

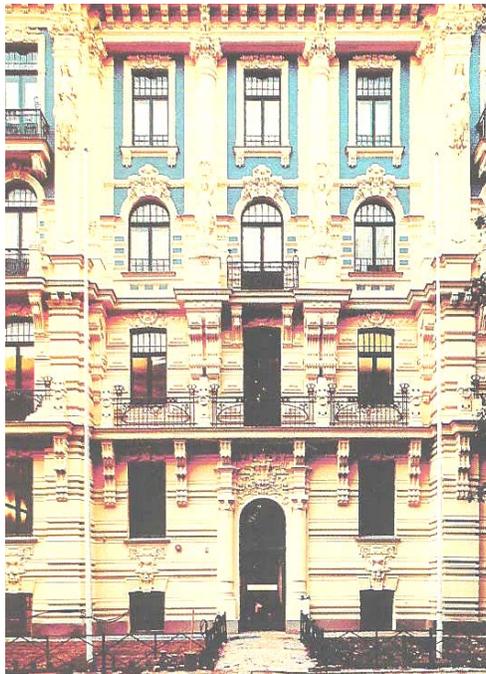


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# SSE Riga News

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*Newsletter No 1 2005*



## *Directors of the Board*

*The founding institutions of SSE Riga are the Latvian Ministry of Education and Science and Stockholm School of Economics.*

**Lars Bergman**, Chairman of the Board of Directors, Professor and President of SSE

**Aivars Aseradens**, representing the Latvian business society

**Anita Gradin**, Former European Union Commissioner

**Birger Karlsson**, appointed by the Swedish government

**Māra Katvare**, Ministry of Education and Science of Latvia

**Gunnar Ljungdahl**, Senior Vice President, SSE Riga

**Anders Paalzow**, Doctor of Economics and Rector of SSE Riga

**Janis Teteris**, representing the SSE Riga Alumni Association

## *Contact SSE Riga*

We are always eager to strengthen contacts with corporations and organizations. You are warmly welcome to drop in at our school whenever you are in Riga. Please contact us in advance so that we can arrange a personal meeting.

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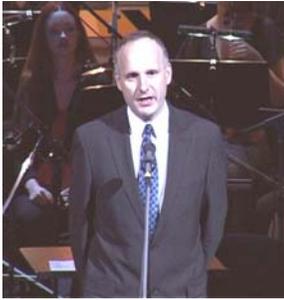
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## Dear Alma Mater: Happy Birthday!



On November 8, 2004 SSE Riga marked the 10th anniversary since the School was formally opened by Carl Gustaf XVI, the King of Sweden, and Guntis Ulmanis, the President of the Republic of Latvia. Over the period of 10 years, 719 students have graduated with a degree of

Bachelor of Science, and in spring of 2004 the first group of 18 students graduated with a degree of executive MBA. SSE Riga .Students, alumni, the faculty, the staff, and partners marked the 10<sup>th</sup> anniversary by having organized an international conference in September, two seminars and two concerts on November 5-8, a series of world famous visiting lecturers throughout the academic year and by publishing a book “Stockholm School of Economics in Riga “A Retrospect 1994-2004.”



Applied research done by students is an essential component of academic studies. On **November 5, an academic seminar “SSE Riga Working Papers 2004”** took place to launch ten papers of the year 2004. The SSE Riga Working Papers series were started in 1996 and since then 70 papers have been published. The papers are quite popular within the academic communities in Europe and the USA, and every week the SSE Riga library receives approximately 5 – 10 requests to send research papers to students and lecturers and researchers worldwide. This year in September a new series, “SSE Riga Case Studies” was started, and 7 case studies were published, for example, on the Tallinn port and the Latvian State forests.



*Assembled at the Anniversary: A four-leaf clover of rectors  
From the left: Leif Mutén, Jan Eklöf, Jan-Eric Vahlne and Anders Paalzow*

In 1996 SSE Riga created the alumni data base, and since then the School has maintained relationships with the graduates. The 10<sup>th</sup> anniversary has also been developed in cooperation with the Alumni Association.

On **November 6, the SSE Riga Alumni Association Business Forum** was one of the main events organized in the conference hall Alfa, Hotel Latvia, by the Alumni Association and financially supported by Hansabanka and Hotel Reval Latvia. O. Ahlvarson from Sweden as well as Dr. R. Ķīlis, A. Strazds and D. Mūrmanis from Latvia were the main speakers in the Forum “How to Score on the Big Stage.” After the forum, the alumni, the faculty and the staff went to School to celebrate the **third Home Coming**.



The Alumni Association presented a ‘birthday gift’ of 4000 LVL to financially support the SSE Riga dormitory building construction project, and a number of nice paintings presented by class representatives of graduates, the Lithuanian graduates and individual donations to their Alma Mater.

Continued from page 1

This year the Home Coming was also a kind of reunion of the SSE Riga staff, and the Rector in his speech pictured a kind of visual and alive 'yearbook' of all SSE Riga staff, starting with Jan-Erik Vahlne, the first SSE Riga Rector and Maris Slokenbergs, the first SSE Riga Pro-rector. Approximately 600 graduates participated in the event, having come from all over the world - from London to New York. The Home Coming party was made very special with *re:public*, one of the most popular bands in Latvia playing. The lead singer and the music composer is Janis Ribens, Class of 1998.

It was already during the first month after the School was started in the summer of 1994 that Maris Slokenbergs, SSE Riga Prorector, established the SSE Riga choir, conducted by Ilze Štāla since then.



Together with the SSE Riga anniversary, in the evening of **November 7**, the **SSE Riga choir** marked their 10<sup>th</sup> anniversary by giving an excellent **concert** in the Small Guild House. In addition, during **the Reunion Day** on Sunday students, the faculty and the alumni had an opportunity to spend all day at School to learn about the SSE Riga news, listen to different student generations debating, playing drama, having tea with professors from the SSE Riga Faculty and to make photos together with colleagues from the same class.



On **November 8** guests were invited to attend **a seminar** during the day and in the evening a **Gala Concert** at the

Latvian National Opera House. SSE Riga has a tradition to host open seminars on current issues, and on the occasion the seminar was held on "We have joined NATO and the EU. What do we do next?"



Guest speakers from Estonia, the EU, Latvia and Sweden as well as the former SSE Riga rectors gave their speeches.

To crown the 10<sup>th</sup> anniversary programme, all guests were invited to the Gala Concert at the Latvian National Opera House, where the SSE Riga choir performed



together with outstanding artists from Estonia, Latvia and Lithuania. The School had prepared a very nice gift to all guests: a book on how SSE Riga was started.



The organization of the 10<sup>th</sup> anniversary programme was sponsored by TeliaSonera, SEB, Hansabanka, KPMG, Stiftelsen Riksbankens Jubileumsfond, Latvijas Balzāms, RD Līzings, and Ze Guru.

## *A Night at the Opera – the Culmination of Festivities*

The celebration of SSE Riga's 10<sup>th</sup> Anniversary was crowned with a gala concert at the Latvian National Opera and it was attended by more than 900 guests. The concert aimed at reflecting the international character of the School and its Pan-Baltic character. The concert also wanted to meet various tastes in order to give something to everyone.

The concert started with a welcoming address by the SSE Riga Rector. Congratulatory addresses to the School from H.M. the King of Sweden and H.E. the President of Latvia were read by Eriks Niedra who also presented the concert.



The concert was in two parts, one classical and one with popular music. In the classical part Normunds Sne and his Chamber Orchestra were the backbone in a brilliant way. We saw a breathtaking performance of *The Dying Swan* by the famous Lithuanian prima ballerina Egle Spokaite. We heard the Estonian baritone Jussi Zaharov elegantly perform inter alia the Toreador aria from *Carmen* and we were overwhelmed by the world renowned Latvian soprano Inese Galante singing Händel, Villalobos and Gershwin.



The move into the second part was marked by SSE Riga's choir under Ilze Stale performing a hilarious opera parody in a congenial way. The choir was strengthened by the participation of Ilze Paegle, SSE Riga graduate Class of 1997.



In the second part we were entertained by a Latvian trombone orchestra (three trombones and a bass tube!) that played and danced both czardas and cancan. It was all great fun! Laimis Racenajs with his group of Barbershop gave an insight in barbershop singing and finally we were entertained by the Eurovision Song Contest winner of 2002 Maria Naumova and by the very talented James Werts from Estonia. As a red thread through the performance, graduates from the School read selected pieces from the book celebrating the School's 10<sup>th</sup> Anniversary, *SSE Riga – A Retrospect 1994-2004*. The book was given to all guests and participants after the reception that followed the concert.



The evening started in the proper way for an academic institution by the choir and those guests, who knew the text, singing "Gaudeamus igitur" and, to mark the strong connection to Sweden, it ended by the choir singing "Sjungom studentens lyckliga dag" by Prince Gustav in charmingly broken Swedish and accompanied by Normunds Sne's orchestra in an orchestration made especially for the event.



After the performance, everybody was invited to a reception in the New Hall of the Opera, where the guests were welcomed by the Chairman of the SSE Riga Board Professor Lars Bergman. During the reception addresses were given by The Latvian Ministry of Education and Science, Ambassador Hans Grönwall representing the Swedish Government, and representatives of the sponsors of the event: TeliaSonera, KPMG, SEB, and GE Money.

In all it was a great evening that no one presents will ever forget!

## *Portrait Donation*



One of the most touching moments during the celebrations of the 10<sup>th</sup> anniversary was the unveiling and donation to the School of an oil painting of the founder of Stockholm School of Economics in Riga, the late Professor Staffan Burenstam-Linder, who inter alia is the only doctor honoris causae of SSE Riga.

The portrait was commissioned by the Anders Wall Foundation and handed over by Dr Anders Wall himself. The artist is Professor Atis Kampars, a leading portrait painter in Latvia and Vice-rector of the Art Academy of Latvia. Professor Kampars had actually never met Staffan but worked from photos and descriptions given by various friends. For anyone, who has met Staffan, it is impressing to see what a living likeness Kampars succeeded in creating.

The painting was handed over during the reception after the Gala Concert at the Opera. The presentation was made in the presence of Mrs Therese Burenstam-Linder. At the presentation Anders Wall pointed to the enormous dedication of Staffan to the Baltic countries and his ambition to assist in paying back the moral debt of Sweden to those countries for the way Sweden acted during the post-war period. He also underlined Staffan's strong conviction, that SSE Riga should not only be the centre for training entrepreneurs and skilled economists but also emphasize the role of art as an inspiration and guide to progress. Anders Wall also gave the sketch to the portrait, a very moving image of the founder of the School, as a personal memory of her husband's great achievements to Mrs Burenstam-Linder.

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## *The New Board of the Student Association*

*From the left:*

***Viktors Bolbatis***, *Business committee*

***Irina Rummo***, *Education committee*

***Kaaspars Osis***, *Sports committee*

***Evita Medne***, *PR committee*

***Eiko Kivisik***, *President*

***Elina Lebedoka***, *Party committee*

***Karolis Šella***, *Vice President*

*Not in picture: Milda Juronyte, Information committee*



## *The International Basketball Tournament*

On January 15 the annual International Basketball Tournament organized by the SSE Riga Student Association took place. This year a total of six teams from Estonia, Latvia, and Lithuania participated. In the final last year's winner Ventspils University College defeated the Lithuanian university champions Vytautas Magnus University.

## *A way to entrepreneurship... Gateway Baltic*



*In October, we successfully participated in an international trade event 'Baltic Trade Arena' in Gävle, Sweden, and presented our company and Latvia as a good choice for developing business partnership to Swedish businesses.*

GatewayBaltic is a new born business initiative started by Inese Andersone graduate of SSE Riga, Zane Smilga a graduate of Latvian University and Kim Petterson a graduate of Stockholm Institute of Education.

Initially we were committed to idea of doing entrepreneurship activity itself, taking it as unique professional challenge to realize ambitions and build and develop something on our own. We had full minds of various business ideas - starting from consulting in innovation field till professional NGO in human development field. We understood that there are plenty of business opportunities, but the hardest is to choose the right one – the one we would enjoy most working on and that has a good potential in the market.

Assessing our knowledge, available start up resources and an unexplored need in market we decided to go in the field of international business and be a link between Latvian and foreign businesses.

Our business idea is to facilitate the process of utilizing the business opportunities in international markets. For the beginning we decided to focus on Latvian and Swedish markets. We realized that despite of countries being geographically so close there are lots of unrealized mutually beneficial business opportunities between various sectors of two markets. Moreover, we have knowledge of both - Swedish and Latvian business environment, and are able to communicate in

local languages. As the core of our business - we assist companies to create practical partnerships over the borders serving the business growth. We help Swedish companies to identify business opportunities in Latvia, to build the market entry strategy and to start up activities with already credible partners. For Latvian companies we offer support in planning and realizing the expansion of their business and export to Sweden.

The process of building the company we are experiencing is amazing. We are going through a diverse learning process which has lots of ups and downs. We are aware that our first marketing of activities is vital to create a strong platform that will support further business development. At the moment we are in the phase of developing our marketing, establishing contacts in business and public sector, and attracting first clients. We are running our activities from SSE Riga Business Development Laboratory which gives great support for young and active people to start their own entrepreneurial activities.

We have also started up a business project that is oriented on connecting textile industry companies in Latvia and Sweden. Our company is working on attracting 10 to 15 Swedish companies within a textile industry to explore business opportunities in Latvia by attending an international textile fair and business contact forum. Another project we are starting in the near future is enhancement of Latvian food export to Sweden. During this project we will strategically promote ten Latvian food producers to be present in the Swedish market.

The process of attracting our first clients is challenging and requires long office hours. However, we have a confidence that we will open good new business opportunities for both Swedish and Latvian companies, and that there is a need of an intermediate that can support the activities of creating sustainable and credible partnerships. In the future we will strive for the development of our company to cover more markets in the Baltic Sea region.

The amazing thing that we find about our business is that along the development of our company we always will see the growth and development of other companies – our clients.

<http://www.gatewaybaltic.com>

## *The Global Competitiveness Report*

SSE Riga has for the third time been one of the partner institutes for the World Economic Forum's Global Competitiveness Report (GCR), which compiles the Growth Competitiveness Index. The GCR is a primary source of information on the strengths and weaknesses of over 100 economies. It provides a unique benchmarking tool for governments in policy-making and for businesses in developing business strategies and guiding investment decisions.

This year 104 countries were surveyed and a team from SSE Riga led by Dr. Karlis Kreslins was responsible for interviews of business leaders in Estonia, Latvia and Lithuania. Among the Baltic countries Estonia ranked 20 (22 last year) making it the top performer among the 10 countries that joined EU in May this year. Lithuania ranked 36 (40) and Latvia 44 (37).

An executive summary of the GCR is available at [www.weforum.org/gcr](http://www.weforum.org/gcr)

For more information please contact Dr. Karlis Kreslins, [karlisk@sseriga.edu.lv](mailto:karlisk@sseriga.edu.lv)

## *Executive MBA Networking News*

Professor Michael Manning from the New Mexico University visited SSE Riga and gave a presentation to Executive MBA students and alumni on 13.12.2004. This seminar was part of Executive MBA community events and the theme of the seminar "Leading Whole Systems Change: Strategies of Organizing for Collective Action" appeared to be of a high interest for the executives working in constantly changing business environment.



*Professor Manning, Executive MBA Networking News*

The Executive MBA community is preparing for another historic networking event – on 21.02.2005 we are going to open the Ryan air route between Riga and Stockholm. SSE Riga Executive MBA students and alumni will go to Stockholm to meet their colleagues from SSE and attend the seminar where they will have a chance to meet two business gurus – Ola Ahlvarsson and Kjell A. Nordstrom. SSE students will join the flight back to Riga and visit SSE Riga on 22 and 23 February 2005.

*Evita Lune, Executive MBA Program Director*

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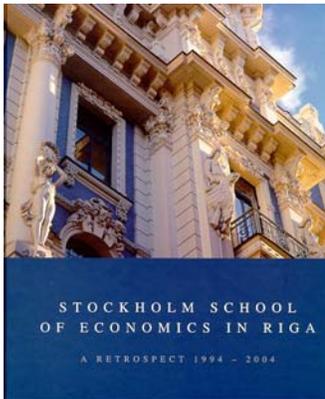
## *SSE Riga Winners*

The International Parliamentary Debate Tournament which is a part of the tournament series LatEst 2005 took place at SSE Riga in early January. The event was organized by the SSE Riga Debate Club in cooperation with the International Debate Education Association and the National Parliamentary Debate Association of the US. There were close to 90 participants from 15 different countries including the UK and the US.

The SSE Riga team, Boriss Ginzburgs and Aleksejs Vlovs, won the Grand Final against a team from Slovakia. The first prize was the opportunity to participate in the NPDA National Debate Championship in the US later this spring. We wish Boriss and Aleksejs good luck when going west!

## *SSE Riga – A Retrospect 1994 - 2004*

Ten years have passed since the Stockholm School of Economics in Riga opened. For the celebration of the 10<sup>th</sup> Anniversary a retrospective book was published. It memorizes the founder Staffan Burenstam Linder, describes the art and architecture as well as the development of the School's activities, both in studies and student life, expresses the gratitude to the School's benefactors, and ends with a report on what has happened to the former students. The book can be bought from the SSE Riga library, [library@sseriga.edu.lv](mailto:library@sseriga.edu.lv).



## *The Procter & Gamble Scholarship*

This year's Procter & Gamble scholarship competition attracted 38 Year 2 students at SSE Riga. The participants have to go through three stages: writing a motivation letter, the P&G Problem Solving Test which requires the application of analytical skill at fast pace, and three interviews with P&G representatives. In cooperation with SSE Riga academic achievements and social involvement were considered as well.

The four scholarship winners in the 2004/2005 contest were: Maija Afanasjeva, Julija Dzigulska, Zanda Indriksone, and Reinis Viba. Julija Dzigulska was also given a special prize for her outstanding results shown throughout the contest.

## *Winning SSE Riga Innovators*

SSE Riga second year students Deniss Kiselovs and Dmitrijs Dikanskis won the "Innovation in Latvia" competition organized by the Latvian Mortgage Bank. The award winning project proposal "Professional Hard Copy Storage" succeeded in terms of innovation, applicability and usefulness. The project has already attracted interest Swedish investors.

## *Lithuanians in Riga*

On December 15 the Lithuanian student body in cooperation with the Lithuanian Embassy to Latvia organized the annual Lithuanian Day. The Day gives the Lithuanian companies active in Latvia an opportunity to meet the Lithuanian students at SSE Riga. This year's keynote speaker was I. Staskevicius, President of the leading Lithuanian retailer VP Markets. The program also included a small drama performance introducing the guests from the business community to the world of studies at SSE Riga. The evening ended with a reception giving students and business representatives an opportunity to network.

## *Lithuanians in Lithuania*

The first reunion Lithuanian graduates of SSE Riga gathered took place in Vilnius in early October. More than 50 graduates attended the event. In addition to socializing and networking across the classes of graduates there was a seminar on entrepreneurship organized by the Lithuanian alumni. The Lithuanian Alumni Association which was initiated a year ago aims at the integrating the different generations of SSE Riga alumni in Lithuania.

## *Appreciated Lecturer*



SSE Riga lecturer in economics, Morten Hansen, is not only one of the most popular lecturers at SSE Riga, he is also one of the most popular in Latvia. In a vote among Latvian university students Morten ranked among the top the lecturers.

## *Exchange Students*

The academic year 2004/2005 SSE Riga accepted 12 exchange students most of them within ERASMUS program. The group is quite diverse with students from Latvia, Poland, France Sweden and Afghanistan. At the same time around 20 SSE Riga students are on exchange all over Europe.

## The TeliaSonera Day on Entrepreneurship

SSE Riga in cooperation with BICEPS, the TeliaSonera Institute and TeliaSonera organized the second TeliaSonera Day on November 29. The theme of the second TeliaSonera Day was Entrepreneurship. The Day was opened by Ainars Slesers, Deputy Prime Minister of Latvia. Keynote speaker was Paul D. Reynolds, Florida International University. Paul Reynolds launched the Global Entrepreneurship Monitor (GEM) in 1999. At present GEM covers more than 40 countries all around the Globe. The research analyzes and evaluates the role of small and medium size enterprises in national economic growth. As of 2005 Latvia will take part in GEM and the research will be carried out by the TeliaSonera Institute at SSE Riga.



A new report in the TeliaSonera Institute Series discussing Latvian entrepreneurship and start ups was presented by Alf Vanags, the Baltic International Centre for Economic Policy Studies

(BICEPS). The report showed that the typical Latvian start up is set up in Riga by a male at the age of 39. Furthermore, the findings in the report debunked the myth that within Latvia Russians are more entrepreneurial than Latvians. A copy of the report can be ordered from the SSE Riga library.



### Recent Publications

**Mark Chandler:** The Median-Voter Model versus the Bureaucracy Model of School Finance Equalization Aid, *Public Finance Review*, 2005, vol. 33, no. 1.

**Mark Chandler:** Tax Systems and Tax Reforms in New EU Member States, co-edited with L. Bernardi and L. Gandullia, Routledge, 2005.

**Morten Hansen:** Are the Current Account Deficits in the Baltic States sustainable? co-authored with Jorgen Drud Hansen, *Baltic Journal of Economics*, 2004, vol. 4, no. 2.

## Executive MBA Cooperates with Ryanair



On February 21 EMBA alumni and students will be onboard Ryanair's inaugural flight between Riga and Stockholm. In Stockholm the SSE Riga EMBA community will meet their Stockholm colleagues at the Stockholm School of Economics on a Riga-Stockholm networking event. At the event the participants will meet with the two business gurus Ola Ahlvarson and Kjell A. Nordström.

The Stockholm EMBA students will join on the flight back for a two day visit to SSE Riga with seminars and social activities.

## Open Doors' Day



On February 5 the traditional SSE Riga Open Doors' Day took place. Close to 500 prospective students from Estonia, Latvia and Lithuania



visited the School, had guided tours and learnt more about the studies and student life at SSE Riga from the current students (Ambassadors).

## *Upcoming Public Events at SSE Riga*

**March 1**

SSE Riga/BICEPS Seminar: **What do firms disclose and why? Enforcing corporate governance and transparency in Central and Eastern Europe**, Anete Pajuste, RBS and BICEPS.

**March 8**

**The EU, Russia and our common neighbourhood**, Bernard Bot, Minister of Foreign Affairs of the Netherlands

**March 15**

World Affairs Series: **Contemporary Manifestations of the Silk Road**, David Kalivas, Middlesex Community College, Massachusetts, USA.

**March 17**

Inaugural Lecture: TeliaSonera Professorship, **Entrepreneurship**, Friederike Welter.

**April 7**

World Affairs Series: **Multiplier Theory for Small Countries Revisited: Some Preliminary Exercises**, Albert Steenge, University of Twente, the Netherlands.

**April 12**

SSE Riga/BICEPS Seminar: **The Effect of Political Regime and Time Horizon on Economic Growth: An Empirical Analysis**", Vyacheslav Dombrovsky, SSE Riga and BICEPS.

**May 3**

SSE Riga/BICEPS Seminar: **Tax evasion in the Baltic States. Time for a Rethink?**, Karsten Staehr EuroFaculty Tartu Centre.

**May 12**

World Affairs Series: **The Dollar/Euro Competition: Prospects for Europe and the World**, Michael Hudson, Institute for the Study of Long Term Economic Trends.

**June 7**

SSE Riga/BICEPS Seminar: **Title TBA**, Raul Eamets, Tartu University and BICEPS.

More information about the events can be found at the SSE Riga website: [www.sseriga.edu.lv](http://www.sseriga.edu.lv).

## *Recent Public Events*

**October 18-19**

Two-day seminar in cooperation with TeliaSonera and Connect Latvia: **Business Growth Strategies for SMEs**

**October 28**

SSE Riga World Affairs Lecture Series: **Russia in the World: Between Growth and Chaos**, Boris Kagarlitsky

**November 5-8**

SSE Riga 10<sup>th</sup> Anniversary

**November 24**

SSE Riga/BICEPS Seminar: **Assessing the appropriateness of current European regulatory strategies in the new member states: The implications of a 'Baltic dimension' for the working environment**, Charles Woolfson Marie Curie Chair.

**November 29**

The TeliaSonera Day in cooperation with BICEPS and TeliaSonera: **Entrepreneurship**, Keynote Speaker: Paul D. Reynolds, The Global Entrepreneurship Center, Florida International University.

**December 2**

SSE Riga/BICEPS Seminar: **Economic growth in the Baltics: export led, BOP constrained and/or what?** **Virmantas Kvedaras**, Vilnius University.

**December 13**

Executive MBA Networking Event: **Leading Whole Systems Change: Strategies of Organizing for Collective Action**, Michael R. Manning, New Mexico State University.

**December 15**

**The Lithuanian Day** in cooperation with the Lithuanian Embassy in Riga.

**January 7-9**

**The International Debate Tournament** in cooperation with the International Debate Association Education Association and the National Parliamentary Debate Association of the US.

**February 5**

**SSE Riga Open Doors Day.**

**February 8**

SSE Riga/RGSL Lecture: **What to Expect from the NATO's summit of Transatlantic Relations?**, Daniele Riggio, NATO Public Diplomacy Division.

**February 11**

SSE Riga/RGSL Lecture: **France and Latvia: a Shared European Destiny**, Michel Barnier, Minister of Foreign Affairs of France.

**February 16**

SSE Riga/BICEPS Seminar: **The Entropy of Order: Bretton Woods' Decline and the Return to Multipolar Competition**, Jeffrey Sommers SSE Riga (Fulbright).



**SSE RIGA**  
RĪGAS EKONOMIKAS AUGSTSKOLA  
STOCKHOLM SCHOOL OF ECONOMICS IN RIGA

*This newsletter is distributed to SSE Riga's Progress Partners - "generous donors in the promotion of research and academic excellence" of the Stockholm School of Economics in Riga.*

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