



International Students Company's festival

Latvia
from 4th to 7th of March 2009

We invite you to the festival!

150 companies will meet in Latvia at Jelgava castle for the International Students Company's festival. This event provides the opportunity to over 450 achievers from all Latvian regions and neighbor countries (*Netherlands, Finland, Sweden, Lithuania, Estonia, Russia, Germany, Norway, etc.*) to meet each other and to exchange both views and ideas. As such, the event may well help to reinforce the bonds between the various young enterprises. In addition, the achievers are given the opportunity to experience selling to the public in an international setting.



This is not only trade fare, but also great relaxing event. Student not only **sell them products**, but also **represent his/her company** in PowerPoint for others students and judges. On the evening after **award ceremony** there will be **carnival** for students with life music and **ice-breaking games**. In next morning there will be **sport activities** and **excursion around the city**.

As well there will be special program for teachers and stuff: **Informal evening with life music** and some drinks and **visit in some industry company** with **lecture about international trade**.

www.pirmaismiljons.lv

Junior Achievement – Young Enterprise Latvija
Brīvības st. 33, Rīga, LV-1010
Ph./ fax: +371 67339656, GSM: +371 26188785
E-mail: janis@jal.lv
Web page: www.pirmaismiljons.lv, www.jal.lv
Registration. No. 5000 801 4301
Requisites: SEB banka
Account No. LV61UNLA0002400700334

Administrative Information

Dates: Friday 4th March 2010 to Saturday 7th March 2010

Travel: You will be met at the airport, railway station or buss station in **Riga** by the Organizing Committee Staff (look for the JA triangle logo). Please check with your airlines the maximum extra luggage weight accepted at the airport, before departure.

Arrival: The transport from the airport or railway station to the hotel will be provided by the Organizing Committee on the 4th of March by preliminary agreement

Departure: The transport from the hotel to the airport or railway station will be provided by the Organizing Committee (OC) **on the 7th of March by preliminary agreement.**

For all arrivals and departures before or after the provided time schedule you are responsible for your own transportation. There are busses from the airport and also from the railway station to the hotels.

ACCOMMODATION

- Full Board accommodation has been booked for your team from the night of Friday 5th through to breakfast on Sunday 7th of March.
- On arrival all delegates will be issued a welcome package. This includes badges with schedule for participation in the event, and also maps and useful information concerning the event.
- Every participant will have a badge with the agenda, times for busses, meals, presentations and activities. **Please be aware the timing for buses is sharp!**

Fair Venue

All preparation, judging, selling etc. will take place at Jelgava city. The transport to Jelgava will be provided by the Organizing Committee according to your agendas.

Meals

All meals (from Friday dinner until Saturday lunch included) will be provided and are paid.

Insurance

Each participant is responsible for own insurance (TRAVEL and MEDICAL INSURANCE).

Dress

The dress code is informal during the most part of the event.

Dress code for Awards and presentations on Friday, 5th of March is business formal.

After presentations on Friday will be Carnival for students. Dress-code for the carnival has to be in the masks of kingdom image. (You also will be able to get special prizes for most original and attractive dress).

The dress code for the Fair on Friday is according to the team decision.

Students have to take sportswear for sport activities on Saturday.

TECHNICAL INFORMATION & GUIDELINES

Display Stand

- Electricity is available if you requested it 3 week before event, but you must bring your own equipment, adaptors, lights, extension cords, etc. and be fully responsible for keeping these safe. The power outlets are 220V AC.
- If you chose to have valuable equipment e.g. PC's on your stand please be aware that you will be fully responsible for their safety. These items are not covered by the insurance provided by the organisers. We strongly recommend that any valuable equipment is kept with you at all times.
- Each Enterprise will have a space of 3 by 2 meters, including a table (1x1 meter). If there isn't any necessary for table after previous request it could be removed.

OTHER USEFUL INFORMATION

- Behaviour: We want you to have a great time while you are in Latvia for the Student Companies festival, and proper behaviour is expected at all times. Please show respect for people and property.
- Your presence to the Students Company Festival in Jelgava acknowledges your acceptance to be filmed and photographed during the event.
- Please notice that the timing of the buses is sharp and we are not responsible for people arriving late to the meeting points.

Drugs and Alcoholic Beverages

- The official accompanying adults are responsible for ensuring that the students abide by this zero tolerance regulation. In addition, we ask that accompanying adults ensure that there is no drunken behaviour at any other times during the events.
- In the event of unacceptable behaviour, the offending students will be sent home, at their own cost, immediately.

Weather

Average temperature in Latvia in the beginning of March is around 0 degrees Celsius, but it can also be warmer. The forecasted weather on March is partially clouded so please bring appropriate clothes.

Credit Cards

Credit cards are accepted in most shopping centres in Jelgava, but for small shops you can expect to pay mainly cash. MasterCard and Visa are the most common.

Currency

Latvian currency is the Latvian **Lats (LVL)**. You can exchange money at any bank in town (with exchange rate displayed).

Emergency Phone Numbers

In the event of an emergency in Latvia, the number is 112 for all emergency services.

Latvian area code is: +371, Jelgava code is: 30.

Recommend taxi in Jelgava: +371 63083200

Janis Krievans (Junior Achievement – Latvia international project manager) +371 26188785

AWARDS AND JUDGING CRITERIA

Information on Awards and Criteria for individual categories

AWARD CATEGORIES

Best Trade Fair display stand

Criteria:

- General layout and attractiveness of stand
- Sales and product literature
- Effectiveness in presenting product to Latvian customers
- Corporate image profile and promotion

Most innovative product

Criteria:

- Design
- Quality of finish
- Effectiveness of purpose
- Inventiveness
- Packaging
- Environmental impact

Social responsible product

Criteria:

- Environmentally friendly
- Useful for society
- Oblation principle

Most qualitative product

Best sales / marketing techniques

Criteria:

- Appearance of the Sales Team on the stand
- Creative promotion/advertising
- Sales techniques and salesmanship relevant to the Latvian Trade Fair customers
- Packaging sales information

Best Overall Company

Criteria:

- Best total score in all categories together.

PROGRAM

Time

Event

4th March

Our alumni will welcome you at the Riga airport, Trane station or port and bring you to the hotel Prima.

Free time to visit Old Riga, Cinema or other facilities. You will be able to get our alumni as a guide.

In the evening – ice breaking gathering between international members in *Hotel Prima* area.

5th March

Transfer to exhibition-location.

11:00 Setting up stands, rehearsals of presentations.

11:50 Lunch.

12:30 Opening the exhibition, inaugural address, introduction of the jury.

13:00 - 16:00 Stands open to public and press / Trade fare /.

13:00 - 15:00 Stand valuation of jury

15:00 - 16:00 Conference of jury

13:30 - 15:00 *Teachers and stuff* visit in city hall.

till 17:30 Dinner.

17:30 Transfer to the castle of Jelgava

18:00 Companies Presentation / advertisement. Original, max 1 min per company.

20:00 Award Ceremony.

21:00 Traditional big pretzel.

21:30 *Teachers, stuff and guest's* informal evening with host and live music.

22:00 – 01:00 Carnival, dress code attending kingdom image. Ice breaking games, activities. Party with DJ, live music.

6th March

09:00 Breakfast.

11:00 Sport activities.

11:00 *For teachers and stuff* excursion to enterprise industry company with lecture about international trade

13:00 Optional sightseeing.

15:30 Final speech

16:00 Transfer to Riga.

FEES, REGISTRATION & DEADLINES

This section will provide you with the information about participation fees, registration forms for download and time schedule for registration process

You can join this event with only 5 teams per country - each team having a maximum of 4 persons (for the subsidized fee).

Forms	Details	Deadlines
Form 1	Preliminary form – List of participants	
Form 2	Preliminary Deposit Fee	
Form 3	Final Payment form	
Form 4	Final Registration form	
Form 5	Parental Consent	
Form 6	Company & Product Form	

PARTICIPATION FEES

The fee covers 3 nights at Hotel transportation costs, 5 meals incl. special dinners, workshops and special working & entertainment activities.

	Fee*/Person Euros Early bird	Fee*/Person Euros After 10th December
Achievers (max. 4/team)	100	120
Achievers (other)	100	120
Advisers/Teachers	130	150
Advisers/Teachers (other)	150	200
JA-YE Staff	150	170
Business Volunteers	120	120

For more information ask in e-mail to JAL International project manager Janis Krievans janis@jal.lv

Junior Achievement – Young Enterprise Latvija
Address: Brīvības st. 33, 5ft.flour, Riga, LV-1010
Ph./ fax: 67339656; **E-mail:** jal@jal.lv; **web page:** www.pirmaismiljons.lv, www.jal.lv;
Registration. No. 5000801 4301
Requisites: **SEB** bank, account Nr. LV61UNLA0002400700334