

Launching Decathlon brand in Latvia sends a positive message about our market's potential

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On November 5 a new Decathlon store was opened in SAGA lifestyle shopping centre. The store will occupy more than 5000 square meters and be the largest in the Baltics. Director General of the Investment and Development Agency of Latvia (LIAA) Kaspars Rožkalns who took part in the opening event said that the Decathlon brand's launch in Latvia is a significant step towards strengthening economic cooperation between Latvia and France.

“We are delighted by the fact that one of the leading sports brands has entered the Latvian market. In 2014, LIAA started the first negotiations about Decathlon's launch in our country, and now the first part of the project is completed. As Decathlon is both sporting goods retailer and manufacturer we have offered the company to get involved in the development of a logistics park and sportswear manufacture in Latvia. Hopefully, it turns out successfully,” says Rožkalns.

Launching Decathlon in Latvia is a significant step towards strengthening economic cooperation between Latvia and France. Considering France's role in the EU, developing such projects would be a significant contribution to strengthening both economies.

During French President Emmanuel Macron's visit to Latvia at the end of September 2020, LIAA received a confirmation that France is interested in closer cooperation, especially when it comes to smart technology and materials.

The Decathlon chain includes more than 1,600 stores in 60 countries in Europe, North America, South America, Africa, and Asia. In total, the company employs 80,000 people.

<https://www.liaa.gov.lv/en/article/launching-decathlon-brand-latvia-sends-positive-message-about-our-markets-potential>