latvia in CBSR?
- What are the assets of CBSR in general? Can you detect and see an operating business network among CBSR enterprises, practitioners (in other words can we speak about a regional chain/flow here?)
- What are Latvian and general CBSR assets when compared to the Pentagon (London–Paris–Milan–Munich–Hamburg)?
- Are competitive assets of Riga maximized by national companies, and to what extent?
- What is the role of CBSR countries for mediation for Asian countries and those of Russia and former republics of the USSR? Is there a potential for growth?
- Where there is a potential to grow that is not being maximized (key drivers, future routes)?
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- What are the objects and limitations for the growth of the sphere (please name and expand on the limits)?

Sustainability, development and legislation

- Which modes of the transport are the most popular for logistics, in terms of the traffic between CBSR and Asia?
- Are the national ports, train networks and road infrastructure fitting the needs and the scope of the business?
- Which modes of logistics are the most promising – air, sea, land, in terms of common European goals of sustainability in transport?
- How, if at all, is that disadvantageous?
- What is to be done among CBSR countries in terms of networks/legislation in order to assist the flows and growth of the industry (probing bureaucracy, legislature, social climate?)
- How is social life seen among the Asians working in the field, what are the opportunities?

Tourism: Relevant business practitioners: national company, Asian company/plant representative, academic/research cultural networks representative

- How is the region seen in the Asian tourism industry, what is the image and ‘story’?
- Is CBSR and Latvia in general interesting and attractive for Asian tourists and tourism investment in general?
- Can you tell of interesting and exciting tourism attractions within CBSR region?
- Why do you think they are attractive for Asian tourists (what makes them attractive?)
- Is there a growth/decline for tourism between Asia (China and India) and CBSR in recent years?
- What are the main opportunities, key positive and negative future drivers for development of tourist flow between CBSR and ASIA? (i.e., the most popular routes)
- What are the specific needs Asian tourists are looking for within the country of visitation (are these met in Riga, Latvia, CBSR)?

- Are Asians looking for specific activities when they plan the visit?

- Can there be detected a pattern for visitation in terms of the whole region?

- What could be the ways to ‘excite’ Asian tourists to stay and to return to the region of CBSR as a choice of their travel?

- New possible trends among Asian tourists visiting CBSR?

Education: Relevant business practitioners: a university representative, an Asian representative, at least several academic/research representatives and Asian students

- What are the main things coming to mind when thinking of education in Latvia?

- Is Latvia a friendly place for Asians working in academia?

- What are the most popular programmes among Asian students studying?

- What are recognizable factors and ‘narratives’ that attract Asian students and academic personnel to Latvia?

- How is information on the prospective studies disseminated and obtained?

- Are these formal/informal routes?

- How would you describe the learning process and its suitability for Asian students, academic practitioners?

- How is the social climate and social life for Asian students, academic practitioners in Riga, Latvia?

- What activities do you find exciting and what would you expect to be better?

- What improvements would it require to be attractive to Asian students, academic personnel?

- What are the key positive negative future drivers for development of student/academic flow between CBSR and Asia?

- What are the key negative future drivers for student/academic flow between CBSR and Asia?
From your experience, what do Asian students do once they graduate (stay or return to the country of their origin) – what are the main opportunities if they choose to stay?

Is there a dynamic of Asian students remaining in the country under consideration to seek a permanent (citizen, immigrant) status and what does it depend on usually?

Is there a detectable pattern to migrate to other European countries to work to?

Are Asians involved in education field attracting (hub–like) Asian incentives to the country?

Selection of experts for semi-structured interviews according to BASAAR WP2, WP3 and WP4 requests

- 3 local experts in entrepreneurship support;
- 2 Asian states scholars;
- 3 Asian experts and 2 entrepreneurs;
- 3 Educational experts;
- 3 logistics experts;
- 3 tourism experts;
- 3 joint enterprises in cooperation with China.
Future City Game: The structure and course of the Seminar

The goal of the seminar is to initiate project creation in the spheres of logistics, tourism and education, as well as a public evaluation and discussion of quantitative and qualitative data gathered throughout the preparatory phase of the Work Package 4 (WP4). The task of the seminar is for the participants to analyze the information available this far and to come up with new ideas and innovative projects and solutions for the Riga City Council City Development Department (RCCDD) and Riga Planning Region (RPR) in its cooperation planning with Central Baltic Sea Region and Far Asia cities. Yet another task of the seminar was to broaden public understanding about cooperation possibilities with Asian region – China and India.

The selection of seminar participants takes place in a close cooperation with RCCDD, RPR and British Council in Latvia, as well by means of advice from the experts interviewed during the preparatory phase of the seminar. The estimate for the seminar participation is 25-30 people, and 5 experts in total. The participation of the seminar is voluntary, nevertheless, the seminar aims to gather and work with high profile professionals as well as representatives of the public organizations.

The tasks and expected results of the seminar

The success of the seminar in many ways depends on a close cooperation among the organizing parties, determining the success indicators and the possible ‘recipients’ of the project ideas prepared during the course of the seminar. The qualitative and quantitative analysis performed before the seminar serves, simultaneously, as an informative backdrop setting of the goals of the seminar as well as guidance for the nature of the results (repetition thereof) that involve parties are looking for.

Projections of the preliminary goals of the research:

- To create several in depth project development ideas within the broader context of BASAAR project

- To create brain storm level ideas and projects specifically for RCCCD and RPR cooperation with Far Asia cities, in the context of CBSR

- To assess, organize and analyze the set of challenges that the city of Riga or Riga Planning Region may face in the near future when facing the internationalisation of the development of the fields of logistics, tourism and education
To enhance cooperation and partnership among public organizations, individuals and institutions that would not have worked together otherwise

To gather a group of highly competent and constructive participants, from the public, governmental institutions and business organizations alike (encompassing yet unknown parties and development organizations) – who are motivated to cooperate and to work towards implementation of the goals in the real life

The seminar is geared towards increasing public awareness: The participants of the seminar should broaden and deepen their understanding and knowledge of the Far Asia development as well as possible cooperation avenues with Riga, within the CBSR partnership

The participants of the seminar are also motivated to take responsibility for the creation, testing and implementation of the ideas, serving the field of their choice (education, tourism or logistics)

During the development stages of, as well as during the course of the seminar, a group of experts, professionals as well as members of public who work in the fields of logistics, education, tourism and who are potentially interested in working with RCCDD the Planning Region in development of projects that benefit cooperation between Riga and the cities of Far Asia, might be further indentified and recognized (for further cooperation)

To assess the competitive advantages of Riga city having partner cities in China (Beijing and Suzhou) and what future cooperation possibilities for intercultural and intercity partnership does it evoke

To create a public representation of what the creative and innovative work Riga city is doing for development of cooperation between Riga and Far Asia cities. In addition to that a press release on the project ideas and seminar is prepared and sent to the main national media and newspapers

Even though all of the tasks of the seminar are recognized as important and beneficial for the BASAAR project development, it is necessary to have an agreement among the involved bodies as of which of the goals are of the utmost importance and which have but a secondary significance. This decision leads to selection of experts, possible participants (snowballing method, as well as consultation with the experts interviewed and involved in the organization of the project this far) and most important of all, assessment of how can the proposed projects be incorporated into existing body of urban policies, or implemented otherwise
The structure of the seminar

Seminar takes place for two days, with a range of 25 -30 participants working in teams, and consulted by 5 exterior experts. The seminar consists of 10 stages or steps throughout which project ideas are created, discussed, brain-stormed and later on tested. The organizers of seminar oversee the content and the form of the seminar in order to ensure a structured and constructive work, while emphasizing the engaging and innovative character of the seminar.

The methodological steps of the seminar

1. Step: Global Challenges

The participants, working in five (5x5) teams, have twenty minutes to discuss and assess global challenges that the world, CBSR and Latvia is facing in near future. The participants are encouraged to think about social, economical, cultural as well as environmental challenges in an interdisciplinary manner. During this step the participants ’warm up' and have a chance to get to know each other better and as well as work towards a list of significant global challenges

2. Step: Local Challenges

During the 50minute section the participants discuss and assess the local challenges that local spatialities (Riga and Riga Planning region) may face in context of global challenges in the near future. While the principle of discussion is the brain-storm, the participants are encouraged to think about topics of logistics, tourism and education specifically

3. Step: City aspects

The participants are presented with handout materials (prepared earlier in consulting qualitative and quantitative data) as well as relevant policy documentation from the partner institutions. This step presupposes for the participants to consider what the aspects of the city are like, right now, and how would they imagine those to be in light of aforementioned challenges. The necessary balance and an innovative equilibrium are sought by means of group discussion. During this part various urban futures and imaginaries are being created and the impact of urban policies is considered
4. Step: Creation of ideas

During this stage the participants engage into a brain storm to create new idea projects and solutions that deal with the identified problems. The projects and ideas are encouraged to be sustainable – meeting, social, economical, environmental configurations of the city, balanced, realistic and echoing the aforementioned global and local challenges. This step ends with each team presenting 10 ideas that improve the urban future of the city in the context of Far Asia and CBSR cooperation.

5. Step: Prioritising

The participants are asked to assess and choose one or two ideas from the total list of the ten. There are idea criteria for selection – the idea must be sustainable, innovative, realistic (doable), practical and relevant, socio-economically viable, financially sustainable. Selection of one idea (with one at hand) by each time serves as a first step towards creation of in-depth project ideas.

6. Step: Project idea presentation

The best nominated ideas are presented and discussed publicly among all groups. This time is meant for sharing, constructive advice and improvement of ideas. It also serves the team-work dynamic building.

7. Step: Preparation for testing

This is the last step on the first day of the seminar. The participants of each team create their own plan for testing and verifying their project idea. During this period the team considers – what must be done (data, consultation, plan, assessment, risks, and shortcoming) and explored in order to make this project satisfactory, realistic and doable. At this point seminar experts (from the fields of logistics, education and tourism) are called upon to shed their insight and understanding in a ‘co-creative’ way. The tasks and responsibilities of each participant are summarized.
8. Step: Real world testing

During this part of the seminar – the afternoon, the evening and the beginning of the second day are devoted to testing, investigating and building up a case for the project idea. Experts, institutions, public, community or else, archives, are visited in order to verify the possible future of the project idea by means of the aforementioned criteria. The participants are motivated to gather as much evidence and grounding of their project as possible. The participants, this way, are very much encouraged to work in a team, to cooperate and work towards the group dynamic necessary for making the project work. Since the participants are professionals and often experts of their field, this simultaneously serves as a potential support group of a certain urban policy (in this case cooperation projects among CBSR cities and Far Asia cities).

9. Step: Preparation and presentation

At the beginning of the second day of the seminar, the participants present the in depth project ideas to each other as well as an expert panel. To assess the quality and select the best ideas the aforementioned criteria (sustainability, social relevance, innovativeness are being assessed) are employed for evaluation. The participants as well as experts add comments upon ideas and further ways how those can be implemented.

10. Step: Voting and discussion

In this step, after presentations, a democratic vote takes place for the winning idea. Once the winner is assessed further arrangements are discussed in regard to what has to be done and improved in order the project idea can be transformed towards relevant policies.
Scenario Development Methodology

Contrast scenario method in development analysis and planning

Introduction

The scenario method is very often used in creation of development and strategic documents. The groundwork theoretician of scenario method is Herman Kahn. Khan emphasized that the basis of strategic thinking is the capacity to think the unthinkable or to widen one’s horizon of thinking. During the seventies and eighties the ideas of Khan were further developed by Royal Dutch/Shell strategic planner Pierre Wack. Today scenario method is not only used in business planning, but also for strategic plans of cities, states and international organizations.

Contrast Scenario Planning is a tool for analyzing for competitive advantage opportunities there might be so that we can take advantage of them. It is not only about making sure that risks are being taken into account, it is also about identifying advantages that might be employed to gain competitive advantage. Scenario planning is a tool for raising awareness of the possibility of a range of different ways in which the future may unfold, built on some of the factors through which the outside world affects the field under consideration. Contrast scenario work centres around factors of high uncertainty, works to project those factors forward and develop imaginative stories to describe what affects that projected future may have on a field of inquiry.

Use of scenarios for future studies

Effective use of contrast scenario planning allows the researcher to concentrate on a number of external trends and uncertainties that can have a significant effect on development, and to use findings (tentative as they might be) to define some possible futures. Contrast scenarios work as a ‘future cartography’ and allows the interested party to engage into accessible scenario planning exercises and face the uncertainties of the future. The understanding of how a particular future can unfold is key to raising the level of strategic thinking, planning and to instigating plans to decrease the impact of these events and to take advantage of unexpected opportunities.

Traditional analysis focuses on separating out individual pieces of information, data and statistics under consideration, examining them separately. Contrast scenarios, on the other hand, focuses on how the problem under study interacts
with the other constituents of its environment and what advantages and disadvantages a development may mean for certain particular aspects. Once alternative futures are being developed, other fields are taken into account. Analysis expands to consider larger numbers of interactions as each different possible future is developed. After looking at each possible future and its implications, the different options and actions that are needed to take for sectors such as society, economy, governance, are being analyzed. That way, based on the statistical as well as qualitative resources, scenario planning allows at least to have considered how such a constituency might be handled.

The role of scenario planning

To explain and clarify the specificity of scenario method and its advantages, it is usually compared to the second most popular planning method, namely - Forecasting. The most significant difference between them in understanding, what is future, what it entails and how can it be know. In making a forecast about the future, it is being assumed that there is one singular future and that it can be known. By using the current and past data, the goal of forecast is to predict the future as precise as possible and in turn from that immediately choose the most appropriate plan of action. This way it is being assumed that future is more or less certain and it is only necessary to find the most effective ways to adjust to it. Thus, the fact that there is only a limited amount and scope of data available to foresee the certainty of the future is taken to be the greatest disadvantage of the forecasting method.

The use of Contrast Scenario Method

In comparison, the contrast scenario method perceives the unknown nature of the future to be an advantage, rather than disadvantage. It is precisely the uncertainty and fluidity of future that allows to project, mould and create future trajectories. It is believed that in the state of total availability of information and data there would be no more need to investigate the nature of the future and people are bereft of any motivation or focus to act upon it. The scenario method proposes that the future is unknown and in a way unpredictable, therefore at any given moment there is a possibility of multiple futures. Scenarios are presented as narrative accounts of alternative, possible futures. The goal of scenario method is not predict the precise unfolding of events; rather its aim is to pinpoint the limits and vectors of possible future developments. Scenarios are created based on analysis of relationships and interdependence of social, political, economical and environmental processes.
Well formulated scenarios challenge the readers’ preconceptions of the present and the future, simultaneously broadening the limits of imagination and thinking. Another productive side of scenarios when compared to forecast model is that by formulating several rather than one future course of events, scenarios may serve as a platform for discussion about the desired and possible state of affairs and enables people to agree upon common future vision, tasks and goals.

**Types of scenarios**

Kees van der Heijden distinguishes several types of scenarios:

1. **Goal oriented scenarios** (for instance how to engage possibly more people in energy efficient lifestyle?)
2. **Crisis oriented scenarios** (for instance, how to reduce employment in the overall economical crisis?)
3. **As well research and agreement based scenarios** (for instance, what are the region’s alternative ways of development?)

Scenarios that are based upon research and agreement are employed at times when future development is dependent upon a large amount of social actors and when the mutual interdependencies of the development factors are complex and difficult to entangle. (In this document, too, scenario work is used to envision and point out possible position of Riga city within the development parameters of the Central Baltic Sea Region and to analyse what kind of alternative, desirable futures these developments entail for Riga?)

In the framework of this particular scenario method it is furthermore possible to distinguish between two scenario creating methods. The first one of them is ‘desirable–undesirable’ scenario approach. The second is the contrast scenario method.

In the first – desirable and undesirable scenario method, there is the more optimistic and the more pessimistic future alternative. The real future is a blend and mesh of the two – the desirable and the undesirable.

For instance, recently World Economic Forum created the future scenario of Russian Federation. First of all, several of the main development axis - or critical choices - are being identified. The future outlook will result from these choices:

- Will Russia be able to create a legitimate and effective government?
Will Russia be able to diversify its economy, given the amount and scope of natural resources available to it?
Stemming from these two questions, three possible future scenarios are framed:

1. The Curse of the Oil: The pessimistic scenario foresees that Russia will keep on conservatively rely on the reserves of its natural resources, ignoring the necessary institutional reforms;

2. The Long Road: The mixed scenario foresees, that moderately conservative government adequately invests into the energetic infrastructure;

3. The Regeneration: The positive scenario foresees that there will be significant institutional reforms taking place which will result in improved economical, social and political conditions in Russia.

Use of scenarios for policy development

Nowadays all aforementioned scenarios are widely used not only in the business world, but also in the development of city, state and international organization strategies. It is a future study method used in the process of strategic and long-term planning.

Compared to other future research methods this method is founded in the idea that choices made today can result in a completely different tomorrow. In order to make the best decision it is necessary to develop various future scenarios that reflect the balance between gain and loss.

In the course of development of these scenarios the main future driving forces along with the most important uncertainties are distinguished. During interviews and seminars conducted by us, two axes were identified, around which four different scenarios were developed. This is described in detail in chapter “Future Visions”.

For this research, similarly to the Latvian Sustainable Development Strategy 2030 scenario, the contrasting-scenario approach is adopted. Four equally possible future development versions are sketched and their benefits and expenses are evaluated.
For example, since the year 1995 the state administration of Singapore has periodically generated state development scenarios. In 2005, with a vision of 2020, the state administration of Singapore identified three different visions:

1) “Global Society” – a scenario in which the global environment is fairly balanced. Singapore competes with other countries for the status of a global economical centre. International pressure to introduce social guarantees increases and talented citizens of Singapore see themselves as citizens of the global world;

2) “Up-Down” – a scenario with an instable global environment and continuous conflict between the Islamic and the Western civilizations. The US and China are competing for influence in the world; the Asian countries are not unified and side with one or another party. Singapore hosts strong local communities, yet the local talents leave to work in other countries;

3) “Asia’s Embrace” – a scenario in which China and India have become the most important players.
2. Tendencies of Asian Development in the Global Context

Exhibit 2.1. GDP share in World Economy, %

Note: Gross domestic product based on purchasing-power-parity share of world total, estimates start after 2007.
Source: International Monetary Fund, World Economic Outlook Database, April 2009

1) The Chinese economy continues to grow despite the pressure of the global financial crisis: At the start of the global financial crisis experts of the IMF predicted that the previously booming Asian economies, particularly China, would undergo the largest recession in the world. This was explained by the high dependence of China’s export on the US and the EU markets that experience a sharp decrease in consumption, as well as by the close integration into the global economy. However data of the first six months of 2009 indicate that during the global financial crisis the GDP of China has increased by 7%. The volumes of investment continue to grow along with employment and income. This has been stimulated by the policy of the Chinese government that encouraged the local consumption thus largely compensating the decrease of export. Current development tendencies bear witness to the materialization of opinion of those experts who foresee a geopolitical dominance of these Asian countries in the future. For example, the European Patent Office in its future scenario developed in 2007 foresees that by 2050 the gross domestic product of
both India and China will outweigh the gross domestic products of both Europe and the US by 30%\(^4\).

2) **China is buying up land and other strategic natural resources:** Rich countries that import a large amount of food and other strategic natural resources are engaged in a large scale purchasing of agricultural land in developing countries, particularly Africa. Among these are not only the countries of the Persian Gulf, but also South Korea and China. For example, China has acquired 2.8 million hectares of land in Congo in order to grow palm-oil for the extraction of biological fuel. Additionally China is willing to rent land from Kuwait for development of rice plantations. In total China has founded 11 research stations in African countries in order to increase productivity in the growth of raw materials. The Chinese-African cooperation axis is growing in its significance.

3) **Increased standards of living and an emerging middle class:** The number of people in China and India that belong to the global middle class rises. These are persons who have sufficient financial and information means to travel, to consume global level quality products and to acquire competitive education. By the year 2050 the income of Chinese middle class will have reached the level of developed countries\(^5\). Therefore Asian countries will gradually constitute an even larger export market, including tourism services market for companies from European and CIS countries.

4) **Return of talented and highly qualified immigrants to China and India:** decrease of the population of the EU and particularly the US has been compensated and the economical competitiveness has been raised by attracting talented immigrants, including those from India and China. For example, in the 1990s the USA introduced a more open immigration policy towards persons with high professional skills and a large number of talented immigrants moved overseas. They later developed successful, innovative and globally oriented enterprises, such as Google. Tendencies of the preceding years, however, show that these immigrants are not being able to obtain a permanent residence permit, therefore more and more talented and highly qualified US immigrants return home to China and India.

\(^4\) European Patent Office: 2007
\(^5\) National Intelligence Council: 2006
Exhibit 2.2. Annual growth rate of patenting 1997-2004, %

Note: Patent counts are based on the priority date, the inventor’s country of residence and fractional counts.
Source: OECD Patent Database and ANBERD.

5) Increase in Asian technological export: there exists a delusion that in the future the Asian countries will threaten Latvian and European economies only because of their cheap labour force. Both India and China link their competitiveness to a knowledge economy in which a significant role is given to nature sciences and technologies. These begin to outstrip the market positions of European countries in the high tech field. The Chinese market share in the combined world high tech market is growing, whereas the share of European countries decreases⁶. For example, in the year 2004 64% of industrial product export of Philippines was constituted by high tech; in Singapore this was 59%, and in China 30%. In Great Britain this was proportionally 24%, in Finland 21% and in Germany 17%⁷.

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⁷ OECD: 2007
6) Asia has a large science, research and development potential: Asian countries are gradually becoming super powers of knowledge and technology accompanied by very good higher education. At the moment Asian countries invest more in research and development than Europe does. These countries host the largest amount of students of natural and engineering sciences. In 2005 in China 45% of students obtained a Bachelor’s degree in natural sciences, mathematics and IT, whereas in the EU-25 the percentage was 13.7%, in the US – 19.5%, and in Latvia only 7%. Projections of the think tank RAND show that by the year 2020 China and India will be capable of introducing future technologies – nano, bio and IT and their convergences, which is earlier than Eastern Europe. Gradually China will begin to endanger the leading positions of the EU and the US in science, research and development, for an increasing amount of companies will purchase particular research and development services in China.

7) Transfer or production to Asian countries: Nowadays many production processes are precisely described and therefore they become easy to standardize. Such production does not always require highly qualified labour forces. Since both capital and labour forces have become standardized “goods”, within globalization they become easily accessible for production launch in any place of the world. Standardization changes the production processes into services provided in the global market and stimulates their transfer to Asian countries that provide inexpensive labour forces.

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8 The Brookings Institution: 2006
9 Eurostat: 2007
10 The Brookings Institution: 2006
8) **Asian culture competence deficit:** The Asian economy develops faster than that of the EU, the USA or Japan; yet according to the Eurobarometer survey the majority of EU inhabitants still believe that the economy of the EU develops faster than that of China or India\(^\text{11}\). Because of a Eurocentric worldview the competence of Asian culture in EU countries is a deficit. This is indicated by the survey outcome in which only 2% of the EU inhabitants consider knowledge of Chinese language as significant for the career development. Knowledge of English is considered important by 58%, French by 25%, German by 22%, Spanish by 16%, and Russian by 3%\(^\text{12}\).

9) **Climate- and environment-unfriendly practices:** Asia has the lowest production standards concerning environment pollution\(^\text{13}\), and globalization brings about a larger threat to environment pollution in the world ecosystem. This is indicated by the CO2 emission data – the world’s largest atmosphere polluter has been the region of Asia and Oceania that constitutes 37% of the total volume of CO2 emission. Europe constitutes 26% and North America constitutes 25%\(^\text{14}\).

**Exhibit 2.4. Dependency ratio 1950 - 2050**

Note: the total dependency ratio is the ratio of the sum of the population aged 0-14 and that aged 65+ to the population aged 15-64.


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\(^{11}\) TNS Latvia: 2005  
\(^{12}\) Eurobarometer: 2006  
\(^{13}\) Institute for Prospective Technological Studies: 2003  
\(^{14}\) United Nations Environment Program: 2005
10) Asian countries have the most active age structure of inhabitants: In Europe on every 100 potentially economically active inhabitants (aged 15-65) there are 23 persons whose aged 65 and older, in Asia the amount of 65+ persons is 10. Currently the generational division in Europe and in the US has become economically uncompetitive in comparison to the Asian and African countries. Europe counts more deaths than births and the structure of inhabitants continues to age.

Exhibit 2.5. Key indicators of China’s growth

Source: Reuters

\[15\] http://www.reuters.com/article/idUSTRE52H0PU20090318, accessed on 30 January 2010
3. Education, tourism and logistics flows: Central Baltic Sea Region and Asia

3.1 Introduction: different starting positions on opposite Baltic Sea coasts

Finland and Sweden are mature and globally competitive economies. Estonia and Latvia are much smaller economies both in absolute terms and in terms of GDP per capita.

In addition to economic strength, Finland and Sweden have a long history of exchange with the economies of Asia – flows of goods, knowledge and people – that the two Baltic Nations lack. A case in point, Finland concluded its first trade agreement with the People’s Republic of China in 1953 – whereas the Baltic States were able to do this only after their re-establishment some forty years later.

Sweden can be described not only as an open society, but one welcoming immigration and diversity. While Finland has a far lower number of immigrants in its population, it too is trying to increase the tolerance and diversity of its society. In contrast, societies in the young nation-states Estonia and Latvia are strained over issues of nationalism and identity, and do not have a particular reputation for tolerance.

The following analysis of statistical and qualitative data is made from the perspective of Latvia, where the researchers are based, and may therefore lack the depth of insight of researchers from the Nordic Countries. Governments, municipalities, enterprises and educational institutions on two shores of the Baltic Sea are currently dealing with rather different sets of issues.

An additional obstacle we had to accommodate was the incompleteness at this stage of both quantitative and qualitative data from some of the four countries involved in the project. In particular, little data on Estonia was available.

However, it is the very disparity in levels of economic development and of engagement with Asia between the two Nordic and two Baltic countries involved in this project that opens interesting opportunities for learning and cooperation within the Central Baltic Sea Region.
3.2 Education: Sweden leads by the number of Asian students, with Finland close behind; Latvia has the smallest number even vs. Estonia

3.2.1 Education and economy
Education is often the reason young, talented people arrive to a new country and stay to live and work, contributing to their host country’s diversity and international networks. This is well recognized in the Nordic Countries – as illustrated in the concept of former students being ‘Ambassadors of Helsinki’ abroad.

In case of Finland and Sweden, higher education for foreign students is free, recognizing that this investment will pay back in the future through the taxes paid by former students once they are employed. Studies have shown that introducing student fees diminishes an educational program’s appeal.

As they recognize the long-term value foreign students contribute to the economy, educational and development institutions in Finland are focusing their efforts on such issues as: improving communication with foreign alumni of their universities; simplifying and improving student orientation and information; creating jobs and services for foreign students and alumni, and their spouses.

Indeed, there is the notion in Finland that public institutions should lead by example and create internship opportunities for foreign students.

In Latvia and Estonia, on the other hand, while the total cost of living is considerably lower than in Nordic Countries, foreign students must pay tuition themselves. Foreign students are thought of as sources of immediate income for the universities rather than a long-term investment that will pay back in the future.

While students from Asia may come to Finland and Sweden for education and stay for a job, it is recognised that employment opportunities for Asian students in Latvia are very limited, not least because a student visa does not permit employment.

3.2.2 Numbers of Asian students
Sweden is by far the regional leader in attracting students from Asia. The total of Asian students in Sweden has grown from only 276 in 1990 to 793 in 2000. In the nine years to 2008, the number has increased nearly tenfold, reaching 7540 in 2008. The proportion of Asian students in total foreign student population of Sweden in the same period has grown from 26% to 67%.
In 2008, Sweden had 2174 students from China, 462 from India; and 1725 from Pakistan.

**Exhibit 3.1. Sweden: number of first time registered students from Asia and selected Asian countries**

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</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>276</td>
<td>793</td>
<td>1155</td>
<td>1620</td>
<td>2302</td>
<td>3004</td>
<td>3636</td>
<td>4371</td>
<td>5740</td>
<td>7540</td>
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<tr>
<td>China</td>
<td>137</td>
<td>244</td>
<td>382</td>
<td>473</td>
<td>662</td>
<td>766</td>
<td>934</td>
<td>1378</td>
<td>1824</td>
<td>2174</td>
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<tr>
<td>India</td>
<td>16</td>
<td>39</td>
<td>97</td>
<td>323</td>
<td>506</td>
<td>605</td>
<td>592</td>
<td>482</td>
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<tr>
<td>Pakistan</td>
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<td>53</td>
<td>86</td>
<td>74</td>
<td>179</td>
<td>316</td>
<td>624</td>
<td>907</td>
<td>1367</td>
<td>1725</td>
</tr>
</tbody>
</table>

Source: Data WP4 (Sweden)

**Exhibit 3.2. Sweden: Asian student populations in 2000’s**

Source: Statistical report WP 2 – Knowledge Society

In Finland, the latest year for which data on the number of students are available is 2006; in that year, the number of students from China was 1444, and 169 were from India.
Exhibit 3.3. Tertiary level Asian students in Finland in 2004-2006

<table>
<thead>
<tr>
<th>Country</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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<tbody>
<tr>
<td>China</td>
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<td>1382</td>
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</tr>
<tr>
<td>India</td>
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<td>Bangladesh</td>
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<td>Japan</td>
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<td>Vietnam</td>
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<td>67</td>
<td>96</td>
</tr>
<tr>
<td>Nepal</td>
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<td>49</td>
<td>75</td>
</tr>
<tr>
<td>Korea (South)</td>
<td>28</td>
<td>40</td>
<td>38</td>
</tr>
<tr>
<td>Indonesia</td>
<td>26</td>
<td>24</td>
<td>28</td>
</tr>
</tbody>
</table>

Source: Statistical report WP 2 – Knowledge Society

While the total number of Asian students in Estonia reached 183 in 2008, accounting for only ¼% of its student population, it is nevertheless remarkable given the nation’s small size. More than half or 106 of those were students from China and 11 were from India.

Exhibit 3.4. Asian students in Estonia in 2005-2008

<table>
<thead>
<tr>
<th>Country of citizenship</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries of Asia total</td>
<td>164</td>
<td>182</td>
<td>152</td>
<td>183</td>
</tr>
<tr>
<td>China</td>
<td>119</td>
<td>123</td>
<td>94</td>
<td>106</td>
</tr>
<tr>
<td>Georgia</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>India</td>
<td>11</td>
<td>17</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Uzbekistan</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Japan</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Turkey</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Israel</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Source: Statistical report WP 2 – Knowledge Society

A nation of comparable size to Estonia, Latvia only had 12 students from China and 9 from India in 2008.

The number of Asian students in Sweden in 1990 - 276 persons - was of similar magnitude to Estonia’s in 2008.

### 3.2.3 Fields of education

For Asian students in Finland, the most popular fields of study by far are ICT and Business, accounting for over 50% of Asian students. These are also the education programs where employment opportunities are available for Asian alumni.

Note: in the following graph, ‘0%’ denotes values below 0.5%.

**Exhibit 3.5. Finland: Study fields of Asian students in Uusimaa universities**

![Pie chart showing fields of study for Asian students in Uusimaa universities]

Source: Statistical report WP 2 – Knowledge Society

In Sweden the highest proportions of Asian students study either technology (46%) or science (17%), while more than a quarter study economics, social sciences and law.
Exhibit 3.6. Sweden: division of Asian students by study field

![Pie chart showing the distribution of Asian students in Sweden by study field.]

Source: Statistical report WP 2 – Knowledge Society

In case of Estonia, we lack data as to the Asian students’ fields of study. In Latvia, the tiny number of students from Asia is divided among the fields of Medicine, Technology and Business.

### 3.2.4 Summary: Different agendas for the future

The vast difference in the numbers of Asian students in Nordic countries, on the one hand, and Baltic countries, on the other, can be explained by such factors as recognition of the country and reputation of its universities; opportunities for employment during studies and after graduation; and existence of a local Asian community.

In Latvia, additional obstacles are imposed by the difficulty in obtaining a student visa, especially for students from India, where Latvia has no diplomatic representation. Upon arrival in Latvia, Asian students may feel frustrated or even threatened by the society’s lack of tolerance for diversity.

In summary, for the near future the agenda for Finland and Sweden is how to attract better applicants from Asia, and how to provide better employment opportunities for them in host countries to benefit from the investment in their education. On the other hand Latvia, and possibly Estonia, needs to make a strategic decision to engage in educational exchange with Asia, and devise national policies to implement that decision.
3.3 Tourism: Helsinki is a trans-Eurasian hub, Stockholm – a Scandinavian one; all can gain by Riga and Tallinn joining the Baltic Sea tourist circuit

3.3.1 Infrastructure

The regions involved in BASAAR project have rather different infrastructure endowments regarding tourism. Finland’s flag carrier Finnair offers direct and fast flight routes to destinations in the Far East (China, Japan and Korea) and elsewhere in Asia. Stockholm, however, has air connections to Bangkok, Beijing, and Tokyo via Copenhagen.

Riga and Tallinn have currently no regular direct flight connections with either China or India. Riga Airport is the largest one in the Baltic States and capable of handling large jets required for long-distance flights. As such, it is emerging as a sort of regional hub for routes connecting Scandinavia and Eastern Europe/Central Asia.

Both air and ferry traffic between the major CBSR cities is well developed. In particular, the ferry connection between Helsinki and Tallinn is fast and inexpensive, positioning each city as a convenient, complimentary daytrip destination to the other. Although the distance is greater, ferry connection between Riga and Stockholm is convenient enough to organise short trips for Asian tourists.

Exhibit 3.7. International destinations directly reached from capitals of Central Baltic Sea Region countries

<table>
<thead>
<tr>
<th>City</th>
<th>Destinations in Central Baltic Sea Region countries (excluding domestic)</th>
<th>Destinations in China and India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helsinki</td>
<td>Gothenburg, Norrköping, Riga, Stockholm, Tallinn</td>
<td>Beijing, Shanghai, Delhi, Hong Kong</td>
</tr>
<tr>
<td>Riga</td>
<td>Gothenburg, Helsinki, Kuopio, Lapprenranta, Oulu, Stockholm, Tallinn, Tampere, Tartu</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>Turku</td>
<td>Stockholm</td>
</tr>
<tr>
<td>----------------</td>
<td>------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Tallinn</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Exhibit 3.8. Scheduled ferry services in the Baltic Sea Region**


Note: While this map is the most recent publicly available, it is dated 2000 and therefore may not completely reflect the situation today.
3.3.2 Positioning

City of Helsinki is positioning itself as a major destination for tourism from China, especially Beijing. The visibility of Nokia in China facilitates the relationship building.

City of Stockholm is seen by tourists as a sort of Scandinavian hub and an interesting destination, however not ‘solo’ but rather as part of a visit circuit comprising several cities.

City of Riga does not have a direct connection to Asia, and most tourists arrive there from Copenhagen or Helsinki. It is not recognised in Asia.

City of Tallinn is well-connected to Helsinki by air and water transport, and often marketed to tourists in Helsinki as a day-trip destination. However, Helsinki and Tallinn are competing with each other to be on the cruise ship circuit running between St. Petersburg and Copenhagen (which also includes Stockholm and Riga).

The fact that there are very different cities in the CBSR invites cooperation among them in destination marketing in China. However, in marketing to business cities are more competitive and like to act on their own.

3.3.3 Number of tourists

Helsinki had received about 1.8m overnight stays by foreign tourists in 2007, while the number for Stockholm was 2.9m in 2008.

The number of overnight stays by Chinese tourists in Helsinki in 2007 was about 46,500, while Indian tourists stayed 24,000 nights. The number of Chinese overnight stays in Stockholm in 2008 was very similar to Helsinki, about 45,600, while data on Indian tourists’ stays are not available.

The proportion of Chinese tourists among foreign tourists was 2.6% for Helsinki (2007) and 1.6% for Stockholm (2008).

The relative number of Asian visitors may look small in both Helsinki and Stockholm, but the absolute number is by orders of magnitude higher than the number of Asian tourists in Riga, where overnight stays by Chinese tourists peaked at 1569 in 2006, while those by Indians numbered about 20.

However, in both Helsinki and Stockholm the flow of Asian tourists had more humble beginnings. The number of Chinese tourists’ overnight stays in Helsinki in 2000 was just over 17,000, while the corresponding figure for Stockholm as recently as 2004 was about 10,800.
According statistics provided by Finnish partners, tourists from Japan and China were spending almost the same amount of money per day in Finland: accordingly 103 euro and 101 euro. Total receipts from Chinese tourists in Finland amounted to 38.2m euro in 2006. Both these figures are rather impressive and represent the potential size of business opportunity for tourism operators in Estonia and Latvia.

3.3.4 Increasing tourism from Asia: Build it, and they will come
Attracting Asian tourists is important for all CBSR cities, as the number of Asians who can afford to travel grows by the million.

Although the convenience of reaching Helsinki from, say, Shanghai, is higher than reaching Stockholm, both cities report a close number of overnight stays by Chinese visitors. This goes to show that infrastructure is only part of the solution; it is equally important to build the reputation of a city as a great tourism destination.

The presence a local Asian community is also important for making Asian visitors comfortable; the small number of Asian visitors in Riga is closely mirrored by its small number of Asian permanent residents. For instance, as Chinese tourists prefer to dine in Chinese restaurants even when travelling abroad, the number of Chinese visitors will be limited by the number of local Chinese restaurants.

It is not a question of if but when vast numbers of well-to-do Chinese tourists will discover also the eastern shores of the Baltic Sea. By recognizing this inevitability, tourism operators and local governments will do wisely to prepare for this flow of visitors in advance.

3.3.5 Cooperation in tourism promotion to Asia is already on agenda
An example of cooperation across Baltic Sea Region in attracting inward tourism is the project BaltMet Promo Project – Creating Promotional Baltic Sea Region Products for tourists, talents and investors in the global markets, EU financed through the Baltic Sea Region Programme. The project was just launched in January 2010 and is to last until December 2011.

Project lead partner is the City of Helsinki, while its partners include Helsinki School of Economics, Baltic Development Forum, City of Berlin, City of Warsaw, Greater Helsinki Promotion Ltd, The Research Institute of the Finnish Economy, City of Riga, and City of Vilnius.
The project proposes developing joint concrete transnational promotional products for the global markets. It will include three pilot projects:

- Tourism Pilot, which aims to attract more Japanese tourists to the BSR;
- Talent Pilot, which aims to attract Japanese film industry talents to the BSR, and
- Investment Pilot, which aims to attract international investment projects to BSR

More information about this cooperation project will become available at www.BaltMetPromo.net.

Another example is the Baltic Sea Tourism Commission, a networking marketing association with the aim to promote tourism to the Baltic Sea region. Its main markets are North America, Asia and Spain and its main activities consist of: press- and “fam” (familiarization) trips, annual tourism conference, participation in tourism related projects, representation of tourism industry vs. political decision-makers, cooperation with other Baltic Sea organisations and tourism information. More about this organization can be found at www.balticsea.com.

3.3.6 Summary: Marketing the region together could be the solution

Finland and Sweden have a number of factors that well position them as tourism destinations for Asians: direct air connections with Asia; existing communities of Asian immigrants; and well-developed infrastructure for tourism – hotels, restaurants and shopping.

While Estonia and Latvia are behind on almost all of these factors, which results in much lower numbers of Asian tourists. However, there are convenient air and ferry transport links across the Baltic Sea, positioning both countries as potential ‘secondary’ destinations for tourists visiting Helsinki or Stockholm.

In the longer term, there is much to be done in Estonia and Latvia to make them interesting tourism destinations in their own right for Asian visitors. In the short and medium term, however, all CBSR nations would benefit from marketing the region together in Asia as a diverse and interesting destination.
3.4 Logistics: Competing in two different leagues

3.4.1 Trade with China and India is still relatively small for CBSR

The economic rise of China is making headlines. However, trade between the CBSR and China remains relatively low, both in absolute numbers and as a share of the respective countries’ total trade. This is even more so with regard to India.

Even for Finland, the country that is most involved in trade with China, it accounts for only 4% of total national trade value. Trade with India accounts for less than 1% of national trade for all CBSR countries; in case of Latvia, it makes for only 0.2% of the value of imports and 0.14% of exports.

The different starting points in trade with Asia are also reflected in trade dynamics: over the period 2000-2008, the value of Finland’s trade (exports plus imports) with China has grown by over 100%, while Latvia’s trade grew by more than 800%. A low starting position also explains why Latvia’s trade with India over the same period has grown more dynamically than its CBSR neighbours’, although in this case the differences are less dramatic than in trade with China.

Both the big economies of Finland and Sweden, and the small economies of Estonia and Latvia report trade deficits with China. On the other hand, both Sweden and Finland report a large and growing surplus in trade with India, while Estonia and especially Latvia show a deficit.

Exhibit 3.9. CBSR countries’ trade balances with China

Source: Data Report WP3: Asia and the Central Baltic Region – trade, investments, and Asian companies
Another way of measuring the disparity in trade with China is considering that GDP of Latvia is about one-eighth of the GDP of Finland, while Latvia’s import from China is 19 times smaller and export to China is 152 times smaller than Finland’s. Thus Latvia is the one CSBR nation whose imports from China exceed its exports to China by a factor of 13.

However, when comparing absolute numbers, if trade deficit of Finland with China was more than LVL1.4 bn (in 2007), trade deficit of Latvia with China was only LVL162 m (in 2008), i.e., it was 8.7 times less, which approximately corresponds to GDP ratio of Finland vs. Latvia.

Certainly the explanation for different volumes of trade with China lies in the different size and structure of both economies.

3.4.2 Sea is the main mode of transportation for CBSR trade with Asia

According to the representative of the Helsinki port\(^\text{16}\), sea is the main transportation route for cargo from Asia. (This is probably true not only for Helsinki but also for other CBSR regions.) Port of Helsinki receives approximately 10 million tons of cargo per year, of which about 2.5 million tons or about a quarter is non-European.

Another important point is that cargo is not shipped directly from Asia to Helsinki or other Baltic Sea ports, but instead unloaded at some major port in Europe (such as Hamburg) and then combined with other cargo and shipped on to the Baltic. This could change, however, with plans by Maersk of Denmark to open a direct shipping route between South-East Asia and Gdansk.

In a similar development, the recent agreement between Hutchinson and Ports of Stockholm is expected to bring an increased flow of Asian cargo to Sweden from Hutchinson’s European hub in Rotterdam.

On the other hand, increased volume of cargo from Asia does not imply more contact with Asian companies, as the cargo is shipped by international freight forwarding companies.

\(^{16}\) Logistics Finland: Interview with a representative of the Helsinki port
3.4.3 Different levels of logistics competence and performance

Logistics is the science and the practice of optimizing the flows of resources, including goods, information and people. The World Bank developed the Logistics Performance Index in 2007 to rank countries according to their ‘logistics friendliness’, which combines both objective and perceived measurements of the ease of logistics operations in a particular country.

The index (LPI) is composed of seven dimensions: Customs, Infrastructure, International shipments, Logistics competence, Tracking and tracing, Domestic logistics costs, and Timeliness.

Exhibit 3.10. Logistics Competence Indices (LPI) of CBSR countries

<table>
<thead>
<tr>
<th>Country</th>
<th>LPI</th>
<th>Customs</th>
<th>Infrastructure</th>
<th>International shipments</th>
<th>Logistics competence</th>
<th>Tracking &amp; tracing</th>
<th>Domestic logistics costs</th>
<th>Timeliness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>4.08</td>
<td>3.85</td>
<td>4.11</td>
<td>3.90</td>
<td>4.06</td>
<td>4.15</td>
<td>2.44</td>
<td>4.43</td>
</tr>
<tr>
<td>Finland</td>
<td>3.82</td>
<td>3.68</td>
<td>3.81</td>
<td>3.30</td>
<td>3.85</td>
<td>4.17</td>
<td>2.22</td>
<td>4.18</td>
</tr>
<tr>
<td>Latvia</td>
<td>3.02</td>
<td>2.53</td>
<td>2.56</td>
<td>3.31</td>
<td>2.94</td>
<td>3.06</td>
<td>2.94</td>
<td>3.69</td>
</tr>
<tr>
<td>Estonia</td>
<td>2.95</td>
<td>2.75</td>
<td>2.91</td>
<td>2.85</td>
<td>3.00</td>
<td>2.84</td>
<td>3.29</td>
<td>3.35</td>
</tr>
</tbody>
</table>


As could be expected, there is a gap between western and eastern CBSR countries. With a score of 4.08, Sweden ranked #4 worldwide, while Finland’s score of 3.82 placed it at #15. Latvia scored 3.02 and ranked #42, while Estonia got 2.95 and ranked #47. Both of the Baltic States ranked well below China (score 3.32, #30 worldwide).

Sweden does well on all accounts, with a particularly high score on Timeliness. Finland is nearly as good. For these countries, the only significant factor that lowers both their scores is Domestic logistics costs.

Latvia leads Estonia on most positions, but is noticeably behind its neighbour on Customs and Infrastructure factors.
3.4.4 The emerging Trans-Eurasian route: Latvia as a competitor to Finland, perhaps, in 2030

Latvia does have one advantage in trading with China: its ports, via Russia’s and Kazakhstan’s railway network, are directly connected to China’s West. For certain categories of goods and certain destinations, delivery by trans-Eurasian rail is both faster and more cost-efficient than ocean freight.

Finland shares Latvia’s advantages of ports and Russian-gauge railway tracks – and so do Estonia and a few other countries. However, Finland handles freight volumes from China that are by order of magnitude higher than Latvia’s. While the route from Western China to Central Europe through Latvia may be the shortest geographically, factors such as those considered in the Logistics Competence Index can play an important role in choosing a supply route.

The key factors that inhibit Latvia’s capacity to handle trans-Eurasian railway cargo are the limitations of its railway infrastructure, and the lack of strategic coordination between its ports, rail carriers and road carriers. To become a serious competitor to an established, competent and reputable logistics service provider such as Finland, Latvia must first develop efficient infrastructure for multimodal services.

The point is illustrated by the following exhibit, which shows actual and projected cargo volumes on export, import and transit routes to and from Russia in 2003 and 2030. They are relevant to the Baltic Sea – China logistics because, of course, ground cargo to and from China must transit through the territory of Russia.

The estimate by Finnish Ministry of Transport and Communications predicts the ground cargo flow through Finland to increase over the period from 25 to 62 million tonnes, or by a factor of 2.48, while the corresponding flow through Latvia is expected to grow more modestly from 25 to 39 million tonnes, a factor of 1.56.
3.4.5 Cooperation in planning transport flows in the Baltic Sea Region

TransBaltic – Towards an integrated transport system in the Baltic Sea Region is an Interreg project within the Baltic Sea Programme, running from June 2009 to the end of 2011. It is a case of cooperation among BSR regions in planning transport flows that could have important future implications also for flows of cargo between CBSR and Asia.

The project is led by Region Skåne and has 21 partners in nine countries around the Baltic Sea, including partners in Estonia, Finland, Latvia and Sweden.

Transport performance deficiencies are regarded by the business stakeholders as one of the most prominent barriers to economic prosperity and growth in the
Baltic Sea Region. As underlined by the EU Strategy for the Baltic Sea Region, appropriate public policy response is needed to increase the accessibility of territories and the quality of connections, and to master the increasing flows in and across the region.

TransBaltic, as one of few transnational projects so far, has been granted a strategic status by the authorities of the Baltic Sea Region Programme 2007-2013, acknowledging its role in fostering the sustainable development of the Region, the project's wide geographical coverage, deep focus on implementation and the strong political backup at the national level.

The overall objective is to provide regional level incentives for the creation of a comprehensive multimodal transport system in the BSR. This is to be done by means of joint transport development measures and jointly implemented business concepts.

Further details on the TransBaltic project are available at www.transbaltic.eu.

3.4.6 Summary: a competence gap that needs to be closed

Although trade with China and India is not very significant for any CBSR country, it is especially small for Estonia and Latvia. This can be explained by the fact that these younger economies have less developed trade relationships with Asia. It is also due to different economic structures: Finland and Sweden have large international corporations involved in international trade, while Estonian and Latvian companies are often subcontractors to those corporations.

Most of the Baltic Region’s trade with Asia is taking place over sea routes, and that is probably not going to change soon. Latvia could play a certain role in linking Europe with China in the future when a trans-Eurasian rail connection is developed.

An important area of improvement for both Estonia and Latvia are logistics competencies, where both nations are significantly behind both Sweden and Finland.
4. General Conclusions and Findings on Latvian-Asian Cooperation

By analyzing the information on Latvian-Asian cooperation that we have obtained from statistical data and the interview analysis, as well as the seminars and the creative game, we have identified the most significant factors in each of the three research fields: Logistics, Tourism and Education. These are summarized in SWOT matrixes below.

SWOT matrixes are followed by an account of researcher recommendations arising from cause and effect analyses in each of the three fields.

Although some factors are of significance to all three fields it needs to be noted that the development of each field can largely take place independently from the development of the two other fields.

Summary of conclusions:

- Exchange of trade, education and tourism between Latvia and the far Asia is disproportionately small in relation to Latvia’s GDP and to the amount of tourists and students; the exchange is small in comparison to the situation in Finland and Sweden;

- Lack of state and municipal level strategy stands in the way to increasing the exchange;

- Existing difficulties for citizens of Asian countries to obtain a tourist, student or business visa in Latvia; this particularly concerns India that does not have a Latvian embassy;

- Lack of direct flights between Riga and China or India;

- Lack of Latvia’s and Riga’s recognition in Asia;

- Small Chinese and Indian communities living in Riga;

- Low level of knowledge about Asia in the Latvian society, lack of tolerance in the society.
There are several preconditions for a competitive positioning of Riga and Latvia in the Baltic region:

- **Logistics**: Latvian ports, the railway network and the logistics park are potentially convenient ways of processing the flow of goods between Europe/CIS and Asia;

- **Education/tourism**: Department of Sinology of the University of Latvia is the largest in the Baltic States and it has generated hundreds of experts in the field;

- **Education/tourism**: Finland and Sweden have reached a higher level of tourist and student attraction from the Asian countries, therefore Riga/Latvia could connect to the existing tourism and education programs.

The following pages provide summaries of SWOT analyses and specific recommendations for each of the three examined fields.
## 4.1 Logistics/Entrepreneurship

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographical location of Latvia’s seaports is advantageous for China’s cargo transit</td>
</tr>
<tr>
<td>Latvia’s railway is connected in a joint transport passageway with a network of China</td>
</tr>
<tr>
<td>Logistics centres and industrial parks</td>
</tr>
<tr>
<td>Road infrastructure ensures access to Russia and Western Europe</td>
</tr>
<tr>
<td>Positive security situation</td>
</tr>
<tr>
<td>EU membership and proper business environment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Weaknesses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of direct flights to China or India</td>
</tr>
<tr>
<td>No Embassy of Latvia in India</td>
</tr>
<tr>
<td>Lack of the recognition of Latvia</td>
</tr>
<tr>
<td>Difficulties in acquiring a business visa</td>
</tr>
<tr>
<td>Lack of a state vision and strategy in the development of logistical services to/from Asia</td>
</tr>
<tr>
<td>Neighbouring countries (Finland, the Baltic States, Poland) have similar advantages as Latvia</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Opportunities</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reload bigger cargo volumes in seaports</td>
</tr>
<tr>
<td>Added value to Asian cargos</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Threats</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Riga can lose competitiveness in favour of other Baltic Region seaports</td>
</tr>
</tbody>
</table>
Recommendations: Logistics

1. State level project: to integrate the logistics parks and transport service providers in a united system. Latvian providers of logistics services and objects of infrastructure (ports, railways) can cooperate to develop the necessary critical mass to provide a competitive offer worldwide.

2. To develop a state level strategy and program in the development of logistics services to/from Asia. In order to materialize the Latvian-Chinese railway connection with goods a general vision and offer is needed from the Latvian side to the Chinese side.

3. To develop information centres of the Riga port in the most important Asian business cities and to make wider use of Riga partnership cities – Suzhou and Beijing – to obtain business contacts and to establish partnerships.

4. To increase the capacity of the Latvian embassy in China in order to decrease the obstacles of obtaining business visas. The current difficulties of obtaining a visa can largely be explained by the fact that there is an insufficient amount of employees at the Latvian embassy which does not allow a detailed consideration of visa applications and leads to a large amount of visa refusals. Such complaints are expressed by Chinese and Indian entrepreneurs.
### 4.2 Tourism

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive security situation</td>
<td>Latvian tourism operators lack experience in the attraction of Asian tourists</td>
</tr>
<tr>
<td>Unpolluted environment compared to China and India</td>
<td>Lack of recognition of Riga and Latvia in Asia</td>
</tr>
<tr>
<td></td>
<td>Lack of direct flights to China and India</td>
</tr>
<tr>
<td></td>
<td>Difficulties in acquiring a tourist visa</td>
</tr>
<tr>
<td></td>
<td>No embassy of Latvia in India</td>
</tr>
<tr>
<td></td>
<td>Cases of tourist fraud</td>
</tr>
<tr>
<td></td>
<td>Lack of practical support to private tourism agencies from State Tourism Development Agency regarding activities in Asia</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riga airport is the largest in the Baltic states</td>
<td>Other Baltic countries might have a better positioning for hosting Chinese and Indian tourists providing a similar offer (Tallinn connection with Helsinki)</td>
</tr>
<tr>
<td>Experts of Asian languages</td>
<td></td>
</tr>
<tr>
<td>Joint activity of the Tourism Development agencies of the three Baltic states in Asia</td>
<td></td>
</tr>
</tbody>
</table>
Recommendations: Tourism

1. To popularize Riga as a holiday destination in tourism fairs in Asia. In order to popularize tourism it is advisable to make use of the opportunities provided by Latvia’s participation at the exhibition EXPO 2010 in Shanghai.

2. Tourism development agencies of the three Baltic States need to cooperate to enter the Asian market, since these countries lack the necessary tourism offer to attract the attention of Asian tourists. National and/or regional tourism agencies need to cooperate in order to collectively participate in the major tourism fairs and to organize mutual seminars, including printing of informative materials in Chinese.

3. It is necessary to develop informative materials about Riga in Chinese language. The fact that Chinese inhabitants and travellers generally lack knowledge of foreign languages needs to be taken into account.

4. It is advisable to connect Riga to the existing Asian tourism routes in the Baltic region. Since Stockholm and Helsinki already hosts a considerable amount of travellers from China and India, it is necessary to look for possibilities of including Riga as a one or several day tourism destination.

5. It is advisable for the city of Riga to develop particular touristic offers for Asian travellers. Tourists from China and India have special travelling requirements as well as special interests according to their age, marital status etc. A larger amount of tourist groups could be attracted and hosted for a longer period of time if these peculiarities and requirements are taken into account.
### 4.3 Education

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>Relatively low living expenses compared to countries of the region</td>
<td>Low recognition of Latvia in both India and China</td>
</tr>
<tr>
<td>Relatively high standard of living compared to overpopulated cities of India and China</td>
<td>Difficulty of obtaining a student visa, particularly for citizens of India</td>
</tr>
<tr>
<td>Particular study programs offered by Latvian universities are attractive to Asian students</td>
<td>No embassy of Latvia in India</td>
</tr>
<tr>
<td>Wide offer of university studies in English</td>
<td>Small Chinese and Indian community in Riga</td>
</tr>
<tr>
<td>Recognized education in the EU</td>
<td>Lack of tolerance in the society</td>
</tr>
<tr>
<td>Largest school of sinology in the Baltic States – University of Latvia</td>
<td>Opposite to e.g. Finland study fees exist in higher education of Latvia</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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</thead>
<tbody>
<tr>
<td>Specialization in study programs that are competitive in Asia (engineering, medicine)</td>
<td>Lack of variety at Latvian universities</td>
</tr>
<tr>
<td>Graduates of Latvian schools perform as “ambassadors”</td>
<td>Fierce competition in the field of education export to Asia</td>
</tr>
</tbody>
</table>
Recommendations: Education

It is necessary to sign international agreements on mutual recognition of diplomas with China and other countries that do not yet hold such agreements.

1. Universities of Latvia should sign mutual cooperation agreements with Asian universities. It is necessary to both attract guest lecturers and to support the work of Latvian lecturers in Asian universities. Foreign affairs in the field of education can be developed with the help of the signed intent on friendly relations between Riga and Suzhou as well as the partnership agreement with Beijing.

2. It is necessary to popularize Latvia as a country that provides a possibility to study in English. In order to attract students Latvian universities need to work together in the development of stands at education fairs in China as well as to publish informative materials in Chinese.

3. Development of Chinese language learning system in Latvian schools. It would allow establishing cultural exchange programs between Latvia and China as well as providing new opportunities for Latvian enterprises and municipalities to cooperate with China in the future.

4. Development of an Asian centre of commerce and culture in Riga. It would provide for a development of trade relations with Asian countries and to attract Asian investments as well as to develop tolerance between various nationalities and acquaint the locals with Asian culture. Development of such a centre would provide an integration of Asian students in Latvian society as well as address the questions of employment.
5. Future Drivers

Two criteria have been brought forward as the most significant development axes in interviews, seminars and the Creative Cities game:

(1) openness towards Asia wherein on the one hand state institutions and the society is open for the flow of persons, goods, services and capital from Asia, and on the other hand – the opposite, there is lack of openness; and

(2) the focus is on the mutual relationships between CBSR cities: contrasted to the Asian countries there is either mutual competition or cooperation between the cities.

Based on these two development axes four different scenarios are proposed, marking different paths of development and sketching various state and municipality roles. These scenarios are: the Periphery, Complementation, Specialization, and the Centre.

5.1 Openness or Reticence towards Asia

Asia begins to occupy an increasingly significant place in the world economy. This axis characterizes the attitude of Latvia and Riga city towards Asia as opposed to globalization processes of Asian countries and their influence. In other words to what extent is the state or the city open to cooperation with Asian countries, as well as to what extent is it capable of and willing to adapt to the global flows?

One end of this development axis is openness, i.e. Latvia and its society is open towards the flow of persons, goods, services and capital between Latvia and Asia. The other end is reticence.

The idea of openness is reflected in the paradigm of globalization liberalization model: by reducing the barriers of beyond-national capital, to flows of goods and services, an increasing amount of inhabitants and enterprises engage in an international labour division, by making use of opportunities provided by globalization for the development of economy and a sustainable development of the society.

Within this approach it is crucial to duly notice the opportunities of development and growth connected to globalization. The more open state and municipal institutions, Latvian enterprises and the society become towards cooperation with the Asian countries and its opportunities, the larger is the possible volume of economical cooperation. Taking into account the development dynamics of
Asian countries, Latvian political, cultural and social openness towards Asian countries can serve as a new source for international competitiveness of the Latvian society.

The task of state and municipal institutions is to develop a more open policy towards the Asian countries. It would mean:

(1) a lightened visa granting procedure for citizens of Asian countries;
(2) a more open immigration policy, including issuing work permits;
(3) reduced barriers to international trade and capital flows;
(4) development of a multicultural society, i.e. tolerance towards representatives of other races and their culture;
(5) a developed competence of Asian language and culture.

The ideas of reticence are reflected in the nationalism paradigm of globalization opponents, i.e. free flow of capital, goods and services as well as flow of persons that pose additional threat to local interests and national identities. Within this approach it is crucial to notice and to prevent threats connected to globalization. The more open state and municipal institutions are the higher will the threat of Asian enterprise and labour force competition be for Latvian enterprises and labour force as well as national values, i.e. language and mono-culturalism.

In this perspective the task of state and municipal institutions would be to develop a reserved policy towards the Asian countries. It would mean:

(1) a cumbersome visa procedure for potential illegal immigrants from Asian countries;
(2) provision of a reserved immigration policy, including a complicated procedure of work permit issuing;
(3) heightened international trade and capital flow barriers in order to protect the local entrepreneurs from the global competition;
(4) integration of representatives of other cultures and races into the society based on the national culture;
(5) protectionism of national culture and language.

### 5.2 Competition and Cooperation between CBSR Cities

This axis is characterized by the mutual relationships between CBSR cities contrasted to regional cooperation with Asian countries. One end of this axis is CBSR city competition, i.e. cities, including Riga, compete with each other by
concentrating resources on provision of a critical mass in order to attract flows of logistics, tourism and education from Asian countries. The other end of the axis: cities cooperate, i.e. complement each other’s functions, unite resources for a larger scale economy, thus striving to increase the international competitiveness of CBSR for cooperation with Asian countries.

The city competition idea is reflected in the paradigm of centre and periphery model: municipalities of several cities are striving to achieve better conditions for the socially economical development of their city. In this perspective CBSR cities can be looked at as mutually competing for cooperation with the Asian countries.

This takes place on two levels, cities becoming:

(1) the regional centre in cooperation with Asian countries, i.e. the ability to attract larger logistics, tourism and education flows;

(2) cities of standardized functions that take over functions less needed in the centre, i.e. provide standard services for the cooperation between the centre and the Asian countries.

As economical activity in the cities that play a central role in regional cooperation with China and India increases, the cities located in the periphery develop along.

Within this development model the task of municipalities is to develop a transport network and to concentrate resources in order to develop a critical mass necessary for cooperation with the Asian countries or to take over unwanted functions from the centre.

Cities of the centre provide a home for the head offices of those enterprises that provide various services for cooperation of the CBSR region with the Asian cities. The geographical closeness of these enterprises stimulates a spread of faster and more varied ideas. This develops and maintains a competence necessary for the enterprises for cooperation with enterprises from China and India, as well as with state and municipal institutions.

However in the cities of the periphery isolated and standardized functions are located for the cooperation of the centre with the Asian countries in, e.g. logistics or manufacturing.

The idea of city cooperation is reflected in the paradigm of city cooperation network model: cities cooperate and functionally supplement each other in order to stimulate mutual growth and development.
Latvian Prime Minister Valdis Dombrovskis in his recent public address in the annual Baltic Development Forum emphasized that in order to create a more competitive CBSR region special attention needs to be paid to the search of mutual complementation.

This can be achieved by combining technological and financial advantages of the Western coast of the Baltic Sea with an educated labour force and geographical advantages in the Eastern coast.

In this perspective cooperation between CBSR cities brings about a certain competitiveness of the CBSR region in cooperation with Asian countries. Collectively the necessary critical mass needed for the development of an economy of a volume attractive to the Asian countries emerges.

The cities search for synergies of mutual development in order to increase the flow of logistics, tourism and education between the CBSR region and the Asian countries and to strengthen the positions of the region and its role in the economic cooperation between Asia and central Europe and Asia and the CIS countries.

Within this development model it is the task of the municipalities to stimulate a dialogue between the economic players of various cities as well as to mutually develop regionally significant transport networks for cooperation with Asian countries. Within cooperation of city municipalities it is necessary to increase the competitiveness of the network of cities by creating the critical mass necessary for the development and by joining the many capacities and competences of cities.

City networks develop if two or more cities begin to collaborate and a significant volume of mutual economy develops. This stimulates economical growth in cities themselves and their near territories. Cities that are able to provide high quality added value services perform as cooperation knots in the network. Individual cities profile themselves within the city cooperation network or strive to develop a mutual supplement to the service functions rather than to duplicate functions.
6. Four Development Scenarios: 2030

The subject looked at in these scenarios is the competences and the role of Riga/Latvia in the flows of persons, capital and knowledge between CBSR and the far Asia (India and China).

4 scenarios are reflected by reading against the clock starting at the lower left quadrant:

1. The Periphery: no openness towards Asia/competition with CBSR
2. Complementation: no openness towards Asia/cooperation with CBSR
3. Specialization: openness towards Asia/ cooperation with CBSR
4. The Centre: openness towards Asia/competition with CBSR

The current situation that is analyzed in the preceding parts of this study mainly corresponds with the characterization of the first scenario (the Periphery). Therefore each scenario will be looked at in depth by moving from a scenario that least differs from the status quo to a scenario that differs the most (the Centre).
6.1 The Periphery

Main features

In this scenario the maintenance of national culture and development logics prevails.

- Latvia attracts insignificant immigrant flows that do not threaten the national culture; additionally, the necessary immigration precondition is the acquisition of Latvian language and culture.

- The ageing of Latvian society and net immigration are generally compensated by immigration, largely from the countries of the Baltic Sea Region and the CIS. The volume of immigration is small.

- Strong national culture is maintained and the Latvian language is used by the majority of inhabitants. The society continues to be intolerant towards “the Other”, yet the intolerance does not grow into conflicts because the amount of immigrants does not threaten the local population.

- The development (cooperation) is not focused on the Asian region; it can either be internally directed (self-sufficiency), or directed towards cooperation with the Baltic countries, cooperation with other neighbouring countries (e.g. Russia or Belarus), or other European countries.

- Riga develops on the EU-CIS axis, taken into account the knowledge of Russian language and cultural competences as well as personal contacts of the inhabitants of Riga.

- Latvian entrepreneurs build their production units in China or in other Asian countries with more advantageous preconditions for industrial production. The volume of Latvian export to Asia is insignificant; however Asian goods (including high tech) are imported to Latvia through neighbouring countries. There are no direct flights between Riga and the cities of the far Asia.

- Riga can develop one or several global competencies in competitiveness, yet other regions play more significant roles in their affairs with Asia.
Impact in key areas

**Immigration** from the Asian countries is minimal: the annual amount of migrants from the far Asia does not exceed a couple of individuals and overall the Asian community in Riga counts several tens of people. The attitude of the Latvian society towards Asian immigrants is unfriendly.

**Education:** the number of students, researchers and lecturers from the far Asia can be counted on one hand. Latvian universities maintain a national and European focus and do not pay much attention to Asian topics.

**Tourism:** each year Riga is visited by a maximum of several hundred of tourists from the far Asia; no special offer has been developed for these tourists and no particular measures are taken to increase the flow of these tourists. The amount of Latvian tourists that attend the far Asia can be measured in several hundreds, for this region is considered to be too exotic and the travelling expenses are generally too high. Instead the inhabitants of Latvia gradually become acquainted with the culture of the far Asia through the neighbouring countries that locate cultural and commercial objects: shops, restaurants museums

**Logistics:** Riga/Latvia does not play a significant role in the cargo traffic of the far Asia; neighbouring regions play this role with more success. Riga generally imports Asian goods from the neighbouring countries.

**Investment** from the Asian countries is insignificant and does not show a tendency of growth.

Periphery scenario

**Advantages for social groups**

**Society**

- More job opportunities for local employees
- Low density of population
- Comparatively low ethnic tension
- Predictable and stable national and language policy

**Governance**

- High levels of social cohesion
- Stable and predictable social landscape
- Public mandate to prioritize national culture and language
- Less expenses on social integration than societies with high levels of foreign immigrants
Economy

- Low levels of competition for local companies
- Capitalizing on experience and focusing trade with near Asia
- Focused partnership with Baltic States and Russia
- Student and tourism flows from near Asia and Russia

Disadvantages for social groups

Society

- Lack of public awareness of Asia and its place in the global development
- Low levels of social diversity, leading to low skills in intercultural interactions
- High levels of intolerance

Governance

- Peripheral role in politics among other CBSR cities, in relation to Asia
- Decreased level of competitiveness of national economy in global arena
- Emigration of talent and “globally oriented” population to more open and multicultural cities

Economy (companies)

- No Asian business presence in Riga
- Low levels of innovation and creativity due to lack of social diversity
- Reliance on local flows in tourism
- Economic loss due to downtime and low levels of turnover in transport and logistics spheres
- Companies wanting to enter far Asian markets left to their own resources
- No leverage from the growth of far Asia
7.2 Complementation

Main features

This is a cautious development scenario: Riga and Latvia adapt the examples of good practice of other CBSR cities and countries in risk management and cooperation possibilities with Asia.

- The attitude of the society towards cooperation with the far Asia is positive to the extent that it gives new opportunities for the inhabitants of Latvia and does not threaten the interests of enterprises and locals.

- Within economical development opportunities are sought for Latvian citizens and enterprises to add value to flows between CBSR and Asia. Riga has advantages in several competitive branches, such as medical education, eco- and cultural tourism, ports as transit centres for cargo supplies to CIS, etc.

- Latvian export to China gradually increases, however within trade relations with Asia Latvian enterprises figure as subcontractors of other CBSR enterprises. The source of investment is the EU, particularly the CBSR countries.

- Riga plays a complimentary role in the exchange between CBSR metropolises and the far Asia. The development of Riga is focused on cooperation with CBSR.

- Several competence branches are developed, wherein Riga plays a certain role in the exchange between CBSR and Asia, by complementing the offer of other regional cities. A cautious incorporation of Riga into the cooperation between CBSR countries and Asia creates positive precedents and stimulates an openness of the Latvian society towards a flow of Asian goods, investment and persons.
Impact in key areas

**Immigration** from Asia is minimal: the yearly amount of immigrants from the far Asia can be measured by tens and together with the Asian community in Riga it reaches a few hundreds of people. The immigration policy is cautious by allowing immigration only in the fields and branches that do not threaten the local labour market. The attitude of Latvian society towards immigrants improves as the number of immigrants increases.

**Education:** The number of students, researchers and lecturers reaches a couple of hundreds; however they are disseminated over several universities or study programs. Latvian universities generally maintain a national and a European focus, yet several study programs are dealing with Asian topics. Latvian universities offer exchange programs to Asian students from other CBSR countries.

**Tourism:** each year several thousands of tourists from the far Asia visit Riga, the visits are normally short, and form a part of a larger visit to other CBSR countries. The majority of Asian tourists come from Helsinki or Saint Petersburg. Inhabitants of Latvia gradually become acquainted with the culture of the far Asia in the neighbouring countries that locate cultural and commercial objects: shops, restaurants museums.

**Logistics:** Riga/Latvia does not play a significant role in the cargo transit of the far Asia; neighbouring regions master this role with more success. However several activities are performed in Riga, such as adding value to cargo flows between, for example, Sweden and Russia or Sweden and Asia.

**Investment** from Asia is minimal, yet considerable investment is attracted from the CBSR countries for the handling of Asian cargo.

**Complementation scenario**

**Advantages for social groups**

**Society**

- Opportunities to be employed in varied foreign companies
- Strong national culture and ethnic traditions
- Good relationships among local and regional NGO’s and public organizations
- Talent immigration highly visible and contained in “innovation territories’ and educational institutions
Governance

- Introduction of “tried and true” partnerships with far Asian cities
- Strong partnerships and exchange of experience within CBSR
- High levels of social, ethnic cohesion
- Highly transparent levels of talent immigration

Economics

- Small, but competitive niches of medium to low added value economy
- Strong relationships to businesses in CBSR
- Possibilities to become a part of educational, tourism and logistics flows flagshiped by other CBRS cities
- Convergence of economies and business activities

Disadvantages for social groups

Society

- Low levels of intercultural awareness and global outlook
- Asian competency only among highly mobile and “globally connected” groups

Governance

- Dependence on regional partners for the growth of national and urban economy
- Loss of tax base due to emigration of talent and “globally oriented” population to more open and multicultural cities
- Loss of local talent leaving to other cities to look for jobs in higher added value economies

Economics

- Narrow understanding of innovation, creativity and added value
- Difficulties to compete on a global level due to the lack of understanding of foreign markets
- Economical growth tied to “ups and downs” of regional level (CBSR) of economy
7.3 Specialization

Main features

In this scenario economic interests and logic dominate: to develop the competences in which Riga is globally competitive.

- The development is focused on cooperation with Asian region within several basic competences. Other fields in Riga are focused on cooperation (and improvement) with CBSR or other regions.

- The advantage of Riga in CBSR is logistics and the flow of value added cargo between the EU and CIS countries and China. Riga is a CBSR level logistics point that locates several international enterprises that work with the flow of these cargos. The integration of Riga’s transport and ICT infrastructure with CBSR increases.

- The immigration policy is based on attracting competences: immigrants with a higher level qualification necessary for Latvia’s specialization and competitiveness profile are attracted. Latvian society is orientated towards the national culture, yet it accepts the multiculturalism model.

Impact in key areas

Immigration from Asian countries is of high significance: the annual amount of immigrants from Asia can be measured in thousands; the Asian community in Riga counts tens of thousands of people. The attitude of the larger part of the Latvian society towards Asian immigrants is positive.

Education: the number of students, researchers and lecturers from the far Asia reaches thousands because of the introduced changes in the visa policy in order to stimulate the flow of students from China and India. Latvian universities generally maintain a national and a European focus; however, several study programs are dealing with Asian topics.

(The increasing volume of trade with the far Asia stimulates the introduction of specialized education and research programs, including acquisition of Asian language and culture. Within pilot programs of several schools Chinese language learning takes place; school graduates are given the opportunity to continue their studies in Riga, at the largest Department of Sinology in the Baltic States. Universities cooperate with partners from the cooperation cities Suzhou and Beijing thus ensuring an exchange of students and lecturers.)
Tourism: every year several thousands of tourists from the far Asia visit Riga. A large part of them choose to stay for several days with a concrete goal: opera (cultural tourism), country tourism or visit of relatives. The number of tourists from Riga/Latvia who visit the far Asia is measured in several thousands, for significant economical and personal ties have developed with several members of the Asian community of Riga. Direct air traffic connects Riga to one of Asia’s metropolises (e.g. Shanghai).

Logistics: Riga/Latvia takes a dominant position in several cargo categories of the far Asia (e.g., cargos from Western China or air cargos from India).

Investment from Asian countries is attracted both on a large and a small scale. Large scale Asian investment is connected with logistics and handling of cargos. The local Asian community has developed a diversified service sector: wholesale and retail trade, hotels, restaurants, relaxation and wellness complexes. At least one significant Asian corporation has established its CBSR level headquarters in Riga.

Specialization scenario

Advantages for social groups

Society

- Globally aware and socially diverse society, with increasing levels of tolerance and cultural awareness
- High levels of competency in Asian languages and culture
- Innovation, creativity becoming more socially acceptable and popular
- Growing presence of innovations as part of everyday life in society
- Competitive local workforce due to knowledge of Asian languages

Governance

- Competitive and specialized workforce presence in the city attracts foreign investment
- Niches of far Asia competency increase the ratio of high added value economy
- Increased decile of tax payers with high level income
- Competency and experience in establishing and maintaining partnerships with urban centers in far Asia

Economy
- Increasingly competitive niches in specialized fields of education, logistics and tourism generate high profits
- Relative success of specialized niches attracts educated and aspiring workforce from both country and region
- Stable position within the specialized niches of economies allows businesses to diversify and experiment in new, yet uncharted territories

Disadvantages for social groups

Society

- High levels of far Asian competency create tensions among certain nationally oriented groups
- Emergence of “right wing” parties and “extremist” grassroots organizations in certain parts of the city
- Intolerance to immigrants has to be heavily penalized to sustain the specialized and “open status” of Riga in the CBSR region

Governance

- High levels of expenditure on varied integration programs for skilled immigrants in the niche economy and unskilled immigrants within the service industry
- High expenditure on teaching far Asian languages and cultural awareness in schools, state universities and continuing education studies
- Demise of some practices of national culture
- Trends towards orientalization of national language
- Signs of social unrest and outbreaks of racial and ethnic violence against “the other”

Economy

- Some local workforce not being able to compete with Asian workforce
- Internationalization of economy and workforce flows puts out business operating only in the local markets
- Successful business taken over by foreign corporations and dislocating the parts of high added value chain elsewhere
7.4 The Centre

Main features

A political logic dominates this scenario: to be the first in the region in cooperation with Asia.

- Riga develops as a multi-faceted centre for geographic regional cooperation with Asia on a larger scale.
- Various enterprises that are engaged in Asian export/import are based in Riga, thus constituting the critical mass and the necessary business competences for cooperation with Asia.
- The society is multicultural, spatial grouping can be observed, wherein traditional and new ethnic communities concentrate in various city regions. Asian immigrants specialize in certain fields, often incapacitating the local inhabitants by offering cheaper and more effective services.
- In general the economy develops fast; however labour division creates dissatisfaction in one part of the society.
- Riga plays an important role in the exchange between CBSR and the far Asia in several fields of competence in which it is competitive. The development focus is targeted towards cooperation with the far Asia, by developing and by strengthening the role of Riga in fields unimaginable to cooperate in 20 years before.

Impact in key areas

**Immigration** from Asian countries is of high significance: the annual amount of immigrants from Asia can be measured in thousands; the Asian community in Riga counts tens of thousands of people. Since Latvian immigration policy is open towards Asia, a considerable Asian community has emerged in Riga. Asian culture centres and blocks develop in Riga.

**Education**: the number of students, researchers and lecturers from the far Asia reaches thousands. Education institutions in Riga stimulate the competences of Asian languages and cultures – for example, Chinese language learning has become obligatory. All higher education institutions of Latvia include Asia in their study programs, with several of them focusing on particular topics related to Asia. Latvian universities compete among themselves in order to attract the best students from Asia.
Tourism: every year tens of thousands of tourists from the far Asia visit Riga. The majority of them arrive in order to see Riga because they have heard about its unique culture and diversity in nature as well as the eco tourism offer. The large Asian community in Riga attracts tourism flows on a CBSR level. The amount of Latvian tourists who visit the far Asia annually can be measured in thousands. Direct air traffic connects Riga with several metropolises of Asia (for example, Delhi, Hong Kong, Peking and Shanghai).

Logistics: Riga/Latvia figures as a significant cargo corridor and successfully competes with, for example, Finish and Swedish harbours.

Investment flow from the Asian countries is significant. The local Asian community has developed a diversified service sector: wholesale and retail trade, hotels, restaurants, relaxation and wellness complexes. Latvia attracts a flow of Chinese investment in sectors connected to the use of natural resources. Several global Asian corporations have established their CBSR level headquarters in Riga.

The Centre scenario

Advantages for social groups

Society

- Globally aware and ethnically multicultural society
- Diverse ethnic and socially vibrant mix creates various possibilities for cross-cultural cooperation
- Certain segments of local workforce competitive at a global scale

Governance

- Leading governmental experience in attracting and maintaining Asian competence
- Continually new forms of governmental innovations to organize and govern multi-cultural society
- Strong cooperative and diplomatic skills between Riga and urban governments in Asia
- Thanks to openness to Asian flows Riga has become Attractive city for European investors too
- Recognized status and expertise in EU as a successful partner to Asia
- Increased number of tax payers with high level income

Economy

- Highly competitive expertise in logistic, tourism and education flows
- Niches with both high and also medium to low added value in satellite cities
- Support to innovations, education creativity to maintain the place within CBSR

Disadvantages for social groups

Society

- Vast change of social and cultural landscape
- Ethnic tensions among the 'local nationalist' and 'immigrant' populations
- Tensions at the national culture and language level
- High levels of skilled workforce immigration outdoes the local workforce
- Difficulties to remain the levels of biodiversity and nature preserves due to high intensity of urban sprawl and tourism flows

Governance

- Increasingly fragmented society challenges voting behaviour and representative forms of democracy
- Emigration of national population due to incapacity to integrate within competitive workforce
- Social and ethnic violence outbreaks
- Heightened expenditure on social integration, Asian language teaching in the educational institutions
- Preventive measures on illegal immigration

Economy

- Stiff competition among neighbouring countries create brain drain
- Local business facing increased competition and often not being able to cope with it
- International companies demanding both high and low skilled from Asia
- Successful business dislocated elsewhere
- Increased real estate and rent prices drive away new, innovative businesses and grass roots start ups
8. Impact of development scenarios

Two criteria had been brought forward as the most significant development axes for Riga, based on data gathered from statistical analysis, interviews and public debates in seminars and the Future city game. The first is openness or reticence towards Asia. The second is the character of cooperation among CBSR cities in regard to Asia.

Openness to Asia

The first is openness towards Asia wherein on the one hand state institutions and the society is open for the flow of persons, goods, services and capital from Asia. To envision and expect growth there must be first of all a major change in immigration policy, enhancing the way immigration documentation is being handled in both China and India. Unless this is done, not much growth can be expected in either logistics, education or tourism. If national level policy is not being altered, flows will remain small and growth can only be expected to happen via close partnership with CBSR cities that already have gathered momentum in their cooperation with Asia.

If, however, immigration policy and public awareness of Asian growth does change towards recognition, attention must be directed towards strengthening and employing cooperation with partner cities in China and India to invigorate the flows of tourism, education and logistics. This must be done in close unison with respective business representatives and national level politicians to increase the scope of this operation. Overall public awareness must be raised with both cultural exchange and the far Asian language learning in schools. The task of state and municipal institutions is to develop a more open policy towards the Asian countries. It would mean:

1) lightened visa granting procedure for citizens of Asian countries;

2) a more open immigration policy, including issuing work permits;

3) reduced barriers to international trade and capital flows;

4) development of a multicultural society, i.e. tolerance towards representatives of other races and their culture;

5) a developed competence of Asian language and culture.
The ideas of reticence are reflected in the nationalism paradigm of globalization opponents, i.e. free flow of capital, goods and services as well as flow of persons that pose additional threat to local interests and national identities. Within this approach it is crucial to notice and to prevent threats connected to globalization. The more open state and municipal institutions are the higher will the threat of Asian enterprise and labour force competition be for Latvian enterprises and labour force as well as national values, i.e. language and mono-culturalism.

In this perspective the task of state and municipal institutions would be to develop a reserved policy towards the Asian countries. It would mean:

1) a cumbersome visa procedure for potential illegal immigrants from Asian countries;

2) provision of a reserved immigration policy, including a complicated procedure of work permit issuing;

3) heightened international trade and capital flow barriers in order to protect the local entrepreneurs from the global competition;

4) integration of representatives of other cultures and races into the society based on the national culture;

5) protectionism of national culture and language.

Cooperation among CBSR cities

The second major development factor is the mutual relationships between CBSR cities. There is either mutual competition or cooperation between the cities to attract flows of logistics, education and tourism. The data collected show that some of these segments might operate on their own (i.e. market organizes cooperation and growth), while others depend very much on municipality and its initiative to set out terms of cooperation. Even more so, as the profile analysis shows, there are somewhat different economies and scales operating on the opposite sides of the Baltic Sea. Economies of Sweden and Finland are stronger and are able to generate flows on their own, while those of Estonia and Latvia depend more on cooperation to attract Asian flows. Given that national political climate is not in favour of Asian cooperation, economies of Riga and Tallinn might turn out to be even in a greater need to cooperate with other cities of CBSR to generate flows.

Within this development model it is the task of the municipalities to stimulate a dialogue between the economic players of various cities as well as to mutually develop regionally significant transport networks for cooperation with Asian
countries. Within cooperation of city municipalities it is necessary to increase the competitiveness of the network of cities by creating the critical mass necessary for the development and by joining the many capacities and competences of cities. Cooperation stimulates economical growth in cities themselves and their near territories. Cities that are able to provide high quality added value services perform as cooperation knots in the network. Individual cities profile themselves within the city cooperation network or strive to develop a mutual supplement to the service functions rather than to duplicate functions.

The scenario work

Either of these paths of development, therefore, sketches out various municipality and state roles. The current situation mainly corresponds with the characterization of the first scenario - the Periphery. By taking up a peripheral role in relation to Asia, Riga has chosen the “small is beautiful” approach. It posits that Riga focuses its development in relation mainly to the Baltic States, Russia and the nearer parts of Asia.

Prioritizing cultural homogeneity and social consensus over openness Riga is losing out as an intermediary between the East and the West. Businesses, individuals and NGO’s that want to cooperate with far Asia have to do it on their own means or through reliance on cooperation with other Baltic Sea region cities. Thus, companies face increasing difficulties to enter Asian markets. Indecisive political and economical policy towards Asia has meant that local business, educational institutions are not benefiting from ever increasing growth and expansion of Asian economy, tourism industry and educational cooperation.

The following future scenarios grow from the “tried and true” approach (Complementation) towards increased openness and risk-taking stance (Specialization and The Centre) towards far Asia. The two out of three future landscapes rely on closer relationship to CBSR cities to partner up with Asian initiatives, without much compromise to the sensitive national and ethnic context. This expands and continues Riga’s dependency on more diversified economies of Baltic region to provide growth and development for Latvia.

If such partnerships are established, the opposite side of the Baltic Sea could become a stable partner to CBSR in certain, growing niches of education, logistics and tourism. The last scenario, The Centre, implies great openness, risk taking and embrace of Asian populations. For this to happen, major changes must take place in immigration policy, national language policy and cultural context. Running the risk to change the social and cultural landscape for good, opening up its borders and inviting Asian populations, Riga might have attempted to put itself on the international map as never before.
References

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Documents received from project partners

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2. Statistical report WP 2 – Knowledge Society
4. Data Report WP3: Asia and the Central Baltic Region – trade, investments, and Asian companies
5. Data WP4 (Sweden)
6. Helsinki Statistics on Tourism and Logistics
7. WP3 qualitative findings – Presence of Asian Business in the Stockholm-Uppsala region
9. Logistics Finland: Interview with a representative of the Helsinki port, Report summaries (Trade between Finland and Asia)
10. Helsinki Trade Statistics – China and India
11. Interview with the coordinator of cruising and tourism in the city of Helsinki
Other sources of information

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Baltic Port List www.balticportlist.com
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Turku School of Economics www.tse.fi/english
Ministry of Transport of the Republic of Latvia www.sam.gov.lv
Baltic Sea Tourism Commission www.balticsea.com
BaltMet Promo www.BaltMetPromo.net
TransBaltic www.transbaltic.eu
Attachment A: Case studies

Methodology: case study selection and write-up

Selection

The selection of cases for this report was based on our previous work within BASAAR project, reflected in the report ‘New Cooperation Projects with the Asian Region. The Role of Latvia in the Stimulation of Cooperation between Central Baltic Sea Region and Asia’. We conducted over 20 interviews with various representatives of Education, Tourism and Logistics industries, a preparatory workshop on Education, and the Future Creative Cities game.

In Logistics, the case of Central Euro-Asian Gateway (CEAG) first came to our attention through one of the researchers’ previous work on Interreg IV LogOn project.

In Education, the case of Sinology emerged as a result of being mentioned in several interviews. In addition, one of the projects resulting from the Future City Game was about Chinese language teaching, demonstrating the importance of language and culture competence as a pre-requisite for economic cooperation with Asia.

Contents

The two selected cases are not representative of the situation and practices in Latvia. As our research has shown, Latvia’s cooperation with China and India is still at low levels in most relevant areas: trade, investment, immigration, tourism, logistics, and education. Our intention was for the case studies to demonstrate best practices where Latvian cooperation with Asia has been possible and is already, or is expected to be, fruitful.

Both cases are descriptive in nature rather than analytical. An analytical approach would be in order where a clear result can be demonstrated as a result of certain decisions and actions made in the past. However, both Latvian cases of Logistics and Sinology are still evolving.

In case of Central Euro-Asian Gateway, it is too early to call it a success, as the project is still evolving and its infrastructure is under construction. In addition, this project has already experienced various delays in the past.

Similarly, in case of Sinology in Latvia, while there are the pre-conditions for successful development, it is far from guaranteed. Latvia’s is endowed with many professional Sinologists and a large number of students, but this is yet to
translate into a measurable economic success. Two facts are pointing in a not-so-optimistic direction: lack of job opportunities for Sinology alumni in Latvia, and recent education budget cuts.

Sources

The CEAG case is based on materials of PowerPoint presentations of Logistics Partners Ltd. and Schenker Ltd., and an interview with a representative of Logistics Partners Ltd.

The Sinology case was initially envisaged as a case on the Confucius Centre at Riga Stradins University. After interviewing the Centre's director, Prof. Staburova, researchers received a call from her requesting the interview not to be published and the interview materials not to be used.

To compensate for this situation, we decided to broaden the scope of the case to Sinology in Latvia, and to consider also the other major centre for China studies in Latvia, the Department of Asian Studies at the University of Latvia.

In addition to materials of previous interviews, including one with a University of Latvia Chinese instructor Mr. Kaspars Eihmanis, we conducted an interview with the head of Department of Asian Studies Prof. Leons Taivāns. These were supplemented by materials from University of Latvia website.

In case of the Confucius Centre, as we were expressly forbidden to use the contents of the interview, we used the publicly available material about Confucius Centre on Riga Stradins University website.
Case Study 1: Central Euro Asian Gateway

Developer: Logistikas partneri (Logistics partners) Ltd.

Location: Jekabpils district, Latvia

About the developer

The company Logistics partners was founded in 2002 and today is a leading logistics consultancy in Latvia.

Logistics partners’ staff members provide consulting services in the areas of logistics, customs and excise goods; they have also implemented a number of international projects in Russia, Kazakhstan, Moldova, Slovakia and elsewhere.

Leading staff members of Logistics partners Ltd. have the highest qualifications in the fields of logistics, customs, taxes, finance, law and quality management.

Further information on the company is available at www.lp.lv.

Introduction

Logistics partners Ltd. completed the concept, business plan and spatial plan of the Central Euro-Asia Gateway after nearly twelve months of development. This is the largest project the company has undertaken to date.

CEAG is designed as an up-to-date infrastructural object that confirms to the EU standards. It is a multimodal terminal that ensures container train traffic from Western and Central China to Western Europe and the CIS countries.

CEAG is located on a 68 hectare territory, and its maximum capacity will reach 500,000 TEU per annum. The Centre will mostly process loaded container trains and provide customs, container storage and other related services.
Need for a modern multi-modal terminal

The current practices of Latvian railroad are similar to the practices of Russia, wherein a container train first arrives at a station and is divided into parts, the parts are taken to the cargo terminal and finally these are handled and unloaded.

In contrast the Western European practices foresee that the contents of train reach the terminal immediately where the inspection and unloading of the containers takes place. The Western European practice allows achieving a much higher productivity: one cargo terminal can handle 20-25 trains per day as opposed to 1-2 trains according to the Latvian practices.

Justification

As a production country China finds it important to look for new ways of transporting its goods to consumers in the EU. The Chinese railway and harbour infrastructure often is insufficient and overloaded. The current sea route from China to Western European ports takes about 35 days, however railway transporting on the Trans-Siberian route takes around 18 days.

As the production in the Western regions of China develops, it is economically beneficial to transport the cargo to Europe by the railway through Kazakhstan and Russia. The width of Latvian railway is the same as that of the former countries of the Soviet Union. The Chinese railway matches the width of Western European standard; this means that on the border of China and Kazakhstan the containers need to be reloaded.

Cargo transported from Western China to Europe via the railway is usually the “heavy” cargo, such as metal, stoneware and building materials.

Current situation

CEAG project developers Logistics partners Ltd. have performed test drives on the route Urumqi-Hamburg, in the first case convoying one container, in the second case convoying a full container train. Processes and procedures suitable to the cargo were documented on the road. Total time of the railway transportation was 13 days.

Currently the object in Jekabpils region is undergoing construction work in order to complete the development of the terminal by summer 2010.
Future plans

It is planned to reach a cargo turnover of 180,000 TEU in its 7th year of activity. In comparison in 2008 the total container transport volume of the Latvian Railways constituted 200,000 TEU.

It is also planned to develop cargo traffic in the opposite direction – to supply cargo to Russia and Central Asia through the Latvian territory from Sweden. This is the shortest and the most economical route to reach these markets from Sweden.

In further future it is planned to develop cargo assembly and production functions in the territory of CEAG. Since the EU applies custom tariffs and quotas for goods produced in China, in many good categories it is advantageous to export to Europe components parts of goods and to complete them on the spot. It allows gaining savings at the cost of custom tariffs and VAT.
Case Study 2: Sinology in Latvia

Project description

Sinology in Latvia has a history of over 100 years. Latvia has the largest amount of both Sinology students and lecturers in the Baltic States.

It is possible to acquire the Chinese language and culture in various schools and universities in Riga and outside. Two main Sinology centres of Latvia can be identified: Confucius Centre of Riga Stradins University and Department of Asian Studies of the Faculty of Modern Languages of University of Latvia.

Confucius Centre

http://www.rsu.lv/konfucija-centrs

RSU Confucius Centre is engaged in the popularization of Chinese culture and language on an academic level, it provides Chinese language courses, stimulates Latvia-Chinese affairs, realizes exchange programs, takes part in the development of mutual Chinese and Latvian scientific projects etc.

In order to bring the Latvian-Chinese cultural affairs to a new level Riga Stradins University has developed the Confucius Centre that in cooperation with the embassy of People’s Republic of China in Latvia coordinates academic activities connected to China. Confucius Centre is the first organization of such kind in the Baltic States.

Confucius Centre:

- Popularizes Chinese culture and language on an academic level;
- Organizes teaching of Chinese folk languages;
- Organizes Chinese language competitions in Latvia;
- Stimulates research and the use of Chinese traditional medicine in Latvia;
- Develops a data base of Latvian-Chinese affairs;
- Consults state institutions and individuals on questions dealing with China;
- Realizes exchange programs of Chinese and Latvian lecturers and students;
- Takes part in the development of mutual Chinese and Latvian scientific projects;
- Conducts research activity and organizes conferences;
- Ensures guest lectures in Latvian schools and universities.

Confucius Centre provides an opportunity to attend Chinese language courses for all knowledge levels. The goal of these courses is to make the acquisition of
Chinese language available for all and to stimulate the dissemination of Chinese language as a language for international communication.

Faculty of Modern Languages, Department of Asian Studies, University of Latvia

University of Latvia provides an opportunity to obtain a Bachelor of Arts in a three year program of “Asian studies” constituted by three modules: the Japanese study module, the Sinology module and the Middle East module (within this module Arab, Jewish or Turkish language is studied).

Available study courses:


It is possible to obtain a Master of Arts degree during a two year program in Oriental Studies.

Department of Sinology of the Faculty of Modern Languages is active since 1993. In the past years around 50 students are admitted to the program of Sinology annually, yet the diploma is granted to 30-40 people per year. Because of the fact that current students are study fee payers, the larger part of applications is approved. Previously the studies were state funded and there were around 10 candidates for 1 study place.

Many sinologists of Latvia are specialists acknowledged around the world for deep knowledge of Chinese language and culture. The newest achievement of Latvian sinologists is the publication of the Academic Chinese-Latvian dictionary scheduled in 2010 that is a result of many years of work. The dictionary is developed by a group of specialists led by Prof. Pēteris Pildegovičs.

A gathering of the European Association of Chinese Studies that is organized once every two years will take place in Riga in 2010. It will be a good opportunity for the Latvian Sinology school to enter the field on a world scale.

Each year 2-3 lecturers from China give lectures at the University of Latvia. Their salaries are provided by the government of China. These lecturers are sent by the department of the Chinese Ministry of Education that deals with the popularization of Chinese language in the world.
On average, 8-10 students of the University of Latvia study at Chinese universities with the help of exchange programs. Currently the University of Latvia has signed bilateral cooperation agreements with two universities in China: Central China Normal University and Yunnan University of Finance and Economics.

Although no statistical information of this kind is collected at the faculty an opinion exists that after completion of studies many students of Sinology work in fields that are not related to Asia. In other cases students acquire Chinese language on an acceptable level and leave the country for work or studies in Asia. The students do not return to Latvia because there are no opportunities for them to make use of the obtained knowledge.
Attachment B: Summary of Statistics

Statistics about Latvia
(WP2, WP3, WP4 BASAAR INTERREG IVA)

TOURISM

Table 1

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<th>Year</th>
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<td>2008</td>
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The number of Latvian tourists who have taken services of tourism companies in China and India. Source: CSB

Table 2

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<th>Year</th>
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<td></td>
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The number of foreign tourists who have taken services of tourism companies from China and India. Source: CSB
EDUCATION

CHINA

Table 3

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Chinese students in universities of Latvia</th>
<th>No. of Latvian students in universities of China</th>
<th>Exchange of personnel of higher educational establishments</th>
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<td></td>
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<tr>
<td>2008</td>
<td>12</td>
<td>-</td>
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</tbody>
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The number of Chinese students in universities of Latvia, the number of Latvian students in universities of China, exchange of personnel of higher educational establishments in the period of years 2002. to 2008. Source: CSB

Table 4

<table>
<thead>
<tr>
<th>Year</th>
<th>LU</th>
<th>RTU</th>
<th>RSU</th>
<th>RSEBAA</th>
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<th>BSA</th>
<th>ISMA</th>
<th>TSI</th>
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<td></td>
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The number of Chinese students (per university) in Latvia in the period of 2002. to 2008. Source: CSB
INDIA

Table 5

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Indian students in universities of Latvia</th>
<th>No. of Latvian students in universities of India</th>
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The number of Indian students in universities of Latvia, the number of Latvian students in universities of India, exchange of personel of higher educational establishments in the period of years 2002. to 2008. Source: CSB

Table 6

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<thead>
<tr>
<th>Year</th>
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<th>RSU</th>
<th>RSEBAA</th>
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The number of Indian students (per university) in Latvia in the period of 2002. to 2008. Source: CSB
INVESTMENTS AND EXPORT

Table 7
17.-15. FDI in Latvia

<table>
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<tr>
<th>Year</th>
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<td>5 148.4</td>
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<td>2008</td>
<td>5 666.2</td>
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Table 8
FDI of India invested in registered fixed capital of Latvian enterprises. Amount of investments are ranged by year when they have been made and are indicated in local currency (lats). Source: Lursoft database

<table>
<thead>
<tr>
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<th>Amount (mill. lats)</th>
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Table 9
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<td>2009</td>
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FDI of China invested in registered fixed capital of Latvian enterprises. Amount of investments are ranged by year when they have been made and are indicated in local currency (lats). Source: Lursoft database

GROWTH OF INVESTMENTS

INDIA

Table 10

<table>
<thead>
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<th>No</th>
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<td>0</td>
<td>-5,954,661.10</td>
</tr>
<tr>
<td>2</td>
<td>2001</td>
<td>-1</td>
<td>9,212.50</td>
</tr>
<tr>
<td>3</td>
<td>2002</td>
<td>0</td>
<td>234,651.40</td>
</tr>
<tr>
<td>4</td>
<td>2003</td>
<td>1</td>
<td>483,685.00</td>
</tr>
<tr>
<td>5</td>
<td>2004</td>
<td>3</td>
<td>35,184.00</td>
</tr>
<tr>
<td>6</td>
<td>2005</td>
<td>4</td>
<td>152,880.00</td>
</tr>
<tr>
<td>7</td>
<td>2006</td>
<td>3</td>
<td>38,980.00</td>
</tr>
<tr>
<td>8</td>
<td>2007</td>
<td>-2</td>
<td>9,720.00</td>
</tr>
<tr>
<td>9</td>
<td>2008</td>
<td>1</td>
<td>75,940.00</td>
</tr>
</tbody>
</table>

Increase of investors and accumulated investments in Riga from India per year. Source: Lursoft database

CHINA

Table 11

<table>
<thead>
<tr>
<th>No</th>
<th>Year</th>
<th>Increase of investors</th>
<th>Growth of investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2000</td>
<td>1</td>
<td>20,857.08</td>
</tr>
<tr>
<td>2</td>
<td>2001</td>
<td>7</td>
<td>21,020.00</td>
</tr>
<tr>
<td>3</td>
<td>2002</td>
<td>2</td>
<td>1,799.20</td>
</tr>
<tr>
<td>4</td>
<td>2003</td>
<td>0</td>
<td>3,992.00</td>
</tr>
<tr>
<td>5</td>
<td>2004</td>
<td>1</td>
<td>11,258.92</td>
</tr>
<tr>
<td>6</td>
<td>2005</td>
<td>0</td>
<td>-3,400.00</td>
</tr>
<tr>
<td>7</td>
<td>2006</td>
<td>4</td>
<td>12,779.00</td>
</tr>
<tr>
<td>8</td>
<td>2007</td>
<td>-16</td>
<td>-90,197.00</td>
</tr>
<tr>
<td>9</td>
<td>2008</td>
<td>1</td>
<td>3,400.00</td>
</tr>
</tbody>
</table>

Increase of investors and accumulated investments in Riga from China per year. Source: Lursoft database
**BASAAR**  
Perspectives from the opposite shores of the Baltic Sea

**EXPORT AND IMPORT**  
Table 12  
21-3. TOTAL AMOUNT OF EXPORT AND IMPORT (thousands lats)  

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export</td>
<td>1 131 315</td>
<td>1 933 935</td>
<td>1 256 402</td>
<td>2 081 562</td>
</tr>
<tr>
<td>Import</td>
<td>1 408 816</td>
<td>2 497 386</td>
<td>3 797 630</td>
<td>4 989 166</td>
</tr>
</tbody>
</table>

TOTAL1 1 131 315 1 933 935 1 256 402 2 081 562 3 797 630 4 989 166

21-3. TOTAL AMOUNT OF EXPORT AND IMPORT (thousands lats)  

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export</td>
<td>1 500 273</td>
<td>2 888 234</td>
<td>3 293 210</td>
<td>3 782 131</td>
</tr>
<tr>
<td>Import</td>
<td>3 805 258</td>
<td>8 673 011</td>
<td>7 782 131</td>
<td>6 378 477</td>
</tr>
</tbody>
</table>

TOTAL2 1 500 273 2 888 234 3 293 210 3 782 131 4 040 293 782 131

2008  
| Export| 4 426 397 | 7 526 127 |

Total amount of export and import, thousand lats in the period of 2000. to 2008. Source: CSB

**AMOUNT OF IMPORT AND EXPORT FROM CHINA (thousands lats)**  
Table 13  

<table>
<thead>
<tr>
<th>Year</th>
<th>Export to China</th>
<th>Import to China</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>12 862</td>
<td>174 683</td>
</tr>
<tr>
<td>2007</td>
<td>11 557</td>
<td>179 235</td>
</tr>
<tr>
<td>2006</td>
<td>10 731</td>
<td>106 276</td>
</tr>
<tr>
<td>2005</td>
<td>5 787</td>
<td>73 364</td>
</tr>
<tr>
<td>2004</td>
<td>5 765</td>
<td>47 885</td>
</tr>
<tr>
<td>2003</td>
<td>9 498</td>
<td>38 449</td>
</tr>
<tr>
<td>2002</td>
<td>1 807</td>
<td>26 334</td>
</tr>
<tr>
<td>2001</td>
<td>1 036</td>
<td>16 995</td>
</tr>
<tr>
<td>2000</td>
<td>127</td>
<td>14 301</td>
</tr>
</tbody>
</table>

Amount of import and export from China, thousand lats. Source: CSB

**AMOUNT OF IMPORT AND EXPORT FROM INDIA (thousands lats)**  
Table 14  

<table>
<thead>
<tr>
<th>Year</th>
<th>Export to India</th>
<th>Import to India</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6 288</td>
<td>14 920</td>
</tr>
<tr>
<td>2007</td>
<td>5 819</td>
<td>15 429</td>
</tr>
<tr>
<td>2006</td>
<td>4 494</td>
<td>15 608</td>
</tr>
<tr>
<td>2005</td>
<td>1 785</td>
<td>10 357</td>
</tr>
<tr>
<td>2004</td>
<td>1 296</td>
<td>5 783</td>
</tr>
<tr>
<td>2003</td>
<td>495</td>
<td>5 272</td>
</tr>
<tr>
<td>2002</td>
<td>731</td>
<td>4 721</td>
</tr>
<tr>
<td>2001</td>
<td>509</td>
<td>3 036</td>
</tr>
<tr>
<td>2000</td>
<td>484</td>
<td>2 550</td>
</tr>
</tbody>
</table>
Amount of import and export from India, thousand lats. Source: CSB

**FOREIGN DIRECT INVESTMENTS DIVIDED BY BRANCHES**

**CHINA**

Table 15

<table>
<thead>
<tr>
<th>No</th>
<th>NACE</th>
<th>Mode of action (according NACE)</th>
<th>No of Investors</th>
<th>Investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>52.4</td>
<td>The rest retail trade goods in specialized shops</td>
<td>4</td>
<td>76,140.00</td>
</tr>
<tr>
<td>2</td>
<td>55.3</td>
<td>Restaurants</td>
<td>12</td>
<td>48,018.00</td>
</tr>
<tr>
<td>3</td>
<td>01.1</td>
<td>Plant cultivation; vegetable gardening; gardening</td>
<td>2</td>
<td>37,392.00</td>
</tr>
<tr>
<td>4</td>
<td>49.2</td>
<td>Railway goods transportation</td>
<td>1</td>
<td>7,500.00</td>
</tr>
<tr>
<td>5</td>
<td>85.1</td>
<td>Protection of the health of humans</td>
<td>3</td>
<td>3,600.00</td>
</tr>
<tr>
<td>6</td>
<td>55</td>
<td>Hotels and restaurants</td>
<td>4</td>
<td>3,500.00</td>
</tr>
<tr>
<td>7</td>
<td>56.1</td>
<td>Restaurants and mobile catering services</td>
<td>1</td>
<td>2,160.00</td>
</tr>
<tr>
<td>8</td>
<td>46.1</td>
<td>Wholesale trade on agreement basis or based on compensation</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>9</td>
<td>46.3</td>
<td>Wholesale of food, drinks and tobacco items</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>10</td>
<td>47.7</td>
<td>The rest retail trade goods in specialized shops</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>11</td>
<td>52</td>
<td>Retail trade, excluding cars and motorcycles; household commodities of individual use and household equipment; maintenance of equipment</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>12</td>
<td>64.2</td>
<td>Telecommunication</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>13</td>
<td>45.1</td>
<td>Preparation of building plot</td>
<td>1</td>
<td>800.00</td>
</tr>
<tr>
<td>14</td>
<td>29.1</td>
<td>Production of mechanical drive tools and its parts, excluding aircraft, cars and engines of two-wheeled vehicle</td>
<td>1</td>
<td>600.00</td>
</tr>
<tr>
<td>15</td>
<td>55.4</td>
<td>Bars</td>
<td>2</td>
<td>30.00</td>
</tr>
</tbody>
</table>

**Total**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>189,740.00</td>
</tr>
</tbody>
</table>

FDI from China to Riga divided by branches. Source: Lursoft database
INDIA
Table 16

<table>
<thead>
<tr>
<th>No</th>
<th>NACE</th>
<th>Mode of action (according NACE)</th>
<th>No of Investors</th>
<th>Investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>46.3</td>
<td>Wholesale of food, drinks and tobacco items</td>
<td>7</td>
<td>572,685.00</td>
</tr>
<tr>
<td>2</td>
<td>16.2</td>
<td>Production of wooden, cork, straw and braided goods</td>
<td>2</td>
<td>281,120.00</td>
</tr>
<tr>
<td>3</td>
<td>46.4</td>
<td>Wholesale of household goods</td>
<td>6</td>
<td>155,980.00</td>
</tr>
<tr>
<td>4</td>
<td>46.5</td>
<td>Wholesale of information and technology systems</td>
<td>2</td>
<td>53,000.00</td>
</tr>
<tr>
<td>5</td>
<td>17.4</td>
<td>Production of prepared textile products, excluding clothes</td>
<td>1</td>
<td>41,115.62</td>
</tr>
<tr>
<td>6</td>
<td>55.3</td>
<td>Restaurants</td>
<td>4</td>
<td>7,000.00</td>
</tr>
<tr>
<td>7</td>
<td>46.9</td>
<td>Non-specialized wholesale</td>
<td>1</td>
<td>2,080.00</td>
</tr>
<tr>
<td>8</td>
<td>46.1</td>
<td>Wholesale trade on agreement basis or based on compensation</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>9</td>
<td>47.7</td>
<td>The rest retail trade goods in specialized shops</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>10</td>
<td>63.3</td>
<td>Operation of tourism agencies, tourism agents unclassified in other places; provision of tourist services</td>
<td>1</td>
<td>2,000.00</td>
</tr>
<tr>
<td>11</td>
<td>85.5</td>
<td>The other education</td>
<td>1</td>
<td>1,500.00</td>
</tr>
<tr>
<td>12</td>
<td>47.8</td>
<td>Retail trade in stands and markets</td>
<td>2</td>
<td>1,334.00</td>
</tr>
<tr>
<td>13</td>
<td>73.1</td>
<td>Realization of researches and experiments in natural sciences and technical sciences</td>
<td>1</td>
<td>1,000.00</td>
</tr>
<tr>
<td>14</td>
<td>69.2</td>
<td>Services of inventory, bookkeeping, audit and services of inspection; consulting in taxes</td>
<td>1</td>
<td>980.00</td>
</tr>
<tr>
<td>15</td>
<td>51</td>
<td>Wholesale and commission trade, excluding cars and motorcycles</td>
<td>2</td>
<td>750.00</td>
</tr>
<tr>
<td>16</td>
<td>47.1</td>
<td>Retail trade in non-specialized shops</td>
<td>1</td>
<td>2.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>1,124,546.62</strong></td>
</tr>
</tbody>
</table>

FDI from India to Riga divided by branches. Source: Lursoft database
STRUCTURE OF PROPERTY

INDIA
Table 17

<table>
<thead>
<tr>
<th>Year</th>
<th>No of companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>21</td>
</tr>
<tr>
<td>2001</td>
<td>16</td>
</tr>
<tr>
<td>2002</td>
<td>13</td>
</tr>
<tr>
<td>2003</td>
<td>22</td>
</tr>
<tr>
<td>2004</td>
<td>32</td>
</tr>
<tr>
<td>2005</td>
<td>19</td>
</tr>
<tr>
<td>2006</td>
<td>19</td>
</tr>
<tr>
<td>2007</td>
<td>23</td>
</tr>
<tr>
<td>2008</td>
<td>18</td>
</tr>
</tbody>
</table>

Amount of Indian owned companies, in the period of 2000. to 2008. Source: Lursoft database

CHINA
Table 18

<table>
<thead>
<tr>
<th>Year</th>
<th>No of companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>10</td>
</tr>
<tr>
<td>2001</td>
<td>17</td>
</tr>
<tr>
<td>2002</td>
<td>17</td>
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<tr>
<td>2003</td>
<td>12</td>
</tr>
<tr>
<td>2004</td>
<td>15</td>
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<tr>
<td>2005</td>
<td>16</td>
</tr>
<tr>
<td>2006</td>
<td>21</td>
</tr>
<tr>
<td>2007</td>
<td>50</td>
</tr>
<tr>
<td>2008</td>
<td>18</td>
</tr>
</tbody>
</table>

MIGRATION, RESIDENTS

Table 19
4-5. NUMBER OF PERMANENT RESIDENTS IN RIGA AT THE BEGINNING OF THE YEAR

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Riga</td>
<td>766 381</td>
<td>764 329</td>
<td>756 627</td>
<td>747 157</td>
<td>739 232</td>
<td>735 241</td>
<td>731 762</td>
<td>727 578</td>
<td>722 485</td>
<td>717 371</td>
<td>713 016</td>
</tr>
</tbody>
</table>

Number of residents in Riga, in the period of 2000 – 2009. Source: CSB

Table 20
4-14. NUMBER OF RESIDENTS ABILITY-TO-WORK AGE IN RIGA AT THE BEGINNING OF THE YEAR

<table>
<thead>
<tr>
<th></th>
<th>Residents of ability-to-work age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2005</td>
</tr>
<tr>
<td>Riga</td>
<td>476 464</td>
</tr>
</tbody>
</table>

Number of residents of ability-to-work age in Riga at the beginning of each year, in the period of 2005-2009. Source: CSB

Table 21
4-2. INTERSTATE MIGRATION OF RESIDENTS

<table>
<thead>
<tr>
<th>Immigration from other countries</th>
<th>I-XII</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1 627</td>
</tr>
<tr>
<td>2001</td>
<td>1 443</td>
</tr>
<tr>
<td>2002</td>
<td>1 428</td>
</tr>
<tr>
<td>2003</td>
<td>1 364</td>
</tr>
<tr>
<td>2004</td>
<td>1 665</td>
</tr>
<tr>
<td>2005</td>
<td>1 886</td>
</tr>
<tr>
<td>2006</td>
<td>2 801</td>
</tr>
<tr>
<td>2007</td>
<td>3 541</td>
</tr>
<tr>
<td>2008</td>
<td>3 465</td>
</tr>
</tbody>
</table>

Number of foreigners in Latvia, in the period of 2000. - 2008. Source: CSB
Table 22

<table>
<thead>
<tr>
<th>Year</th>
<th>India</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>2001</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>2002</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>2003</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>2004</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>2005</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>2006</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>2007</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2008</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Immigration from India and China, in the period of 2000-2008. Source: CSB

EMPLOYMENT

Table 23

<table>
<thead>
<tr>
<th>Country</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>90</td>
</tr>
<tr>
<td>China</td>
<td>70</td>
</tr>
</tbody>
</table>

Affirmed work calls for foreigners from Employment State agency, division by country/(persons) year 2008.

Table 24

<table>
<thead>
<tr>
<th>Country</th>
<th>2005</th>
<th>%</th>
<th>2006</th>
<th>%</th>
<th>2007</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>66</td>
<td>13.1</td>
<td>60</td>
<td>5.7</td>
<td>89</td>
<td>2.8</td>
</tr>
<tr>
<td>China</td>
<td>30</td>
<td>5.9</td>
<td>32</td>
<td>3.0</td>
<td>47</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Affirmed work calls for foreigners from Employment State agency, division by country/(persons)
Attachment C: Summary of Interviews (in Latvian)

Ievads

Pētījuma gaitā iegūtā kvantitatīvās informācijas papildināšanai un izvērtēšanai, saskaņā ar BASAAR projekta partneru prasībām, izpētes gaitā tika veiktas daļēji strukturētas intervijas ar logistikas, tūrisma un izglītības sfēras ekspertiem un jomas profesionāļiem. Interviju mērķis bija izvērtēt Rīgas izaugsmes iespējas un šķēršļus sadarbojoties ar Āzijas regionu logistikas, tūrisma un izglītības jomās.
Dana Rudāka, Ārlietu ministrijas Āzijas un Okeānijas nodaļas valstu vadītāja

Uzņēmējdarbība

Ķīna


Indija

- Produkti, kurus ieteicams eksportēt uz Indiju:

  1. iepakotie, konservētie, hermētiski apstrādātie produkti, kurus ilgi iespējams uzglabāt, piemēram, militārajām vajadzībām Indijā.

  2. Ekskluzīvi piena produkti – jogurts, siers, Rīgas Piensaimnieka produkcija.

Tūrisms

Tūrisma nozari sadarbībā ar Ķīnu un Indiju kopumā var raksturot kā ļoti vājai attīstītā.

Ķīna

- Kopš 2004/05. gada eksistētās tūristu grupi ir maz.

- Ķīnas tūristi vēlas ārvalstīs sazināties ķīniešu valodā vājo angļu valodas zināšanu dēļ. Nepieciešama informācija par Rīgu un tās piedāvātājām iespējām ķīniešu valodā. Tāpat ķīniešiem raksturīga nepieciešamība pēc ķīniešu restorāniem arī ārvalstīs.
Indija

- Pašreizējā Indijas attīstības stadijā ceļot var tikai Indijas bagātākais slānis. Šim turīgajam tūristam Rīgai nav ko piedāvāt servisa, viesnīcu un izklaides iespēju ziņā. Līdzīga situācija ir arī ar Ķīnas tūristiem.
- Lai popularizētu tūrismu Latvijā, nepieciešams izmantot EXPO izstādes Šanhajā piedāvātās iespējas.

Izglītība

- Nepieciešams parakstīt līgumu par savstarpējo diplomu atzīšanu ar Ķīnu.
- Intensīvāk attīstīt jau eksistējošo veiksmīgo sadarbību ar Āzijas valstīm: ja neizdodas iegūt Indijas studentu pieplūdumu – attīstīt sadarbību ar Šrilanku (medicīnas studenti).
- Universitāšu uzdevums: parakstīt abpusējus universitāšu sadarbības līgumus.
- Informācijas pieejamība kšniešu valodā (indiešu angļu valodas saziņas līmenis ir augstāks).
Aivaru Tauriņš, „Latvijas Logistikas Asociācijas“ prezidents

Vispārēji komentāri par projektu

Tika izteikta spēcīga kritika attiecībā uz projekta LogOn realizāciju. Pēc intervējamā domām projekta realizācija apstājusies, līdz ar to iepriekšējā pētījuma logistikā pieredze nav ņemta vērā.


Logistikas raksturojums Latvijā

Ieteikumi:

- Rīgas domes lēmums par kravas satiksmes ierobežošanu ir pretrunā ar Rīgas kā logistikas pilsētas tēla veidošanu. Pieeja Rīgas ostai ir padarīta tuvu neiespējamai.
- Rīgas kā logistikas pilsētas tēls nav jāpopularizē kamēr infrastruktūra nav sakārtota. Realitātei jāatbilst tēlam.

Sadarbība ar CBR valstīm

• Tīrīgs, kuru apkalpo Skandināvijas valstis varētu būt potenciāls Latvijas ienākumu avots (Somija operē NVS). Nepieciešams attīstīt sadarbību ar Skandināvijas ostām, jo šobrīd savstarpējās satiksmes praktiski nav.

• Latvijas priekšrocības CBR: konteinerizētas kravas, kur nepieciešams citas kvalitātes servisa līmenis. Jāspēj nodrošināt liela elastība un uzticamība. No Rīgas ostas jāpiedāvā konteinervilcieni uz Krieviju, Baltkrieviju, Ukrainu.
Valdis Trēziņš, Autopārvadātāju asociācijas „Latvijas Auto“ prezidents

Logistikas sfēras raksturojums Latvijā:

- Pašlaik lielākais autopārvadājumu tirgus ir Krievija, Eiropa, ostas - vidēji 12000 mašīnas gadā, ekonomiskās krīzes laikā 10000.
- Rīgas ostas potenciāls tranzīta kēdē tiek nepietiekami realizēts.
- Krīzes situācijā tālāk sie ir iespēja, ķēdē tranzīta pierobežu, Kazahstāna, Azerbaidžana, Turkmenija, Uzbekistāna u.c. Pastāv abpusēja interese sadarbībai.
- Tiek realizēti neregulāri dzelzceļa pārvadājumi, taču šādā veidā tranzītājs ir sarežģīts. Liela perspektīva, taču mazākas izmaksas. Pēc logikas lielajos attālumos pārvadāt vajadzētu pa dzelzceļu.

Sadarbība ar Ķīnu

Starptautiskā Autopārvadātāju asociācija IRU (International Road Transport Union):


IRU jaunākā iniciatīva – Zīda ceļa atdzimšana no Eiropas uz Ķīnu. Latvijas Auto piedalījās noskrienā 3B – Brisele-Berline-Pekina: logistikas paraugdemonstrējums, kura ceļš ved caur Rīgu. Šīs paraugnoskriņu tiek ieceļots kā relatīvi ātrs pārvadāšanas veids precēm ar augstu pievienoto vērtību. Diemžēl paraugnoskriņu palika bez tālāka turpinājuma, jo:

- Ķīna šobrīd nemeklē jaunus logistikas ceļus, lielākoties tiek izmantotas kuģu plūsmas. Rietumķīnas ekonomikai attīstoties, šāda vajadzība iespējas radīsies.
- Ķīnas politika tiek regulēta centralizēti, stratēģiskas izmaiņas iespējams panākt ilgstošu sarunu rezultātā.
Sadarbība ar CBR valstīm

- Spēcīga savstarpēja konkurēcija. Latvijas priekšrocība: ģeogrāfiski izdevīgāka pozīcija.

Ieteikumi


- Logistikai valstī jākļūst par prioritāru jomu. Tranzīta iespējas netiek izmantotas pietiekoši.

- Rīgas pilsētai jāattīsta redzējums logistikas jomas attīstībā. Pozitīvas pārmaiņas tiek ieviestas ar Aināra Šlesera palīdzību, logistikas parka attīstību.

- Nepieciešams attīstīt kravas ar pievienoto vērtību.
Manas Set, „Sia Cargo Services“ direktors

Kompānijas raksturojums


Sadarbības process: Izplatīšana pārsvarā uz NVS valstīm. Fabrikas vēlas nogādāt produktus un logistiku nodrošina Cargo Services, kas figurē kā mediators. Kompānijas īpašumā ir informācija par to kā nodrošināt labāko ceļu. Klientam tas ietaupa laiku, līdzekļus un „galvassāpes”.

Izaicinājumi

• Lai operētu NVS tirgū, Rīgai ir visizdevīgākā osta. Lielākā daļa Āzijas valstu to neapzīmē - ir zināma tikai Somijas Hotkas osta. Rīga asociējas ar Krieviju, līdz ar to ir grūti panākt klientu uzticību.

• Informācijas trūkums par Latviju Indijā. Kā atzīst pārstāvji, aptuveni puse no pārrunu laika starp kompānijas pārstāvjiem un klientiem tiek veltīts informēšanai par to kas ir Latvija.

Ieteikumi

• Ieteikums darbības paplašināšanai: No Indijas uz Makavu caur Rīgas ostu tiek transportēts konteiners, kurā ievieto 3 automašīnas, izmaksas: 7-8000 dolāru. Tajā pašā konteinerā var ievietot 6-7 automašīnas, ja tās ir sadalītas pa sastāvdaļām. Tiek radītas darbavietas latviešiem. Te nepieciešams Rīgas domes, LV valsts atbalsts un logistikas sfēras 'lobiņošā'.

• Biznesa vidē Latvijā un Baltijas valstis nav pazīstamas Indijā. Rīga pazīstama kā: a) Krievijas naudas atmazgāšanas vieta; b) nenopietnas izklaides ceļa mērķis. Nepieciešams jauns tēls: "Riga – the Place where you Start Your Business"

• Nepieciešama Latvijas reprezentācija kādā no lielākajām Indijas pilsētām - Šā Deli, Mumbaja.

• Nepieciešams fizisks informācijas centrs, kā arī Interneta mājas lapa, kas informē kur vērtsties pēc papildus informācijas par logistikas sadarbības iespējām Latvijā. Bukleti, drukāta informācija. Ieteikums noalgot attiecīgu darbinieku (Indijā tas nav dārgi).
Samir Singh, „Sia Unisel“ direktors

Kompānijas raksturojums

Kompānija Unisel Co, nodarbojas ar kafijas tirdzniecības marku izstrādāšanu un kafijas pārdošanu Baltijas un NVS valstīs. Uzņēmums piedāvā šādu tirdzniecības marku kafiju: Indian GOLD® un CAFEMANIA®, un pārstāv M/S Hindustan Lever Ltd rūpnīcas kafiju Brooke Bond BON™ Ukrainā, Baltkrievijā un Kazahstānā.17


Sadarbība ar CBR

Logistikā ir ārkārtīgi liela sāncensība, tāpēc nav iespējams strādāt kopā ar CBR. Galvenie konkurenti ir Kotka Somijā. Varbūt varētu strādāt kopā ar pārejām Baltijas valstīm, taču katrā ziņā ne ar Somiju. Sanktpēterburgas osta ir slikta stāvoklī un šobrīd ir ārupa konkurences.

Ieteikumi

- Nepieciešams koncentrēties uz tiem uzņēmējiem, kuru tirgus ir NVS.
- Nepieciešams informēt Indijas uzņēmējus par logistikas iespējām Rīgā.
- Eiropeiska tēla veidošana. Uzņēmēji vēlas eksportēt caur eiropeisku valsti, jo tas rada uzticību.
- Rīgas ostas modernizēšana.
- Nepieciešams ķemt vērā ostas drošību: drošība ir svarīgs faktors, jo logistikas pārstāvim tiek uzticēta simtiem tūkstošu latu vērtas krava.

17 Avots: www.unisel.lv
Respondents norādīja, ka nav pilnvarots izteikt TAVA viedokli. Ņemot vērā faktu, ka TAVA rīcībā nav Ķīnas un Indijas tūrisma tirgus speciālistu, respondents izsaka viedokli, kas balstās uz pašreizējiem plānošanas dokumentiem un esošo pieredzi.

**Izaicinājumi**

- Novērojumi liecina, ka krīzes apstākļos cilvēki ceļo mazāk un izvēlas tuvākas distances (celojumus). Alternatīvs risinājums varētu būt Āzijas valstu iedzīvotāju ieplūšanas un apmešanās Latvijā veicināšana (izglītības tūrisms).
- Āzijas reģions ir risks gan slimību, gan nelegālās migrācijas, gan narkotiku tirdzniecības jomā. Latvija var tik izmantota kā vārti uz Eiropu.
- Trūkst tiešas aviosatiksmes starp Latviju un Āzijas valstīm. Japānas čarterreisa iedibināšana Latvijā, savukārt, uzskatāma par negatīvu pieredzi, jo nauda ieguldīta bez paredzamiem pozitīviem rezultātiem. Čarters ir līdzeklis nevis mērķis.

**Ieteikumi**

- EXPO izstāde Šanhajā 2010. gadā kā lielisks veids parādīt valsti. Izstādes sakarā notiek regulāras oficiālas vizītes uz Šanhaju, kurus ieteicams izmantot kontaktu veidošanai; tūrisma semināra norise.
- Resursu ierobežotības dēļ valstij un TAVAi nebūtu jāiesaistās Ķīnas un Indijas tūristu piesaistē. Nepieciešamās investīcijas nav tā vērtas, vispirmie nepieciešams pievērsties tuvējiem tirgiem.
- Jāizmanto sadraudzības pilsētas radītās iespējas: Rīga-Sudžou, Rīga-Pekina.
- Sadarbības veicināšana valstiskā līmenī, kas novestu pie oficiāli atbalstītām ekskursijām uz Latviju.
Sadarbība ar CBR:

Ieteikumi

- Nepieciešama kopīga Baltijas jūras reģiona stāsta/tēla veidošana, sadarbībā ar citām CBR pilsētām. Sadarbība ar Somiju un Zvejāriju reti tiek realizēta, jo valsts atšķir dažāda mēroga pieejamie finansu līdzekļi.

- Nepieciešams ņemt par piemēru Somiju, kas ir līdzīga valsts Latvijai. Pirms tiek popularizēts Latvijas valsts tēls, jānoskaidro cik nozīmīgs Ķīnas tūrists ir somiem, cik liels skaits Ķīnas iedzīvotāju ir „ceļot- un tērētspējīgi.“
Difei Žu, Tūroperātora „Via Hansa“ pārdošanas vadītājs

Latvijas – Ķīnas tūrisma attiecības


Izaicinājumi

- Baltijas valstis Ķīnā nav populāras, nereti asociējas ar PSRS republikām.
- Līdz šim starp Ķīnu un Latviju nav notikusi liela mēroga valstiska un nevalstiska sadarbība vai informācijas apmaiņa.
- tūrisma sektorā Tūrisma Attīstības valsts aģentūra neīsteno promocijas kampanjas, ir bukletu trūkums, tāpat Latvija nepietiekamā skaitā piedalās tūrisma izstādēs Ķīnā.
- Eksistē spēcīga valoda barjera, tādēļ informāciju nepieciešams piedāvāt ķīniešu valodā.

Ieteikumi

- EXPO izstāde Šanhajā 2010. gadā vērtējama kā laba iespēja prezentēt Latviju vispārējai Ķīnas publikai.
- Lielākā daļa Ķīnas tūristu, kas apmeklē Latviju, dodas arī uz Lietuvu un Igauniju. Trim nacionālajām tūrisma aģentūrām ieteicams sadarboties, kopīgi piedaloties lielākajās tūrisma izstādēs un organizējot kopīgos seminārus, drukājot informatīvus materiālus ķīniešu valodā.
Tāpat nepieciešams apsvērt Baltijas tūrisma informācijas centra izveidi, kas ietvertu visas augšminētās funkcijas un koordinētu nacionālo tūrisma aģentūru darbību.
Ieteicams izvietot reklāmu plašsaziņas līdzekļos.

Olga Bogdanova, Tūrisma aģentūras Irbe speciāliste

Kompānijas raksturojums

Tūrisma aģentūra Irbe ir uzņemusi divas tūristu grupas no Ķīnas un ilgus gadus ir bijusi vadošā turoperatoru grupa tūrēm visās trijās Baltijas valstīs. Ķīnas turoperatori izrādīja interesī sadarboties, tika izteikts aicinājums noslēgt savstarptējas sadarbības līgumus.

Tūrisma aģentūra Irbe savas darbības laikā ir vērsies pie Tūrisma Attīstības valsts aģentūras ar lūgumu finansiāli atbalstīt tūrisma aģentūras aktivitātes Ķīnas tirgus piesaistīšanā, taču ir saņēmusi atteikumu. Pēc aģentūras pārstāvju domām tieši šī iemesla dēļ jaunus tūristus no Ķīnas uzņemt nav iespējams.

Izaicinājumi

- Pārstāvniecību trūkums Ķīnas pilsētās.
- Augstās vīzu izmaksas.
Igors Tipāns, Rīgas Tehniskās Universitātes Ārzemju studentu departamenta vadītājs

Departamenta, RTU studiju programmu raksturojums


RTU piedāvā apgūt bakalaura un maģistra inženierzinātņu un sociālo zinātņu studiju programmas angļu valodā. Piedāvātās studiju programmas ir identiskas latviešu valodā realizētajām akreditētām studiju programmām. Pieejamās studiju programmas:

- Transports (B, M)
- Datorsistēmas (B, M)
- Telekomunikācijas (B, M)
- Ģeodēzija un kartogrāfija (B, M)
- Elektrotehnoloģiju datorvadība (B, M)
- Informācijas tehnoloģijas (B, M)
- Ražošanas tehnoloģijas (B, M)
- Vides zinātne (M)
- Uzņēmējdarbība un vadīšana (B)

Pieņemtie apzīmējumi:
B - bakalaura akadēmiskās studijas
M - maģistra akadēmiskās studijas

Ērvalstu studentu piesaiste

1) Noslēgti sadarbības līgumi ar universitātēm – tiek realizēta studentu apmaiņa.

18 Avots: www.rtu.lv
2) Maksas studenti tiek piesaistīti ar izglītības aģentūru palīdzību.

3) Rīgas Tehniskās Universitātes mājas lapa


Pēc programmu skaita angļu valodā RTU ir vadošā loma Baltijā: bakalaura, maģistra un doktora studijas. Katrai RTU fakultātei ir viena programma angļu valodā. RTU mērkīs tuvākajos gados ir dažādot programmu skaitu. Āzijas studenti nereti vēlas pilnu apmācības ciklu – iegūt gan bakalaura, gan maģistra grādu, nereti arī doktora grādu.

Populārākās programmas: Telekomunikāciju fakultāte, Zinātņu IT fakultāte, Transporta un Mašīnzinātību fakultāte, Inženieriekonomikas un Vadošās fakultāte.

Izaicinājumi:

- Latvijas neatpazīstamība Āzijā
- Apgrūtināta iebraukšana valstī augsto birokrātisko prasību dēļ. Pieteikšanās procesa gaitā nepieciešams divas reizes doties uz Latvijas vēstniecību, kuras bieži vien atrodas kaimiņvalstīs. Nereti iebraukšanas vīza tiek atteikta, kaut arī studentis uzņemts un viņam piešķirta uzturēšanās atļauja. Tiek zaudēti daudzi studenti – ap 100 000 latu zaudējumu gadā. Saņemto mācību maksu bija nepieciešams atgriezt.

Ieteikumi:

- Vieslekcijas: Ne tikai piesaistīt vieslektorus, bet arī atbalstīt latviešu pasniedzēju viesošanos ārvalstīs. Ar Āzijas valstīm šāda veida sadarbība praktiski nenotiek. Šī ir laba iespēja kā popularizēt augstskolu.
Organizēt vispārējus iestājeksāmenus Latvijas augstskolās pirms studentu iebrukšanas Latvijā. Tas mazinātu nelegālo imigrāntu ieplūšanas risku.

Rīgas kā studentiem draudzīgas pilsētas veidošana:

- Naidīga attieksme pret cittautiešiem pilsētā, rasistiski uzbrukumi, studentu apkrāpšana izklaides vietās

- Ne tikai ES bet arī RD finansēti pasākumi – lai rastu vietas, kur studentiem pulcēties un nebūtu nepieciešamības apmeklēt ’bīstamos’ Vecrīgas klubus;

- Reklāmas un informatīvo materiālu pieejamība angļu valodā.

- Nepieciešami plašāki kontakti vietējo augstskolu starpā – lai studentiem būtu iespēja tikties augstskolas kontekstā.

Sadarbība ar CBR

Ieteikumi

- Kopīgu universitāšu programmu veidošana – students katru semestri pavada mācoties citā CBR valstī.
Kaspars Eihmanis, LU Moderno Valodu fakultāte, kīniešu valodas lektors, Āzijas zinātniskā institūta biedrs

Sinoloģijas studiju programmas raksturojums

- Sākotnēji: elitāra programma ar nelielu studētāju skaitu.

Izaicinājumi

- Augsta studiju maksa Ķīnas studentu piesaistīšanai studijām LU. Cena, Eiropas un Skandināvijas kontekstā ir nekonkurētspējīga; Eiropa Ķīnietim šķiet vienveidīga kultūras ziņā, līdz ar to labklājības līmenis valstī ārēji noteicošs faktors.

- Trūkst mācību programmu angļu valodā. LU neapsver pārveidošanu uz docēšanu angļu valodā, jo svarīgs ir nacionālās valodas jautājums. Nenoliedzami, starptautisko prestižu palīcināt angļu valodas īpatsvars (tādās kā biznesa administrācija un ekonomika).

- Neadekvāti stingri imigrācijas likumi. Latvijas Imigrācijas Dienesta likumi padara īrašanos un uzturēšanos Ķīnā ātri sarežģītu.

- Komplicēta LU birokrātiskā sistēma. Papīru un prasību gūšma palielinās ar iespēju ES, kas sarežģīt sadarbību.

- 2008/09. Mācību gadā jā gadā vieslektoru skaits no Latvijas puses tika samazināts no 3 uz 2 finanšu trūkuma dēļ. Programma manām zaudē savu kvalitatīvi, jo labām
ķīniešu valodas zināšanām nepieciešami Ķīnas profesori. Vieslektoru algas apmaksā Ķīnas valdība, bet Latvijai jāmaksā par uzturēšanos. Lai arī šobrīd dzīvesvietu izmaksas ir kļuvušas lētākas, tomēr lētas dzīvesvietas nav iespējams noorganizēt nesakārtotās LU birokrātiskās sistēmas un universitātes juristu kompetences trūkuma dēļ.

- Studenti pēc studiju beigšanas darbojas citā sfērā vai dodas uz Āziju un neatgriežas atpakaļ Latvijā.
- LU Āzijas Zinātniskā institūta pētnieki nodarbojas ar „klasiskām” tēmām kā valodniecība, reliģijas vēsture un filozofija. Netiek pētīta ekonomika un aktuālākas tēmas.

Ieteikumi

- Vēršanās pēc finansiālas palīdzības pie privātpersonām vai pie Ķīnas Tautas Republikas valdības lai nodrošinātu vieslektoru uzturēšanās izmaksu segšanu.
- Palielināt iespējas studentiem palikt akadēmiskajā vidē, radot Doktorantūras programmu. Citos gadījumos nepieciešama arī paralēla profesijas apguve, kur izmantot LU piedāvātās akadēmiskās zināšanas.
- Latvijas pozicijas valdībai kā Āzijas reģiona pētniecības centru Baltijas valstīs.
- Iespēju izmantošana, ko sniedz noslēgtais līgums par Āzijas pētnieciskā centra izveidi jaunajā LNB būvē.
Kārlis Krēsliņš, Rīgas Ekonomikas augstskolas Executive MBA direktors

Rīgas Ekonomikas augstskolas darbības raksturojums

- Ievērojama augstskolas reputācija, augstas vietās starptautisko reitingu tabulās.
- Relatīvi zemas studiju un dzīvošanas izmaksas, attiecība kvalitāte/cena (Rīgā lētāk nekā Stokholmā, vai, piemēram, Pēterburgā).
- Izdevīgais Rīgas geogrāfiskais novietojums Baltijas jūras jūras regionā.

Mācību braucienus uz Ķīnu: Augstskolā tiek realizēti mācību braucieni uz Honkongu (Honkong City University), kuru ietvaros tiek popularizēta Rīgas Ekonomikas augstskola. Ar studentu palīdzību programma tiek prezentēta caur neformāliem kanāliem: lekcijas, uzņēmumu apmeklējums, sociālā tīkla veidošana.

Braucienā gaitā studenti iegūst informāciju par to kā uzsākt uzņēmējdarbību Ķīnā, kādas ir biznesa tradīcijas, vides politika. Sadarbības rezultātā Latvijā viesojas arī vieslektori no Ķīnas.

Izsaicinājumi

- Studiju maksa, kas ieviesta 2008/09. studiju gadā pieaugošo augstskolas izmaksu dēļ.
- Grūti nokārtojami iestājeksāmeni.
- Šobrīd Rīgas Ekonomikas augstskolā nav studentu no Ķīnas un Indijas. Tam par iemeslu visbiežāk ir vājas Āzijas studentu (it sevišķi Ķīnas studentu) angļu valodas zināšanas, līdz ar to matrikulanta neatbilstība augstskolas uzņemšanas standartiem.
  Līdz ar to, ik gadu augstskola noraida lielu skaitu pieteikumuno Indijas un Pakistānas studentiem.
- Iestāšanos augstskolā nereti izmanto, lai nelegāli nokļūtu Eiropā.

Sadarbība ar CBR

Augstskolas īpašais statuss: Vadošais institūts Stokholmā; Rīgā – 51% Stokholmas skolai, 49% Izglītības un Zinātnes ministrijai.

Ieteikumi

- Organizēt kopīgas Baltijas un CBR valstu universitāšu vasaras skolas, kurās piesaistīt Āzijas studentus no Somijas, Zviedrijas un Pēterburgas.
Imants Bergs, Biznesa augstskolas Turība (BAT), studiju attīstības un starptautiskās sadarbības prorektors

Sadarbība ar Ķīnu

Galvenie iemesli BAT popularizēšanai Ķīnā:

- augstskolas vides internacionalizēšana.
- latviešu studētāju skaitīšana skaitīšana. Ārvalstu studentu piesaistīšana nozīmē finansiālu ieguvumu.
- Ķīna - liels, nepiesātināts tirgus.

Popularizēšanas veidi

- Dalība izglītības izstādēs;
- Kontaktu dibināšana uzņēmumiem, kas nodarbojas ar informācijas par studiju iespējām Ārvalstīs izplatīšanu. Process ir ilglaicīgs, tādēļ, nepieciešams personīks kontakts.
- Āzijas žurnālistu informēšana, publikācijas presē par studiju iespējām Latvijā.

Sadarbība ar CBR

Nepieciešams realizēt pieredzes apmaiņu ar Igauniju, jo viņi izglītības vides internacionalizēšanā ir soli priekšā Latvijai.

Izaicinājumi

- Ķīnieši kopumā raksturojami kā nācija, kas grūti integrējas. Finansiālu apsvērumu dēļ nav iespējas ieviest latviešu valodas mācību programmu.
- Nereti studentiem ir grūtības sasniegt nepieciešamo angļu valodas līmeni, tāpēc ir iespējams papildus angļu valodas kursi.
- Trūkst kopīgas valsts programmas kā virzīt augstskolas uz Ārvalstīs.
Negatīvs valsts tēls. Izglītība ir produkts, kuram svarīga ir asociācija ar „ražotājvalstī”.

Trūkst Latvijas pārstāvniecību Āzijā, sarežģījumi ar dokumentiem.

Ieteikumi

Rīgas vide, faktori, kas jāuzlabo:

• attieksme pret 'citādo', t.i. (tolerance pret Āzijas studentiem).
• drošības aspekts pilsētā.
• intelektuālas un saturīgas izklaides iespējas.
• studentu nodarbinātības iespējas vasaras sezonā.
Intervija ar Biznesa Augstskolas Turība studentu no Ķīnas (anonīms)

2008. gada rudens semestrī kopumā 10 studenti no Ķīnas uzsāka studijas Biznesa augstskolas Turība Starptautiskās tūrisma fakultātes profesionālā bakalaura studiju programmā Tūrisma un viensmīlības nozares uzņēmuma vadība. Ķīnā pēdējo gadu laikā strauji attīstījusies tūrisma nozare, līdz ar to izglītoti nozares profesionāļi nepieciešami arvien vairāk.


3 pozitīvi faktori ārvalstu studentu piesaistīšanai BAT:

- Iegūta starptautiska programmas akreditācija;
- Tiek nodrošinātas kvalitatīvas studijas angļu valodā;
- Laba cenas un kvalitātes attiecība

Ķīnā piedāvātā informācija par studijām BAT Latvijā

Informāciju par studijām BAT students ieguvis caur izglītības aģentūru, kas piedāvā studēt ārvalstī. Pēc drauga ieteikuma devies uz Eiropu un izvēlējies Latviju, jo „visas valstis Eiropā ir gandrīz vienādas”. Par Latviju iepriekš nebijā dzirdējis, braucot uz Latviju ievācis informāciju internetā. Pēc studenta domām šobrīd Latvijas vārds pasaulē un arī Ķīnā ir dzirdams vairāk, tā klūst par atpazīstamu valsti, īpaši biznesa vides ziņā.

Vispārējs situācijas raksturojums

19 Avots: www.turiba.lv

Dzīves apstākļi


Izaicinājumi

- Students nespēj nodrošināt sev iztiku, kas ir galvenais riska faktors, lai students mācību pamešanai. Periodiski strādājies ķīniešu restorānos, taču to ir salīdzinoši maz. Neprot latviešu valodu un tirgū nav pieprasīts.

- Dzīve ārpus augstskolas
  

  o Trūkst informācijas par laika pavadīšanas iespējām tieši studentiem, iespējām nonākt kontaktā ar citu augstskolu studentiem. Izklaides vietas neapmeklē, jo nejūtas droši. BAT Starptautiskā daļa sniedz personīgu atbalstu studentam, palīdz gan ar praktikas, gan emocionālas dabas jautājumiem.
Kristofors Vanuška, SIA „Collegium Optima“ direktors

SIA Collegium Optima raksturojums


Sadarbība ar Ķīnu

Kompānijas vēršas pie Collegium Optima, lai lūgušu palīdzību un ekspertīzi par to, kā pārvest preces uz/no Ķīnu – pārvarā no Ķīnas. Importa-eksporta konsultāciju attiecība uzņēmumam ir vidēji 90-10%. Šobrīd uzņēmums sāk koncentrēties uz Irānas tirgu, kas piedāvā lielākas ekspordas iespējas .

Interesants konteksts: Ķīna sāk pārcelt savas rūpnīcas uz mazāk attīstītām Āzijas valstīm, tādām kā Malaiziju.

Kompānija Grindex jau darbojas Vjetnamā, eksportē preparātu Mildronāts. Šobrīd tas oficiāli reģistrējas Ķīnā, bet farmācijai šis process ir sarežģīts.

Sadarbība ar CBR

Uzpēmējs uzskata, ka ziemeļvalstis kā Zviedrija un Somija intensīvāk iesaistās uzņēmumu atbalstīšanā Ķīnā gan valsts, gan pašvaldību līmenī. Piemēram, ziemeļvalstu uzņēmumi reģistrējas Ķīnā ar valsts atbalstu (6-8000 USD). Šādu praksi uznēmējs iesaka pārņemt arī Latvijā.

Izaicinājumi

- Lai dotos uz Ķīnu, Latvijas uznēmējiem nepieciešams sadarboties. Vietēja sadarbība diemžēl nevedas

Ieteikumi

20 Avots: www.collegiumoptima.lv
Ķīna ir pievilcīgs partneris arī krīzes laikā lielā patērētāju skaita dēļ.

Valsts līmenī delegēt un atbalstīt nelielu skaitu Latvijas uzņēmumu, lai iekarotu Ķīnas tirgu (Ekonomikas Ministrija). Šī ir iespēja krīzes laikā, kad vietējais tirgus zaudē pircējus.

Izmantot iespēju, ko piedāvā Latvijas dalība EXPO Šanhajā. Valsts jāprezentē kā biznesa ideja, produkts ar „cenas zīmi”.

Kontaktu veidošanā nepieciešams ķīniešu valodas un kultūras eksperti. Valoda ir viens no svarīgākajiem faktoriem, lai dibinātu kontaktus ar Ķīnu.

Produkti, ko var importēt uz Ķīnu: piena produkti, ievārījums, medus.

Sadarbībai nepieciešami ķīniešu valodas un kultūras eksperti. Valoda ir viens no svarīgākajiem faktoriem, lai dibinātu kontaktus ar Ķīnu.
Edgars Vizmanis, ķīniešu restorāna „Honkonga“ līdzīpašnieks

Situācijas apraksts: Sadarbība ar Ķīnu


Restorānam nepieciešamie ķīniešu izcelsmes pavāri tiek atrasti ar personisku kontaktu palīdzību, jo nepieciešami ķīniešu pavāri ar attiecīgu kvalifikāciju. Šobrīd restorānā strādā 2 ķīniešu pavāri. Latvijā studējošie Ķīnas studenti nav piemērots darbaspēks, jo viņiem trūkst nepieciešamā kvalifikācija kulinārijā, turklāt viņus nav iespējams nodarbināt pilna laika noslodzē.

Izaicinājumi

- ķīniešu izcelsmes darbnieku nevēlēšanās mācīties latviešu valodu, biežāk mācās krievu valodu.

- Grūtības iejusties, nereti darbs tiek pamests, lai atgrieztos dzimtenē.

- Sarežģījumi ar darba atļauju, iebrukašanas vīzu. Liela nozīme ir personiskiem kontaktiem un ‚draudzīgas attieksmes‘ nodarbinātības Valsts Aģentūrā. Lesniegtos dokumentus nereti atgriež bez paskaidrojumiem, līdz ar to ir grūtības to uzlabot un panākt darbinieku uzturēšanās atļaujas iegūšanu. Atsevišķos gadījumos tas ir paimījušies nodarbinātības atļaujas iegūšanas procesu līdz pat pusotram gadam.

- Vājš Latvijas Tirgotāju Asociācijas atbalsts starptautiskās nodarbinātības jautājumu risināšanā.

Ieteikumi

- Ar investoru un Rīgas pilsētas atbalstu Mežaparkā veidot orientālu atpūtas centru: augstas klasēs ķīniešu restorāns, mākslas galerija. Iespēja piesaistīt arī Eiropas tūristus, skandināvus.
Ieva Stumpe, „Latvijas Investīciju Attīstības Aģentūra“ (LIAA)

Situācijas apraksts


Sadarbība ar Ķīnu

- Gadījumos, kad atsevišķam uzņēmējam ir interese par Ķīnas tirgu, LIAA eksporta veicināšanas departamens izskata iespējamos sadarbības un kontaktu dibināšanas variantus no savas puses, un, pēc iespējas, lūdzu griesies pie Ķīnas vēstniecības. Nereti, atbalsts no atbildīgajām valsts institūcijām ir zems.

- Kā pozitīvu iezīmi LIAA pārstāve atzīmē sadarbību ar Ķīnas vēstniecību organizējot „Ķīnas Ekonomikas Forum“ Rīgā.

- Tā kā uzņēmēji vairāk strādā pie tā, lai pārliecinātu potenciālos sadarbības partnerus no Ķīnas par savu produktu kvalitāti, Latvijas tēla atpazīstamības veicināšanas jautājums paliek valsts institūciju ziņā. Valsts atpazīstamība tiek izcelta kā nozīmīga problēma, jo Ķīnas uzņēmēji par Latviju joprojām zināt ļoti maz.

Sadarbība ar CBR

- Ārlietu Aģentūras kompetences ietvaros tiek veidota sadarbība ar EM, kas tālāk veido attiecības un sadarbību starpvalstu līmenī (Igaunija, Zviedrija, Somija)
Izaicinājumi

- LIAA apstiprināja, ka daudziem Ķīnas uzņēmējiem ir grūti saņemt uzturēšanās atļauju.
- Līdzīga situācija ir arī ar Latvijas uzņēmumiem - biznesa vīzu saņemšanas grūtības bieži vien apgrūtina uzņēmēju nokļūšanu Ķīnā.
- Nereti Latvijas uzņēmējiem pastāv grūtības uzsākt biznesu Ķīnā, jo uzņēmumiem trūkst zinšanas un pieredze par preču/pakalpojumu pozicionēšanu Ķīnā, jeb t.s mārketinga jautājums. Aģentūras kompetences ietvaros neietilpst uzņemēju konsultēšana mārketinga jautājumos.
- Kā vienīgo iestādi, pie kuras uzņēmējiem griezties, ja ir jautājumi par Ķīnas tirgu, LIAA norāda Ķīnas vēstniecību, ar kuru līdz šim izveidojusies laba sadarbība.
Zhai Jianguo, Ķīnas Tautas Republikas Vēstniecība Latvijā, Tirdzniecības un Rūpniecības Kamera (The Commercial Office of Chinese Embassy in Latvia), 1. Sekretārs

Zhang Tingzhou, Ķīnas Tautas Republikas Vēstniecība Latvijā, Tirdzniecības un Rūpniecības Kamera, Ekonomikas un Komercīlietu Padomnieks

Situācijas apraksts

Rīgā jau vairākus gadus atvērta un darbojas ĶTR rūpniecības tirdzniecības kamera, pārstāvot Ķīnas uzņēmumu intereses Baltijā. Rīga tika izvēlēta, jo atrodas stratēģiski labā pozīcijā. Kamera atbalsta Baltijas uzņēmēji iegūšanu Ķīnas tirgū un uzņēmējdarbības sakaru veicināšanu.

Uzņēmējdarbības jomā kā viens no svarīgākajiem priekšpiedāvumiem nozares attīstībai, ir regulāra Latvijas uzņēmēji (tai skaitā Augstskolu un Univeristāšu) darbība Āzijas izstādēs, biznesa forumos. Tas ir veids kā veidot un veicināt Latvijas tēla atpazīstamību un, līdz ar to, Āzijas uzņēmēji interesi par Latviju, Rīgu.

Sadarbība ar CBR


Sadarbības jomas

Kā norādīja pārstāvis, Latvijai ir savas priekšrocības, kas varētu interesēt Ķīnas uzņēmējus. Ķīnā lielā cieņā ir Eiropas markas lauksaimniecības produkti, kas patreiz gan netiek eksportēti, bet varētu radīt ievērojamu interesi. Patreiz sadarbība notiek kokrūpniecībā, pievadķēžu, mašīnbūves, kā arī atsevišķos pārtikas ražošanas segmentos un zivsaimniecībā.
Otrs svarīgs priekšnosacījums veiksmēgai biznesa uzsākšanai Ķīnas tirgū, ir piedāvāt kāiniešiem atraktīvu produktu, - saskaņā ar Ķīnas produktu un pakalpojumu mārketinga principiem, jo kopumā Ķīnas tirgus ir atvērts Eiropas uzņēmējiem.

Ķīnas pārstāvis norādīja arī uz vīzu problēmu, kas apgrūtina uzņēmēju nokļūšanu Latvijā, šīs problēmas risināšanā varētu iesaistīties RD.

Viens no veidiem, kā veicināt starpvalstu sadarbību, ir slēgt starpvalstu līgumus.

Ieteikumi

- Nepieciešams turpināt līdzšinējo sadarbību ar sadraudzības pilsētām Sudžou un Pekinu; Jāveicina sadarbība pašvaldību starpā, ņemot dalību izstādēs uzņēmējdarbības jomā; Iespējams apsvērt popularizēt līdzšinējos labās prakses piemērus: „Double Coffee (frančīzes atvēršana)” un „Stendera Ziepju Fabrikas“filiāļu (19 veikali Ķīņa) atvēršanu, popularizējot Kīņu kā augošu un saistošu tirgu Latvijas uzņēmumiem

- Tūrisma jomā nepieciešam sadarbība ar lielākajiem CBR tūroperātoriem, kas jau patreiz apkalpo lielu skaitu Ķīnas tūristu, kas ierodas CBR caur Somiju vai Sanktpeterburgu.

- Ķīnas tūristiem līdz šim saistošs ir Vecrīgas arhitektūras apskates piedāvājums un Jūrmala vasaras sezonā. Ķīnas tūristiem būtu saistoši arī specifisku patēriņa un izklaides vietu organizēšana.
Situācijas apraksts


Ieteikumi

- Lai palielinātu Ķīniešu tūristu plūsmu, javeido piedāvājuma pakete Ķīniešu tūristiem, (ķīniešu valodas apguve, viesnīcu piedāvajums, Ķīniešu restorānu atvēršana).
- Jābūt institucionālam atbalstam gan no Rīgas domes, gan no valsts, lai attīstītu tūrisma nozari kopumā, un izstrādātu mārketinga koncepciju, kas būtu vērsta uz Āzijas tirgu un Āzijas tūristu piesaisti.
- Nepieciešams veicināt ciešu starppilsētu sadarbība tūrisma uzņēmējdarbības līmenī ar citām Baltijas reģiona valstīm, jo Āzijas tūrists raugās uz CBR kā vienotu apmeklējuma vietu; turklāt nonākšana Baltijas reģionā notiek caur kaimiņvalstīm, nevis Latviju.
- Ņemot vērā valsts lomu Ķīnas attīstībā, nepieciešams veicināt arī valstiska līmeņa sadarbību.
WP 4 Researcher profiles

**Viesturs Celmins**

Viesturs Celmins is a researcher and a lecturer in field of urban development, policy evaluation and strategic planning. Viesturs is a co-author and project coordinator of Latvia's Sustainable Development Strategy 2030 and several other strategic planning documents for both governmental and business institutions. He is a lecturer at the Stradins University Riga, and the faculty of Architecture and Urban planning, Riga Technical University. As a Fulbright scholar Viesturs received an MA in Urban Sociology at the New School For Social Research (NY, USA) and is currently reading towards Ph.D at the Department of Social Anthropology, University of Cambridge.

**Emils Rode**

Emils Rode is a specialist in strategy, design, and innovation who has consulted companies, government ministries and municipalities. Emils was involved in developing Latvian national design strategy as a member of team led by the design consultant Dr Per Mollerup.

Emils received MBA degree from Goizueta Business School at Emory University in Atlanta, USA as a Fulbright Scholar. His prior work experience includes a period with the Boston Consulting Group.

Emils Rode has recently joined the Economic Competitiveness post-graduate school at the University of Latvia.

**Sandris Murins**

Sandris Murins is a researcher and lecturer in the field on creativity, innovation and sustainable development. Sandris was involved in developing Latvia’s Sustainable Development strategy 2030 as member of team led by Roberts Ķīlis.

He has inter-disciplinary educational background. He received a MA in Sociology from University of Latvia, and two BA degrees in economics and business administration from SSE Riga and in communication science from University of Latvia. Now he studies sociology in a PhD program at University of Latvia.
His prior work experience includes participation in more than 15 research projects and 3 scientific publications. He has lectured courses on innovation and creativity at both SSE Riga and University of Latvia. Sandris has been active in the domain of public sociology, by working on publications in mass media for use of general audience and has been active participant working in various NGO’s settings, e.g. Ideju Talka and Lielie.lv.

Anna Kukoja

Anna Kukoja is a media and communication expert specialized in interculturality and foreign affairs. She has coordinated research for the Language Academy in Maastricht on cooperation of Euroregions and has been involved in development of communication plans for various international enterprises. She has recently completed a research project at Stockholm University on the use of new media by European diasporas.

In spring 2010 Anna Kukoja will receive her MA degree in Media and Communication Research from Stockholm University, Sweden. She received her BA degree in European Studies from Maastricht Zuyd University, the Netherlands.
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