



Project Manual

WORKSHOP 02-4

"Port Marketing and Public Relations"
December 06 - 09, 2005, Riga (Latvia)



Dear Partners:

Following is a brief description of what you need to know having arrived at the Riga International Airport.

Currency

One of the first things to do right after you have landed successfully at the Riga International Airport and gone through the passport control is getting some cash money in local currency (lats). The exchange rate is approximately 1 EUR = 0.7028 LVL, or 1 GBP = 1.049 LVL.

We recommend exchanging some already at the airport because taxis mostly accept cash, although some might take credit cards too. The exchange rate in the city is better, of course, but you would only need some LVL 10-15 for the taxi and maybe something more for a small expense in the evening, if you happen to arrive late in the evening and banks are closed; normally they work till 18:00. Apart from that, payment cards are accepted widely in hotels, stores, restaurants, bars, etc.

Transportation

In order to get you from the airport to the hotel ("*Reval Hotel Latvia*", Elizabetes street 55, <http://www.revalhotels.com/eng/latvija/>) you can either use taxi or public transportation (bus No 22 A), if you wish. The bus stop is just some 50 meters off (to the right) when you go out of the airport. It takes some 20-30 minutes on a bus to get to the city center. The fare is 0.25 LVL and you have to get off at the *Katedrāle* (Orthodox Cathedral), which is just next to the hotel.

However, we suggest to take a taxi- it is still more convenient. The fare to the hotel should not exceed 10 LVL; it can be a little more, due to the traffic in the city. The distance from the Riga International Airport to city center (the hotel) is about 15 km.

Weather conditions

We suggest you dress warmly and have your coats with you when coming to Riga in this time of the year- this concerns especially friends from the South of Europe. The air temperature in December can vary a lot: from +5 C to -10 C. Hopefully, we are lucky to have warm weather.



Hotel

All PORT-NET partners have accommodation booked at the *Reval Hotel Latvia*, a four-star hotel, which lies in the very center of Riga and has picturesque view of Riga from most rooms. It is the largest hotel in Riga, dedicated to providing comfortable accommodation, friendly service and attention to your individual needs. *Reval Hotel Latvija* has been a landmark of Riga more than 20 years.

Address

Reval Hotel Latvia
 Elizabetes Street 55, Riga
 tel. 00-371-7-772-222



Venue

The PORT-NET workshop on *Port Marketing and Public Relations* will take place at the premises of the Freeport of Riga Authority, which is in the center of Riga- just some 10-minute walk away from the hotel.

Address

Freeport of Riga Authority
 Kalpaka Blvd. 12, Riga
 tel. 00-371-7-030-800 (switchboard)



Contact persons for PORT-NET:

Mr. Edgars Suna, mob.phone	00-371-9-441-445
Mr. Haralds Apogs, mob.phone:	00-371-9-455-986
Mrs. Sanita Odineca, mob.phone:	00-371-9-183-665

Programm

Tuesday, December 06

Tuesday afternoon/evening: arrival of participants

17:00-19:00

Registration of participants
Reval Hotel Latvia,
Elizabetes Street 55, Riga

19:30-21:00

Welcome drink hosted by the Freeport of Riga
Reval Hotel Latvia,
Elizabetes Street 55, Riga

Wednesday, December 07

08:45-09:00

Registration of participants for the PORT-NET workshop
Central lobby of the FRA, O. Kalpaka blvd. 12

09:00-09:15

Official opening of the PORT-NET workshop (Mr. Vladimirs Makarovs, Director of the Strategic Planning and Project Management Dep.)
Conference Hall, the FRA, O. Kalpaka blvd. 12

09:15-09:45

Port and Transit Sector Development in Latvia (Mr. Andris Maldups, Director of the Transit Policy Department, Ministry of Transport and Communications of Latvia)
Conference Hall, the FRA, O. Kalpaka blvd. 12

09:45-10:00

Questions, answers, discussions

Conference Hall, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

10:00-10:30

Advertising and Promotion of Ports of Latvia (Mr. Ralfs Dakters, Head of the External Relations Division, Latvian Investment and Development Agency)

Conference Hall, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

10:30-10:45

Questions, answers, discussions

Conference Hall, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

10:45-11:15

City Planning and the Port: Managing Public Relations (Mr. Pēteris Strancis, Vice-Director of the City Planning Department, Riga City Council)

Conference Hall, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

11:15-11:30

Questions, answers, discussions

Conference Hall, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

11:30-11:45

Coffee break

Central lobby of the FRA, O. Kalpaka blvd. 12

11:45-12:15

Public Image of a Contemporary Port: Research Methods and Tools (Mr. Aigars Freimanis, Director of SIA "Latvijas Fakti")

Fireplace Room, the FRA, O.Kalpaka blvd. 12

12:15-12:30

Questions, answers, discussions

Fireplace Room, the FRA, O.Kalpaka blvd. 12

12:30-13:00

Public Relations of the Freeport of Riga Authority (Mr. Kārlis Leiškalns, Director of the Public Relations Department, the FRA)

Fireplace Room, the FRA, O.Kalpaka blvd. 12



13:00-13:15

Questions, answers, discussions
Fireplace Room, the FRA, O.Kalpaka blvd. 12

13:15-14:00

Lunch
Fireplace Room, Freeport of Riga Authority

14:00-14:30

Marketing Environment of a Modern Port (Mr. Igors Kabaškins, Professor, Institute of Transport of Latvia)
Fireplace Room, Freeport of Riga Authority

14:30-14:45

Questions, answers, discussions
Fireplace Room, the FRA, O.Kalpaka blvd. 12

14:45-17:30

Visit on a bus to the Freeport of Riga (SIA "Baltic Container Terminal" and the Vessel Traffic Service Center)
SIA "Baltic Container Terminal", VTS

17:30-19:45

Time available for individual scheduling

20:00-22:00

Dinner hosted by the FRA at "Lido Atpūtas centrs" (Latvian national cuisine restaurant), participants will be taken to the restaurant by a bus departing from the hotel

Lido Atpūtas centrs (Lido Recreation Center), Krasta street 76, Riga

Thursday, December 08:

Port Marketing Methods and Tools: Perspective of the Freeport of Riga and Competitors



08:45-09:00

Registration of participants for the PORT-NET workshop
Central lobby of the FRA, O.Kalpaka blvd. 12

09:00-09:20

Managing Foreign Affairs at the Freeport of Riga (Mrs. Sanita Odineca, Senior specialist of the International Affairs Department, Freeport of Riga Authority)
Fireplace Room, Freeport of Riga Authority

09:20-09:35

Questions, answers, discussions
Central lobby of the FRA, O.Kalpaka blvd. 12

09:35-10:00

Instruments of Marketing for Advertising and Port Promotion: Experience of the Freeport of Riga (Mr. Haralds Apogs, Project Manager, International Affairs Department, Freeport of Riga Authority)
Fireplace Room, Freeport of Riga Authority

10:00-10:15

Questions, answers, discussions
Conference Hall, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

10:15-10:30

Coffee break
Central lobby of the FRA, O.Kalpaka blvd. 12

10:30-11:00

Marketing at the Port of Klaipeda: a Competitor's Experience (Ms. Jolanta Taraseviciene, Public Relations Specialist, of the Klaipeda Port Authority)
Fireplace Room, Freeport of Riga Authority

11:00-11:15

Questions, answers, discussions
Fireplace Room, Freeport of Riga Authority

11:15-12:15



Meeting of participant to discuss and prepare “Results and Recommendations” of the workshop

12:15-13:00

Lunch

Press Conference

Fireplace Room, Freeport of Riga Authority

Central lobby of the FRA, O.Kalpaka blvd. 12

13:00-13:30

Marketing Function and the Role of Advertising for a private company at the Freeport of Riga (Mr. Fred Kampermann, Managing Director of the Baltic Container Terminal)

Fireplace Room, the FRA, O.Kalpaka blvd. 12

13:30-13:45

Questions, answers, discussions

Fireplace Room, Freeport of Riga Authority

13:45-14:15

Port of Hamburg Marketing (Mr. Maciek Brzozowski, representative in Poland)

Fireplace Room, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

14:15-14:30

Questions, answers, discussions

Fireplace Room, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

14:30-15:15

Closing and evaluation session: summary and conclusions of the workshop

Fireplace Room, Freeport of Riga Authority, O.Kalpaka blvd. 12, Riga

15:30-18:00

Guided City / Old Riga

End of Port-Net workshop 02-4

Thursday evening / Friday 09, Dec. morning: departure of participants

List of participants (PORT-NET partners)

No	Name of the partner	Institution / Company	Country	Arrival – Departure
1.	Mr. Hans Ulrich Wolff	Uniconsult, (PORT-NET Project Manager)	Germany	07.12. - 09.12.2005
2.	Mr. Michael Stange	Port of Hamburg (Lead Partner)	Germany	05.12. - 09.12.2005
3.	Mr. Vladimirs Makarovs	Freeport of Riga Authority (organizer)	Latvia	-
4.	Mr. Kārlis Leiškals	Freeport of Riga Authority (organizer)	Latvia	-
5.	Mr. Haralds Apogs	Freeport of Riga Authority (organizer)	Latvia	-
6.	Mrs. Sanita Odineca	Freeport of Riga Authority (organizer)	Latvia	-
7.	Mr. Edgars Sūna	Freeport of Riga Authority (organizer)	Latvia	-
8.	Dr. Olaf Krüger	Lübeck Business Development Corp.	Germany	06.12. - 09.12.2005
9.	Mr. Björn P.Jacobsen	Lübeck Business Development Corp.	Germany	06.12. - 09.12.2005
10.	Mr. Richard Morton	Haven Gateway	United Kingdom	02.12. - 09.12.2005
11.	Mr. John Winn	Birketts – Maritime Lawyer	United Kingdom	03.12. - 09.12.2005
12.	Mr. John Jenkins	Mistley Quay and Forwarding	United Kingdom	06.12. - 09.12.2005
13.	Mr. Rob Smith	Associated British Ports	United Kingdom	07.12. - 08.12.2005
14.	Mr. Nicholas Mamenko	Port of Kaliningrad (branch "Rosmorport")	Russia	06.12. - 10.12.2005
15.	Mrs. Veronica Raiola	GAL Appennino Genovese	Italy	06.12. - 09.12.2005
16.	Ms. Geda Marozaitė	Port of Klaipėda	Lithuania	06.12. - 09.12.2005
17.	Ms. Jolanta Tarasevičienė	Port of Klaipėda	Lithuania	06.12. - 09.12.2005
18.	Mr. Charles Axisa	Malta Maritime Authority	Malta	06.12. - 09.12.2005
19.	Ms. Tiina Liitmäe	Port of Tallinn Authority	Estonia	06.12. - 09.12.2005
20.	Mr Krzysztof Pilarski	Szczecin and Swinoujscie Seaport Authority	Poland	07. 12. - 09.12.2005
21.	Mrs. Katarzyna Malinowska	Szczecin and Swinoujscie Seaport Authority	Poland	07. 12. - 09.12.2005
22.	Mr. Michel Lory	Antwerp Municipal Port Authority	Belgium	06.12. - 09.12.2005



List of Speakers

No	Name	Position, company / institution	Country	Topic
1.	Mr. Andris Maldups	Director of the Transit Policy Department, Ministry of Transportation of Latvia	Latvia	Port of Transit Sector Development in Latvia
2.	Mr. Ralfs Dakters	Head of External Relations Division, Latvian Investment and Development Agency	Latvia	Advertising and Promotion of the Ports of Latvia
3.	Mr. Pēteris Strancis	Vice-Director of the City Planning Department, Riga City Council	Latvia	City Planning and the Port: Managing Public Relations
4.	Mr. Aigars Freimanis	Director of "Latvian Facts" Ltd. Co.	Latvia	Public Image of a Contemporary Port: research Methods and Tools
5.	Mr. Kārlis Leiškalns	Director of the Public Relations Dep., Freeport of Riga Authority	Latvia	Public relations of the Freeport of Riga Authority
6.	Mr. Igors Kabaškins	Professor at the Institute of Transport of Latvia	Latvia	Marketing Environment of a Modern Port
7.	Mrs. Sanita Odineca	Senior Specialist at the International Relations Dep., Freeport of Riga Authority	Latvia	Management of international Affairs at the Freeport of Riga Authority
8.	Mr. Haralds Apogs	Project Manager at the International Relations Dep., Freeport of Riga Authority	Latvia	Instruments of Marketing for Advertising and Promotion of a Port: Experience of the Freeport of Riga Authority
9.	Mr. Fred Kampermann	General Manager of the Baltic Container Terminal Ltd. Co	Belgium	Marketing Function and the Role of Advertising for a Private Company at the Freeport of Riga
10.	Ms. Jolanta Taraseviciene	Port of Klaipeda	Lithuania	Marketing at the Port of Klaipeda: a Competitor's Experience
11.	Mr. Maciek Brzozowski	Port of Hamburg (representative in Poland)	Russia	



List of Invited Companies

No	Company / Institution	Business Profile
1.	SIA "Baltic Container Terminal"	Container terminal at the Freeport of Riga
2.	A/S "Baltic Sea Port"	General cargo handling terminal at the Freeport of Riga
3.	A/S "BLB Baltijas Termināls"	Oil products handling terminal at the Freeport of Riga
4.	SIA "Krievu salas termināls"	Timber products handling terminal at the Freeport of Riga
5.	SIA "Man-Tess"	General cargo handling terminal at the Freeport of Riga
6.	SIA "The Wilhelmsen Terminal"	General cargo handling terminal at the Freeport of Riga
7.	SIA "Termināls Vecmīlgrāvis"	Ro-Ro and general cargo terminal at the Freeport of Riga
8.	A/S "Riga Shipyard"	Ship repair and construction company
9.	SIA "Sala"	General cargo handling terminal at the Freeport of Riga
10.	SIA "Vega Stividorš"	General cargo handling terminal at the Freeport of Riga
11.	SIA "Port Magnat"	General cargo handling terminal at the Freeport of Riga
12.	SIA "LaCon"	Coal handling terminal at the Freeport of Riga
13.	SIA "Rīgas Centrālais termināls"	Dry bulk and coal handling terminal at the Freeport of Riga
14.	SIA "Maersk Latvia"	Shipping agency and regular container line in Riga
15.	SIA "KL Shipping"	Shipping agency of "Kursiu Linija" regular container line in Riga
16.	SIA "Nurminen Maritime Agency"	Shipping agency of regular container lines <i>TeamLine</i> and CMA-CGM in Riga
17.	SIA "Latvijas Koku Eksports"	Agency and forwarder of timber shipments to the UK

Map of Riga



