

Exploring business opportunities at the Latvian Song and Dance Festival in Minnesota, USA

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From June 29 through July 4, the XV Latvian Song and Dance Festival took place in Minnesota, USA. Before the opening concert on June 29, Prime Minister Krišjānis Kariņš and the Director General of the Investment and Development Agency of Latvia (LIAA) Kaspars Rožkalns held a business reception, where they presented Latvia as a gateway to the European Union for US investors, highlighting Latvia as a versatile, digitally developed, innovative, and cost-effective country.

99 "The backbone of the future economy of Latvia relies on investments in such areas as [biomedicine](#), bioeconomy, smart energy, smart materials and photonics, [information and communication technologies](#), and development of smart cities. These are the industries where we are searching for new cooperation opportunities to help us reach our goal of becoming a balanced innovation center" the Director General of the Investment and Development Agency of Latvia (LIAA) Kaspars Rožkalns emphasizes.

During the business reception, they emphasized the success stories of Latvian companies, such as *Exonicus*, an injury simulator already used by the US military, drones made by the *UAV Factory*, *Aerodium*, *Mikrotik*, *Groglass* and others.

The Director General of LIAA, Kaspars Rožkalns also met with representatives of the US Medical Alley Association. The organization is considered the peer of Silicon Valley in healthcare, as well as representatives of the healthcare leader Medtronic.

Investors were invited to consider Latvia as the best place for investment and explore the opportunities in investinlatvia.org.

<https://www.liaa.gov.lv/en/article/exploring-business-opportunities-latvian-song-and-dance-festival-minnesota-usa>