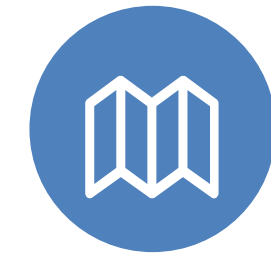


# Entrepreneurship in Zemgale /LATVIA/

ZEMGALE PLANNING REGION, 28/04/2022



# LOCATION



## AREA

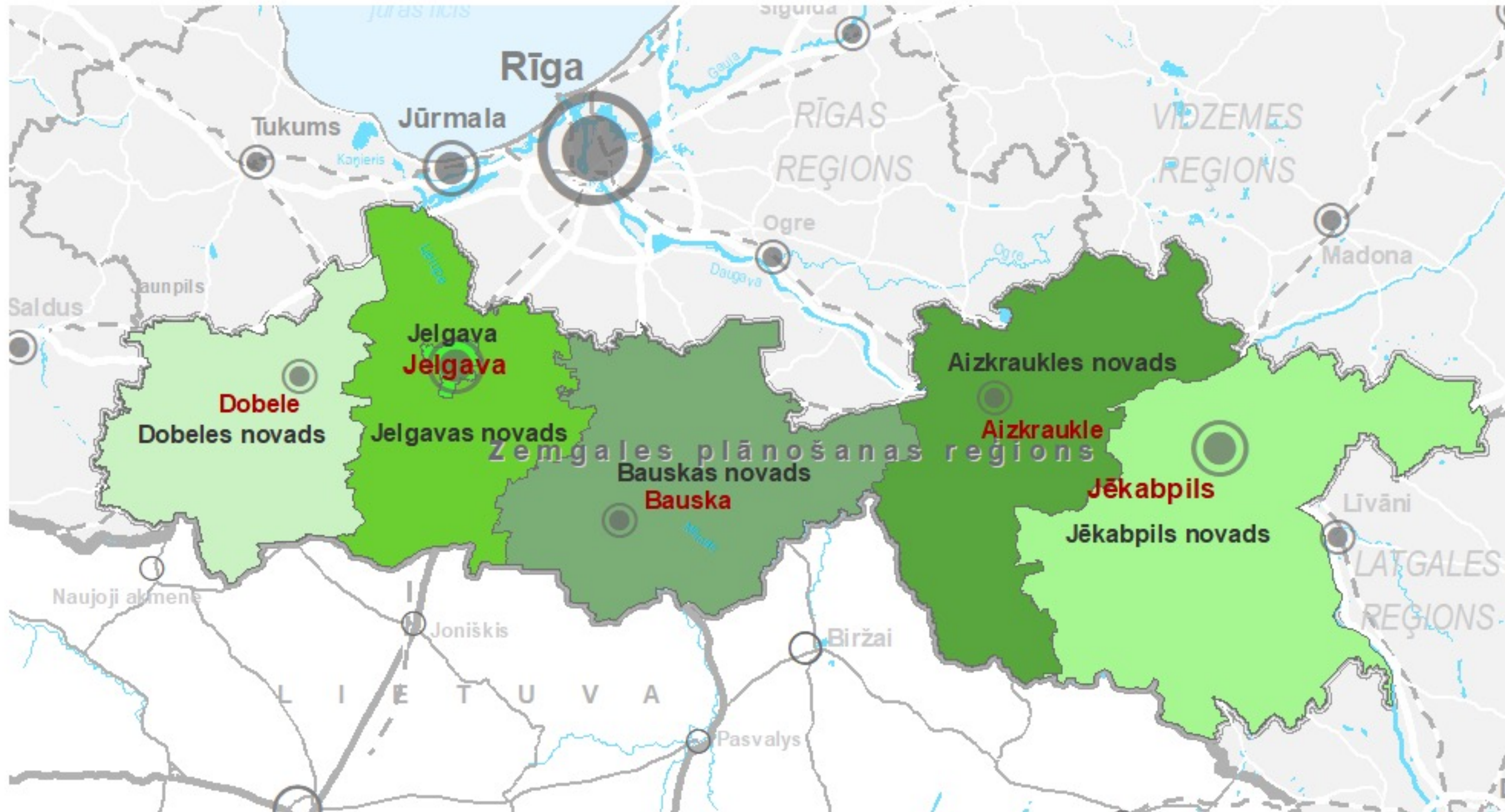
10732 km<sup>2</sup>  
16,6% of total area of Latvia



## POPULATION

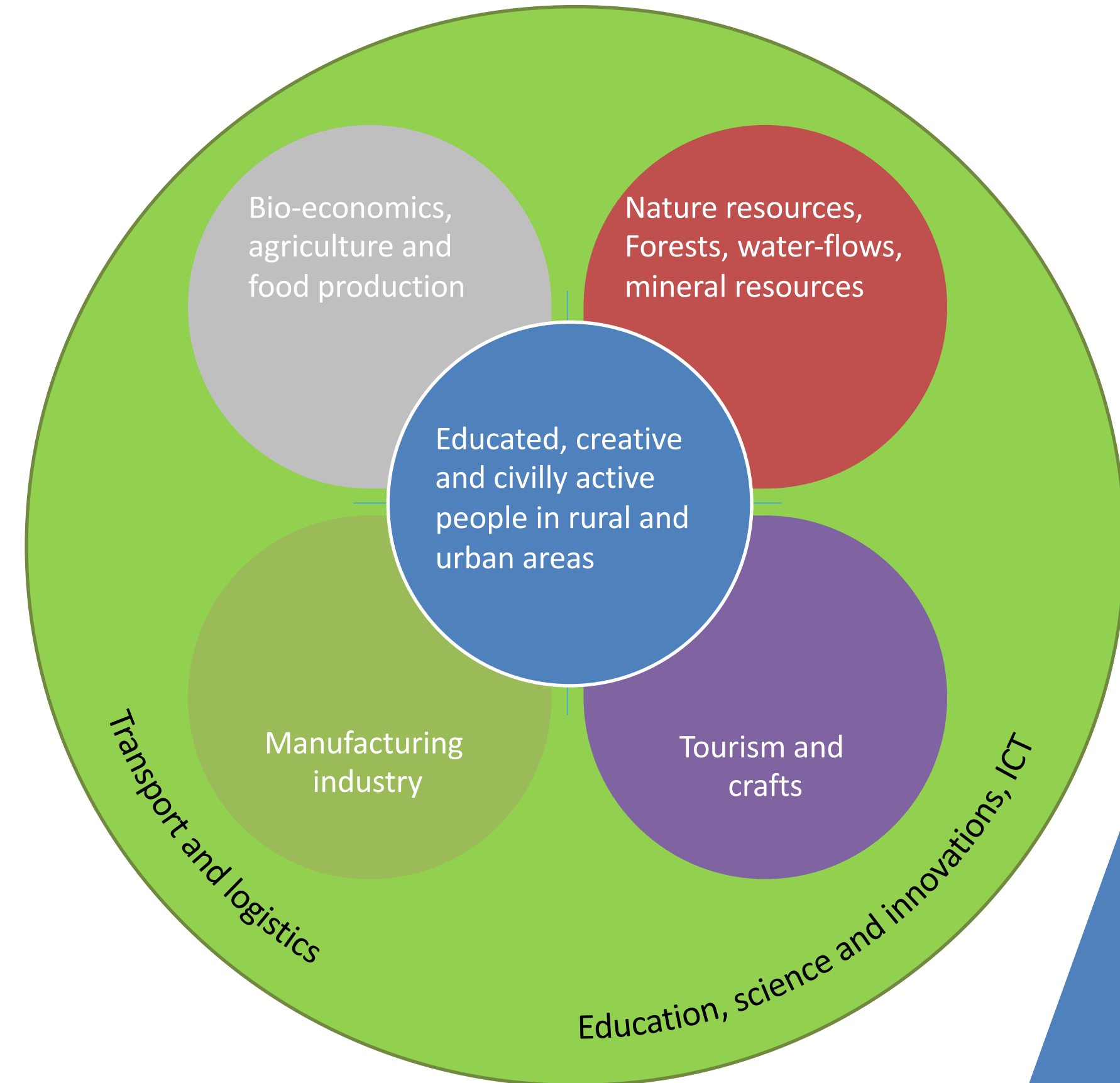
242150  
12.2% of the population

# ZEMGALE PLANNING REGION, LOCAL MUNICIPALITIES



# ECONOMIC PROFILE

Specialisation directions and horizontal areas of Zemgale



1

Bio economics, agriculture and processing of its products

2

Natural resource (forests and minerals) management

3

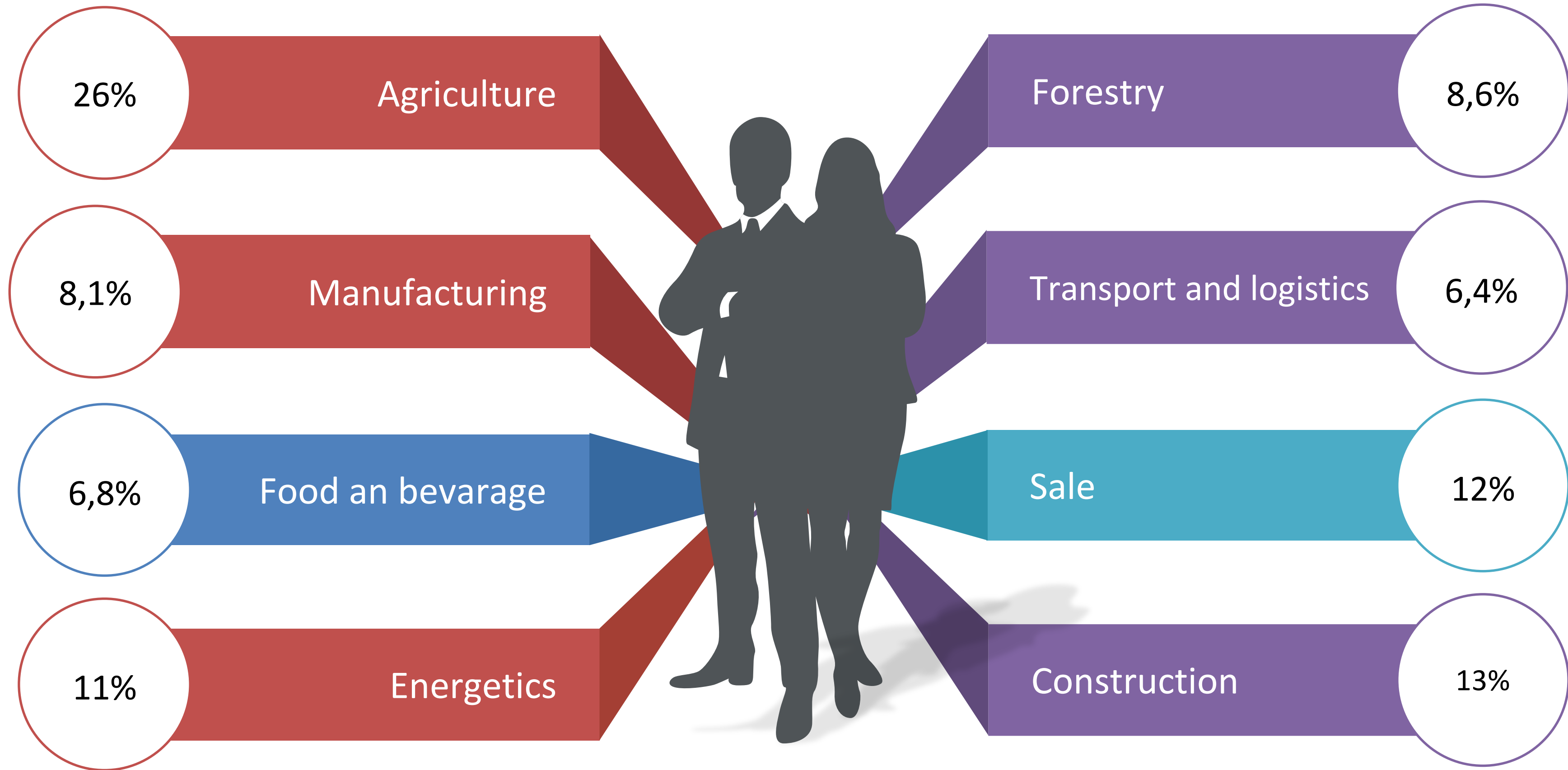
Manufacturin industry as the specialisation of the urban areas

4

Tourism an crafts as the brand of region identity

# SPECTRUM OF ENTREPRENEUR IN ZEMGALE

Net turnover by industries in 2019



# **BUSINESS CENTRE OF ZEMGALE (LATVIA) ROLE IN THE ENTREPRENEURSHIP ENVIRONMENT**

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**ZEMGALE**  
**BUSINESS SUPPORT  
CENTER**

The logo for Zemgale Business Support Center features the word "ZEMGALE" in a large, bold, dark blue sans-serif font. Below it, the words "BUSINESS SUPPORT" and "CENTER" are stacked in a smaller, bold, dark blue sans-serif font. To the right of the text is a vertical bar with a green-to-blue gradient and a white diagonal line.

**Knowledge of the business  
environment  
in Zemgale Planning Region  
and Latvia**

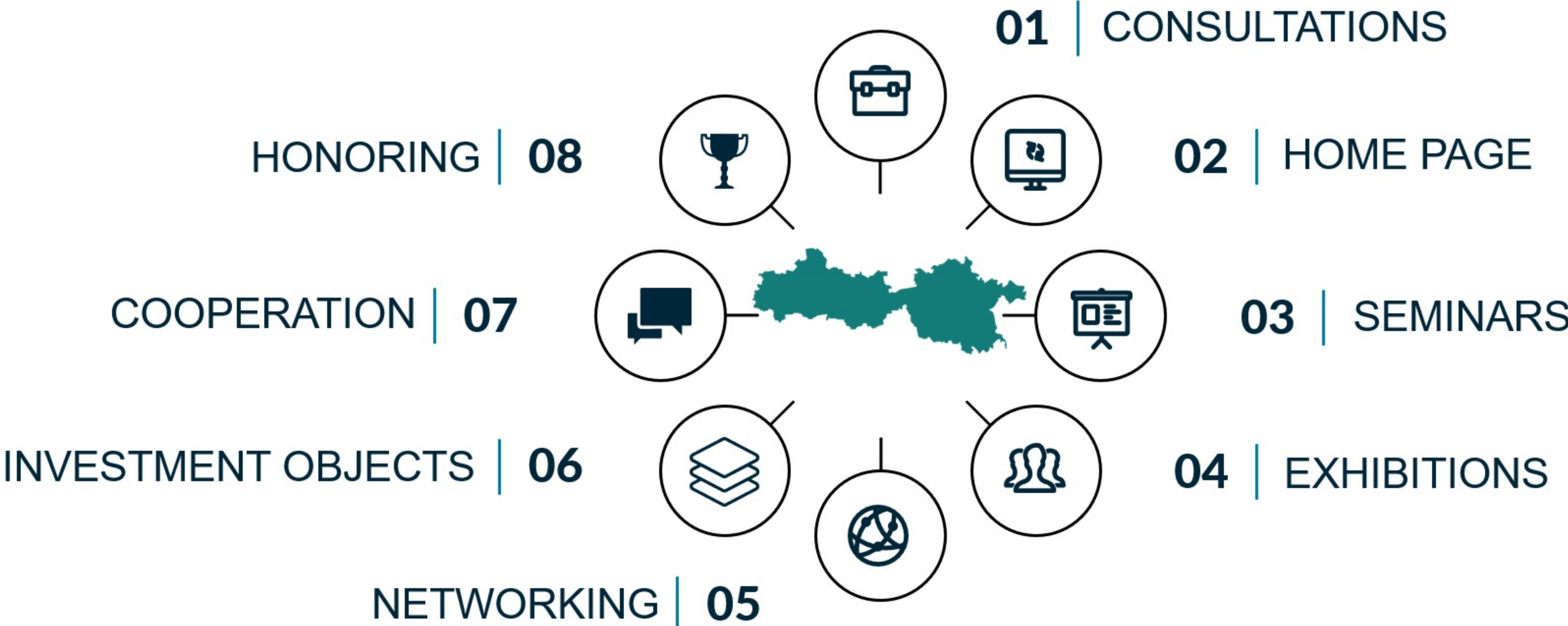


**Provide coordinated  
support of  
Entrepreneurship  
development in the region**



**Plan a business support  
environment  
long-term development**

# MAIN ACTIVITIES



# MARKETING ACTIVITIES

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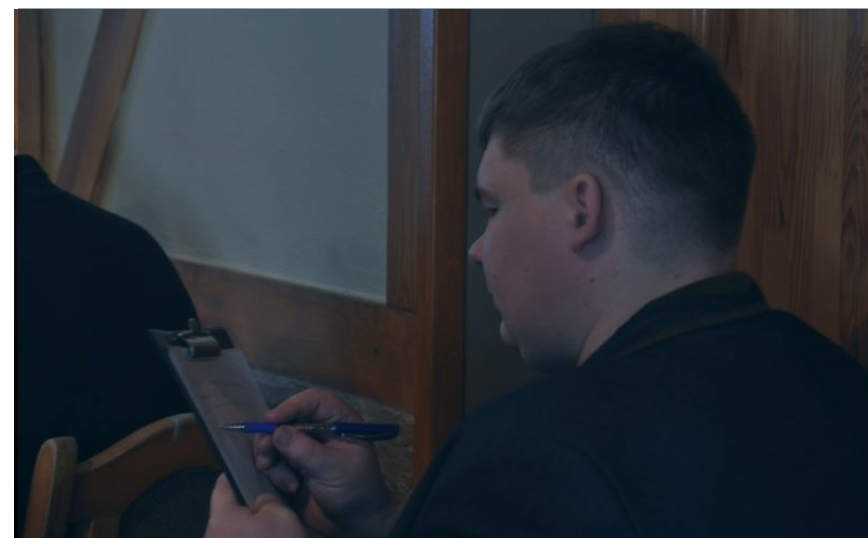
**1** BUSINESS DAYS IN REGION



**2** FAIRS AND EXHIBITIONS



**3** SEMINARS



**4** INTERNATIONAL COOPERATION







# COOPERATION WITH MUNICIPALITIES AND PARTNERS

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- 1** ENTREPRENEURSHIP WORKGROUP
- 2** EXPERIENCE EXCHANGE
- 3** TRADE MISSIONS
- 4** PROJECT DEVELOPMENT
- 5** PROBLEM SOLVING

# “ENTREPRENEUR OF THE YEAR”

## ANNUAL EVENT FOR ENTREPRENEURS OF ZEMGALE PLANNING REGION

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- 1** ENTREPRENEUR WHO CONTRIBUTES TO THE DEVELOPMENT OF THE MUNICIPALITY
- 2** AN ENTREPRENEUR WHO STRENGTHENS COOPERATION AND PROVIDES SUPPORT
- 3** AN ENTREPRENEUR WHO USES CREATIVE SOLUTIONS IN HIS WORK



**Iceland**



**Liechtenstein**

**Norway grants**

**Cooperation with Innovation  
Circle Network**

**EEA grants co-financed project  
«Entrepreneurship in Zemgale»**



# ABOUT PROJECT

PROJECT  
TITLE



PROJECT  
OBJECTIVE

"Entrepreneurship support measures in the Zemgale Planning Region"

To reduce social and economic disparities between the local governments of the Zemgale Planning Region (ZPR), strengthening the capacity of specialists and entrepreneurs and creating mechanisms for the development of innovation and business in the region.

# ABOUT PROJECT

Project duration: 32 months 01.09.2021. - 30.04.2024.

969256 EUR



PROJECT  
BUDGET

793 868 EUR



EEA  
GRANTS

# ABOUT PROJECT



LATVIAN  
PARTNERS



Jelgava city municipality

Jēkabpils municipality

NORWEGIAN  
PARTNER



Association  
«INNOVATION  
CIRCLE NETWORK»



ACTIVITIES

# Strengthening the capacity of the ZPR BUSINESS SUPPORT CENTER and municipal specialists



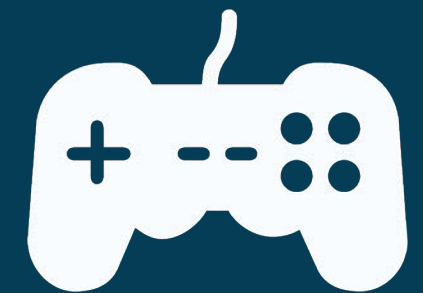
Business support center  
STRENGTHENING



TRAINING FOR  
MUNICIPAL  
SPECIALISTS



EXPERIENCE  
EXCHANGE TRIPS,  
PRACTICE



SIMULATION  
GAMES FOR  
SPECIALISTS



ACTIVITIES

# REGIONAL RECOGNITION PROMOTION ACTIVITIES



TRADE MISSIONS  
(NORWAY)



ORGANIZATION  
OF SUPPORT  
DAYS



PARTICIPATION IN  
INTERNATIONAL  
EXHIBITIONS



TRAINING,  
SEMINARS FOR  
ENTREPRENEURS





ACTIVITIES

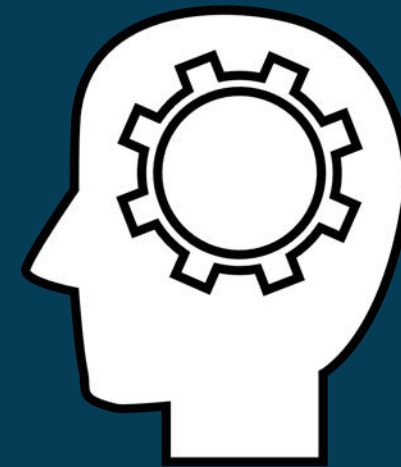
# REGIONAL YOUTH ENTREPRENEURSHIP MENTORING



YOUTH CAREER  
CENTER  
EQUIPMENT



CO-CREATION  
SPACE



INSPIRATION  
EVENTS

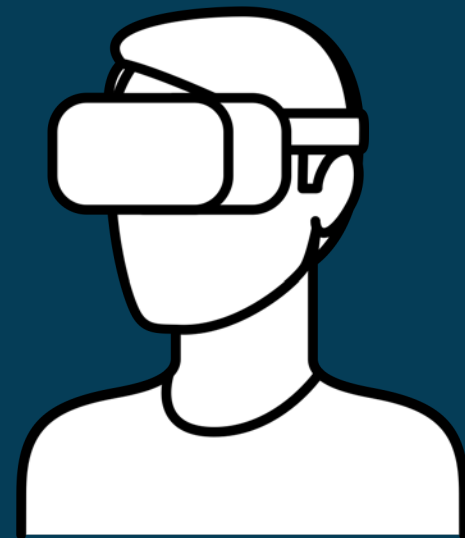


BUSINESS IDEA  
COMPETITIONS



ACTIVITIES

# SUPPORT FOR INCREASING EMPLOYMENT AND COMPETITIVENESS THROUGH REGIONAL SPECIFIC ACTIVITIES



DEVELOPMENT OF VIRTUAL  
TOURS FOR PROMOTING  
ZEMGALE REGION



ESTABLISHMENT OF HOUSEHOLD  
PRODUCERS MARKET IN JEKABPILS

# PROJECT TARGET GROUPS

ENSURING INVOLVEMENT



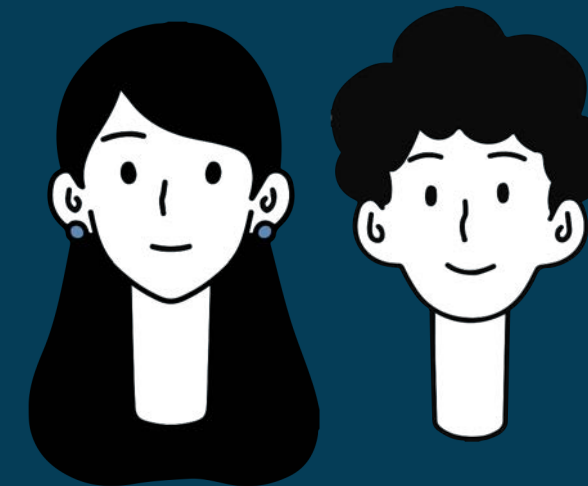
is planned in the Zemgale  
Planning Region  
Entrepreneurship Work Group.



ZPR AND ITS  
MUNICIPALITIES



ENTREPRENEURS



YOUNG PEOPLE  
13-25 YEARS



NGO  
REPRESENTING  
ENTREPRENEURS

# ZEMGALE BUSINESS SUPPORT CENTER

**YOUR SUCCESS IS OUR SUCCESS!**



Home page

[www.zuc.zemgale.lv](http://www.zuc.zemgale.lv)



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[@ZemgalesZUC](https://www.facebook.com/ZemgalesZUC)