**Webinar – Opportunities for Latvian food producers in Canada and the US**

**Date: October 20, 2022**

**Time**: 10am EST (17:00 Latvia time)

Attendees:

Reinis Sīpols

Ilze Lācgalve

Stefánia Szabó, Director of International Relations, Pace Global Advantage

Mike Ricciardi, Managing Director of FoodBev Consultants

PGA

**The purpose of the webinar:**

To educate Latvian food producers about the opportunities, challenges and regulations in the Canadian and the US markets. Introduce the audience to the services provided by Pace Global Advantage and the markets that the company is focused on. In addition to Pace, we are also planning to invite to the webinar Latvian company who already is active in Canada and/or the US to share their experience.

Info about Pace:

Pace Global Advantage (PGA) is the sister company of Pace Law Firm and was founded in 2009 with the main goal to provide business facilitation support to the Immigration Department and serve high net worth investors who want to capitalize on the full potential of global residency and citizenship.

As Canada’s immigration programs evolved, PGA’s focus shifted over the years, now mainly serving international clients who want to do business in the North American market. We provide market research, write business plans, advise on strategies, create business connections and generate leads.

**A few questions to address (more to come when the webinar will be posted):**

* What are the first things that the EU companies need to consider prior to expanding to the US and Canadian markets? What home work should be done by companies prior to considering entering he markets?
* What are the advantages of working with distributors vs retail chains?
* Is there more opportunities for producer’s own label products or uneder white label?
* How do the food store chain stores source their products? Would it be mostly via distributors/agents or directly from producers?
* How could Latvian food-based food producers could enter HORECA sector? Do you think that there are opportunities?
* What are the main barriers of entry for Latvian companies – regulations, certifications, etc. and how it can be best managed? (Latvia does not have certification in import meat products; some distributors are importing cheese and fish products are widely available primarily in ethnic stores except for Sprats – all imported by a distributors).
* What are the necessary steps to take to start exporting food products to CA or US from a legal point of view? Do producers need to obtain any permits, register products, etc.?
* What product segments do you see would have the most demand?