



SSE Riga News

Newsletter No 2 2004

TeliaSonera donates over 300.000 US Dollars to SSE Riga



Anders Paalzow said: "TeliaSonera's donation is very important for our school and it is a great event for the Latvian academic society. The donation will allow Latvia to take up serious activities in order to gain a competitive advantage in the support and promotion of entrepreneurship. I consider it to be a big investment in the establishment and promotion of entrepreneurship, which is a major prerequisite for the economic growth of this region."

At a ceremony on Thursday 29 January in Riga, Kenneth Karlberg formally gave a donation of USD 330,000 to the rector of the school, Anders Paalzow. The donation will finance a professorship for three years. At the same time, the TeliaSonera Institute is being formed at the school to serve as a type of think tank. The school will also arrange a number of TeliaSonera Business Days.



Kenneth Karlberg also emphasized the importance of promoting the region's development, and said that TeliaSonera has a long-term commitment to Latvian society.



Before the event, Anders Paalzow and Kenneth Karlberg took part in a press conference, with over 20 journalists participating.

TeliaSonera Representative Kenneth Karlberg said: "One of the most essential reasons is the fact that this company perceives Latvia as an important country in the Baltic Sea region. Our interests involve support and promotion of business development as we all benefit from that. We consider that each country has its own unique values, which create unique business opportunities providing benefits to the whole region. Especially important are students, as they provide continuous links between the national traditions and the future of the respective country." ■

Faculty Member appointed Member of the Board of Directors, Lattelekom



Kārlis Krēsliņš in his office at SSE Riga

In August of 1997, Dr Kārlis Krēsliņš joined SSE Riga where he is teaching Information Management and ITC courses. He is also supervising BSc theses on IT and Technology related topics, as well as dealing with international affairs at SSE Riga.

Since 2004 he will also be responsible for coordinating the BSc Thesis process at SSE Riga.

As a representative of the Latvian perspective, and being involved in education area, his field of interest will be in maintaining good link between the company and educational institutions, including SSE Riga

- “Serving as a member of the Board at Lattelekom, I will try, to the best of my ability, to help to fulfil the targets of the company as well as to maintain good relations with clients, i.e. informing them about the latest IT&T solutions offered by Lattelekom which might be relevant and possible to implement in educational institutions, and promote the involvement of universities as key elements in building an information and knowledge society in Latvia”, says Associate Professor Kārlis Krēsliņš. ■

SSE Riga Business Development Lab

The SSE Riga Business Development Lab is a centre for attracting innovation to the School that will benefit the students. Its purpose is to assist businesses in gaining a competitive advantage or in getting established. The Lab manages projects and provides projects for students to get involved with. The final goal of the lab is to create new companies with potential for growth, in the Baltic States that would be ready for second stage financing upon exit from the SSE Riga Business Development Lab.



Dean Strautiņš, the Director of the SSE Riga Business Development Lab

New companies will be accepted in the Development Lab several times a year. The lab will be actively involved in the development of the accepted companies by utilizing a network of academics, professionals and investors from around the university and from the lab itself. The lab will also play an active role in national innovation by linking education, public R&D, and the private sector, and should play an active role in promoting entrepreneurship culture in the Baltic States. ■

The Anders Wall Scholarship Awards on March 10, 2004



Kaspars Vitols receiving his scholarship from Dr Anders Wall

Riga. So far, Scholarships in the fields of science, international studies, agriculture innovation, and classical music have been awarded. The ceremony took place in the Swedish Royal Music Academy in Stockholm, in the presence of the Royal Princess, Mrs Christina Magnusson, and the cream of the Swedish culture and business community. This year, Latvian SSE Riga student Kaspars Vitols was awarded for his contribution of the development of a new successful business idea (B meets B) “Business meets Business”. Kaspars Vitols has attracted a lot of attention in the Baltic business community as a good representative of the young generation of successful business entrepreneurs. ■

Ever since the Anders Wall foundation was formed in 1981, Scholarships have been awarded to successful students with achievements in entrepreneurship. These students are from Sweden, Finland, and since 1996 also have come from the Baltic through SSE

SSE Riga in Interreg Project

SSE Riga is one of the partners in the EU financed Interreg project “Regional Development and Spatial Planning in an Enlarged EU”. Cardiff University, Wales, is the lead partner. Among the other partners are Riga City Council, the Latgale Regional Development Agency (Latvia) the Lithuanian Ministry of Interior, and the Department of the Environment Heritage and Local Government (Ireland), and the Ministry of the Flemish Community (Belgium). The project will finish in December, 2005. ■

New Chairman of the Board of SSE Riga



The Board of Directors of the Stockholm School of Economics (SSE) has appointed Professor Lars Bergman as the new President of the School. His appointment will last until June 30, 2009, which will be the same year SSE will celebrate its 100 year Anniversary. As the new President of SSE Lars Bergman will be a member of the SSE, Riga Board of Directors and serve as its chairman.

The other members of the Board are Anita Gradin, representative of the SSE Board, Birger Karlsson, representative of the Swedish Government, Mara Katvare, representative of the Latvian Government, Arvils Aseradens, representative of the Latvian Business Community, and Janis Teteris, representative of the SSE Riga Alumni Association. ■

The Water Framework Seminar at SSE, on the 29th of January 2004

The Baltic Water Fund – a project initiated and led by SSE Riga and financed by the Swedish Baltic Billion Program – aims at creating a new instrument for the Baltic capital markets for the financing of infrastructure investments in the Baltic States. The Fund will be quoted on the local stock exchanges, and will make investments and lease installations to municipalities.

As part of the project, the Fund was one of the organizers of the Water Framework Seminar.

Two years ago, the negotiations on the EU Water Framework Directive came to a successful conclusion. The Directive provides for the sustainable and integrated management of river basins including binding objectives, clear deadlines, and a comprehensive programme of measures based on scientific, technical and economic analyses, including public information and consultation. Whereas the political European decision-making process ended, it became soon clear that the successful implementation of the Directive will be, at the least, equally as challenging and ambitious for all countries, institutions and stakeholders involved. Hence, a strategic document establishing a Common Implementation Strategy (CIS) for the Water Framework Directive (WFD) was developed and finally agreed under the Swedish Presidency in a meeting held in Sweden on the 2nd to 4th of May, 2001.

The seminar was intended to provide responsible people in state, municipal and other organisations to deal with water management in Latvia, with an overview of knowledge of the European Water Framework Directive. The aim of the seminar was to familiarise participants with the River Basin Management in particular that underlies the directive, in order to match the requirements, bring people together that are working with different water issues, and present and propose ways to finance development and investments in infrastructure. 120 persons participated in the seminar that started at 9.00 and was ended at 16.00, after a full day the impression was that the participants were more than satisfied with the event. SSE carried out their part of the work; the translation, technical assistance, and catering were brilliant in their performance. It's also very inspiring to be in the SSE environment, as that brought energy to the event. ■



Gunnar Ljungdahl, SSE Riga's Executive Vice President lecturing at the seminar

Vilnius Open 2004

The Vilnius Open debating tournament took place in January. Among the 26 teams from Eastern Europe and the U.S. were three teams representing the SSE Riga Debating Club, coached by Martins Zemitis. The topic debated this year was "Challenges for Democracy". After two days of debating Madis Kase and Raiko Uri made it to the final and finished second. ■

Lithuanians meets Lithuanians

The Lithuanian students at SSE Riga (currently 76) together with the Lithuanian Embassy in Riga and the Lithuanian Chamber of Commerce organized a meeting at SSE Riga on November 19th. The meeting was aimed at establishing contacts between the Lithuanian students at SSE Riga and the Lithuanian business community in Riga. The program included presentations, a tour of the School, music and a Lithuanian beer tasting contest. ■

Open Doors Day at SSE Riga

On Saturday, January 31st the School was a lively place, full of curious students interested in learning more about, and hopefully applying to the school. Nearly 500 visitors - students accompanied by their parents – were all eager to learn more about the studies and the everyday activities at the school



from experienced students (the Ambassadors). There were also a number of visitors who had been travelled all the way from Estonia and Lithuania to



SSE Riga Ambassador informs about the study process.

learn more about the school and to meet students, teachers and to hear about the Ambassadors' experiences in the study program. ■

Days of Opportunity 2004

SSE Riga is recognized as the best higher Education institution for auditors and financiers in Latvia. Since its foundation, 450 high level specialists have graduated from the school. Pro-rector Diana Pauna states that competitiveness among universities has increased, and it encourages the school to raise its standards.

The SSE Riga Opportunity Days helps students to find internship places for summer practice, as well as to investigate their future workplaces. A credit analyst for Vereinsbank, Alise Ilzina, who is an SSE Riga graduate, says that in her department four of eight employees are from the school. She says that SSE Riga does not specifically teach how to work in a bank, but it gives knowledge on how to work intensively and to acquire needed skills for the employment.

Lately competitiveness in the labour market in Latvia has increased considerably, and SSE Riga graduates are ready to fight for the best places. Many future graduates think about careers in the marketing field. They know how to find, process and analyze information, how to work in groups and in an

international environment. At present 42% of year 2003 graduates work in auditing companies. SSE Riga graduate Arnis Malbergs, a Unibanka financial market analyst, says that the banking environment is very conservative, and it may seem slow for some SSE Riga graduates who enjoy the fast track in career development.

Lately students have become more interested in the tourism business and the IT field. Those are currently the developing fields of industry. SSE Riga acknowledges that there is tough competition between different educational institutions, and therefore has introduced a student mobility program, and improved cooperation with potential employers.

In recent years, more and more graduates are becoming interested in public sector careers.

This year, 27 companies participated. The previous participants have all stayed and new ones have joined. ■

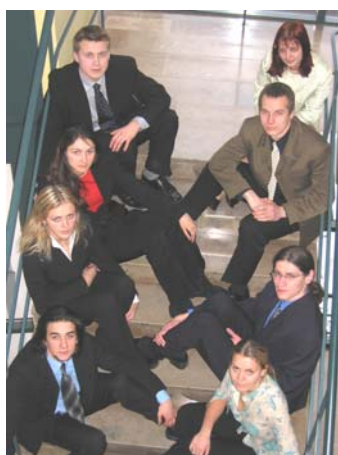
The new Board of the Student Association

Aleksejs Prokofjevs
Chairman of the
Business committee

Julija Dzigulska
President of the
Student Association

Aija Spirge
Chairman of the
PR committee

Vadims Dumess
Chairman of the
Party committee



Ieva Darvina,
Chairman of the
Information committee.

Egon Rand
Vice-President of the
Student Association

Dmitrijs Dikanskis
Chairman of the
Sports committee

Kristina-Maria Muskina
Chairman of the
Education committee

Recent Public Academic Events at SSE Riga

SSE Riga/BICEPS Seminar

International Transfers and Endogenous Borrowing Constraints Karlis Smits, Queens University, Toronto, Canada.

February 3, 2004.

SSE Riga/BICEPS Seminar

Institutional Determinants of Capital Market Performance in Central and Eastern European Countries

Uldis Cerps, the Latvian Finance and Capital Markets Commission, and Umeå University, Sweden, March 2, 2004.

SSE Riga Public Lecture

Songs of Democracy, Democratization Movements in a Global Perspective

Peter Manning, World History Center, Northeastern University, Boston, USA. March 4, 2004.

SSE Riga Public Lecture

Culture and International Marketing

John Branch, John M. Olin School of Business, Washington University, St Louis, USA. March 12, 2004.

SSE Riga Public Lecture in cooperation with the European Delegation

Education and Culture in the EU: The Impact of Enlargement

Nikolaus van der Pas, Director General for Education and Culture, European Commission, Brussels March 25, 2004.

Upcoming Events / SSE Riga Calendar

March 29-April 8 Evening Seminar Series

Entrepreneurship Leadership Seminars (11 seminars) For more information contact Dean Strautins, dstrautins@sseriga.edu.lv

April 22-24

SSE Riga/BICEPS Conference:
How will Small Countries Compete in the EU Single Market?
For more information see www.biceps.org

May 10

One day course in cooperation with Connect Latvia: **How to Start and Finance Technology Companies**
Lecturer: Kenneth Olson, entrepreneur and business angel, San Diego, USA
For more information contact office@sseriga.edu.lv

May 12

Conference in cooperation with TeliaSonera and BICEPS: **Venture Capital**
For more information contact office@sseriga.edu.lv

May 27

In cooperation with TeliaSonera and Connect Latvia a seminar:
Business Connect Play Day
For further information contact Dean Strautins, dstrautins@sseriga.edu.lv

May 29

Graduation Day

September 9-11

Conference: **International Business in Transition Economies**
For more information and call for papers see www.sseriga.edu.lv/ibconference2004

