



Clothing design Mareunrol's

Economics – Export

GRINDEKS

Founded in 1946, Grindeks is the leading pharmaceutical company in the Baltic States. It produces an extensive range of original products such as Mildronāts® and Ftorafur®, as well as over a hundred generics and active pharmaceutical ingredients for consumers in Latvia and 40 other countries.

CLOTHING DESIGN

We are proud of cool linen (AnnaLed, Laima Kaugure, Natalija Jansone), daring fantasy (Mareunrol's, Kate and brand 030470), pret-a-porter quality items (Alyona Bauska from QooQoo) and even a social design brand MAMMU which collaborates with young mothers in creating unique linen, jersey and silk scarves. Everyday fashion (Zib, Tundra and One Wolf), recycled fashion (recycled.lv) and the first designer shoe label in the Baltics, Zofa, follows suit.

INFOGR.AM

Uldis Leiterts, Raimonds Kaže and Alise Semjonova have visualized communication to a new level using Infogr.am – the simplest application for creating infographics. Infogr.am hosted eight million unique monthly visitors in its first year and has been used by the Wall Street Journal, Human Rights Watch, MIT, Stanford and others. Infogr.am, the founding member of TechHub Riga, raised 1.34 million euros from Europe's biggest IT investors: London's Connect Ventures and Berlin's Point Nine Capital.

Science

IVARS KALVIŅŠ (1947)

The director of Latvian Institute of Organic Synthesis created Mildronāts®, a cardiovascular disease treatment

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

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reducing cardiac energy consumption. The drug's effectiveness in treatments has earned the recognition of medical professionals and patients in 14 countries.

QUANTUM COMPUTING

A member of the Europe Scientific Academy, professor Rūsiņš Mārtiņš Freivalds (1942), founded the Latvian scientific school of quantum computing. His student Andris Ambainis (1975) has become a top tier researcher in quantum computing, too. Ambainis, the youngest academician in the history of the Latvian Academy of Sciences, was accepted into the Princeton Research Center unconditionally, owing to his excellent test scores.

CARDIOLOGY

Latvian cardiologists are at the forefront of research and practice. The leading cardiologist Andrejs Ērglis (1964) is Head of the Latvian Cardiology Center at Pauls Stradiņš Clinical University Hospital. His main field of study is the development of new percutaneous coronary intervention procedures for patients with artery diseases.

AMBER FILAMENTS

Inga Ļašenko, a scientist in the Biomaterials and Biomechanics Institute of Riga Technical University, has developed antibacterial and antiperspirant textiles, including hosiery with silver filaments to prevent and treat varicose veins. Ļašenko currently researches the medical use of amber filaments, such as for implants in the human body. Another development of hers is a line of amber-based natural cosmetics.

VIROTHERAPY

How many of you are able to say osteoreflexotherapy on the first try? It is another Latvian innovation, a medical treatment, invented by Georgs Jankovskis. This method is based upon the discovery that bone nerves are connected with the spinal cord and brain, and that by irritating the receptors of the bones, it is possible to affect other systems and functions of the body. It is used to treat more than 80 diseases. It is also no coincidence that RIGVIR, a medication of virotherapy using viruses to treat malignant tumours, has been named after Riga. It was in Riga, where researchers at the Latvian Institute of Microbiology, led by Aina Muceniece, developed medication that prolongs and improves the quality of life for cancer patients.

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Ilmārs Znotiņš,
Romāns Kokšarovs,
Juris Bērziņš-Soms,
Ingus Bajārs.

Not for sale!

Latvia is Proud of...

People are the greatest treasure of their nations. Latvia is an exceptional example of how great people and great ideas can make a small country very proud. Here is a brief look at what brings out the name of Latvia to the world and makes us proud.



Mezzo-soprano Elina Garanča

Culture

OPERA DIVAS

Endowed with a magnificent mezzo-soprano voice, Elina Garanča (1976) has swiftly become one of the world's brightest opera stars. She has collected several prestigious awards, such as from Echo Klassik and MIDEM, and performed at the world's best operas in New York, Vienna, London and Paris. Kristine Opolais (1979) is yet another Latvian who sings title roles to widespread acclaim at the world's leading opera houses, among other high class singers she is outstanding with her theatrical qualities. Although being unique and unmatched, Garanča and Opolais are just two of the many bright stars in the constellation of Latvian opera singers. Inese Galante, Maija Kovaļevska, Eglīls Siliņš and Aleksandrs Antoņenko are just a few of the Latvians on stages of world-class concert and opera halls.



The Latvian Institute



Conductor Andris Nelsons

CONDUCTORS JANSONS AND NELSONS

Latvian orchestra conductor, obtaining world fame was Mariss Jansons (1943), currently the chief conductor of the Bavarian Radio Symphony Orchestra and chief conductor of the Royal Concertgebouw Orchestra in Amsterdam. Another sought-after maestro is Andris Nelsons (1978) who began his career as a trumpeter in the Latvian National Opera Orchestra, swiftly moving on to conducting the orchestra for several years. Soon after he gained international acclaim, and since 2013 he is the musical director-designate of the Boston Symphony Orchestra and musical director of the City of Birmingham Symphony Orchestra.

COMPOSER ĒRIKS EŠENVALDS (1977)

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

COMPOSER PĒTERIS VASKS (1946)



Composer Pēteris Vasks and pianist Vestards Šimkus

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

CONDUCTOR MĀRIS SIRMAIS (1969)

Māris Sirmāis is one of Latvia's most celebrated con-

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

KRĒMERS AND KREMERATA BALTICA

Gidons Krēmers (1947) is a Latvian violinist, internationally acclaimed for his exceptional interpretative skills. He has appeared on virtually every major concert stage with the most celebrated orchestras of Europe and America. In 1997 he gathered famous musicians of Latvia, Lithuania and Estonia, creating the chamber orchestra *Kremerata Baltica*, which later became prominent in Europe and beyond. The orchestra has played in more than 60 countries and 400 cities with soloists and conductors such as Mischa Maisky, Vladimir Ashkenazy, Sir Simon Rattle, Heinz Holliger and others.



Accordianist Ksenija Sidorova

ACCORDIONIST KSENIJA SIDOROVA (1988)

Ksenija Sidorova has injected accordion music with both quality and modernity, raised its status, and enhanced its popularity within the classical music genre. A number of composers from around the world have created works just for her. Ksenija has two solo albums as well as multiple international prizes.

DIRECTOR ALVIS HERMANIS (1965)

Alvis Hermanis has been the director of Riga's New Theater since 1997 and has produced more than 55 theatre performances and operas, staged throughout Europe. Hermanis takes a documentary approach to theatre - the dramatic material is created together with actors, based on attentive observations of real life situations and human behaviour.



Director Alvis Hermanis



Skyforger

SKYFORGER

Skyforger is a band where interest in Latvian folklore, history and heavy metal come together, resulting in extraordinary music. Their songs are mainly devoted to specific occurrences in Latvian history. Sometimes Skyforger does cover versions of folk songs, at other times - their own compositions with folklore-inspired texts. The band has issued 6 albums so far in countries like Germany, the Netherlands, the US and Brazil. They have toured not only most of Europe, but also North and South America.

FILMMAKER AND THEORIST DĀVIS SĪMANIS (1980)

Davis Sīmanis is a Latvian filmmaker and theorist. He has directed several poetic documentaries and experimental films – *Valkyrie Limited* (2009), *Sounds under the Sun* (2010), *Chronicles of the Last Temple* (2013) and more. His latest work - *Escaping Rīga* - is a cinematic journey, a docu-fiction on two world-class 20th century geniuses, the British philosopher Sir Isaiah Berlin and the Russian film director Sergei Eisenstein, who were born in the city of Rīga around a hundred years ago. Davis Sīmanis is also working on a doctoral thesis presenting history in film.



Olympic champion Māris Štrombergs

Sports

BMX CYCLIST MĀRIS ŠTROMBERGS (1987)

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

MARTINS AND TOMASS DUKURS

Skeleton racer Martins Dukurs (1984) is a two-time silver medalist for Latvia – at the 2010 and 2014 Winter Olympics. Recently named in the Guinness Book of Records for winning four consecutive World Cup Championship titles, Dukurs had a career of 31 World Cup victories by the end of the 2013-2014 season. He is a recipient of Latvia's highest national award, the Order of the Three Stars. Sledding is a family business: his brother Tomass Dukurs is also a skeleton racer, and father Dainis Dukurs is a former bobsledder and coach of the Latvian skeleton team. The Dukuri brothers have also dominated the Olympics: Martins has two Olympic silver medals while Tomass has finished fourth twice.



Skeleton racer Martins Dukurs

ERNESTS GULBIS (1988)

Tennis player Ernests Gulbis' 2007 Grand Slam debut was called a brilliant performance and his playing has continued to dazzle since then. He won his first ATP doubles title at the U.S. Men's Clay Court Championships in 2008 and his first singles title in 2010 at the Delray Beach tournament in Florida. The widely renowned player reached his highest career ranking to date in June 2014. Gulbis advanced to 10th place in the world rankings after a marvellous performance at the Roland Garros-2014 French Open. Gulbis is known for an offensive playing style and drop shots, playing an aggressive game.

AIGARS APINIS (1973)

Aigars Apinis is an outstanding athlete who has a total of seven medals in Paralympic competitions, including the gold he won in shot-put in the London 2012 games, thus beating a World Record set by himself. After suffering a trauma in 1992, he had limited finger movement and no leg function ever since, yet, he won his first medal at the Summer Paralympics in discus throw and shot put already in 2000.



Aigars Apinis