

RIGA & METROPOLITAN AREA

DEVELOPMENT DIRECTIONS - COLLABORATION - COMPETITIVENESS

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BOARD OF STRATEGIC MANAGEMENT, HEAD OF THE STRATEGIC PLANNING DIVISION

DEPUTY HEAD OF THE BOARD

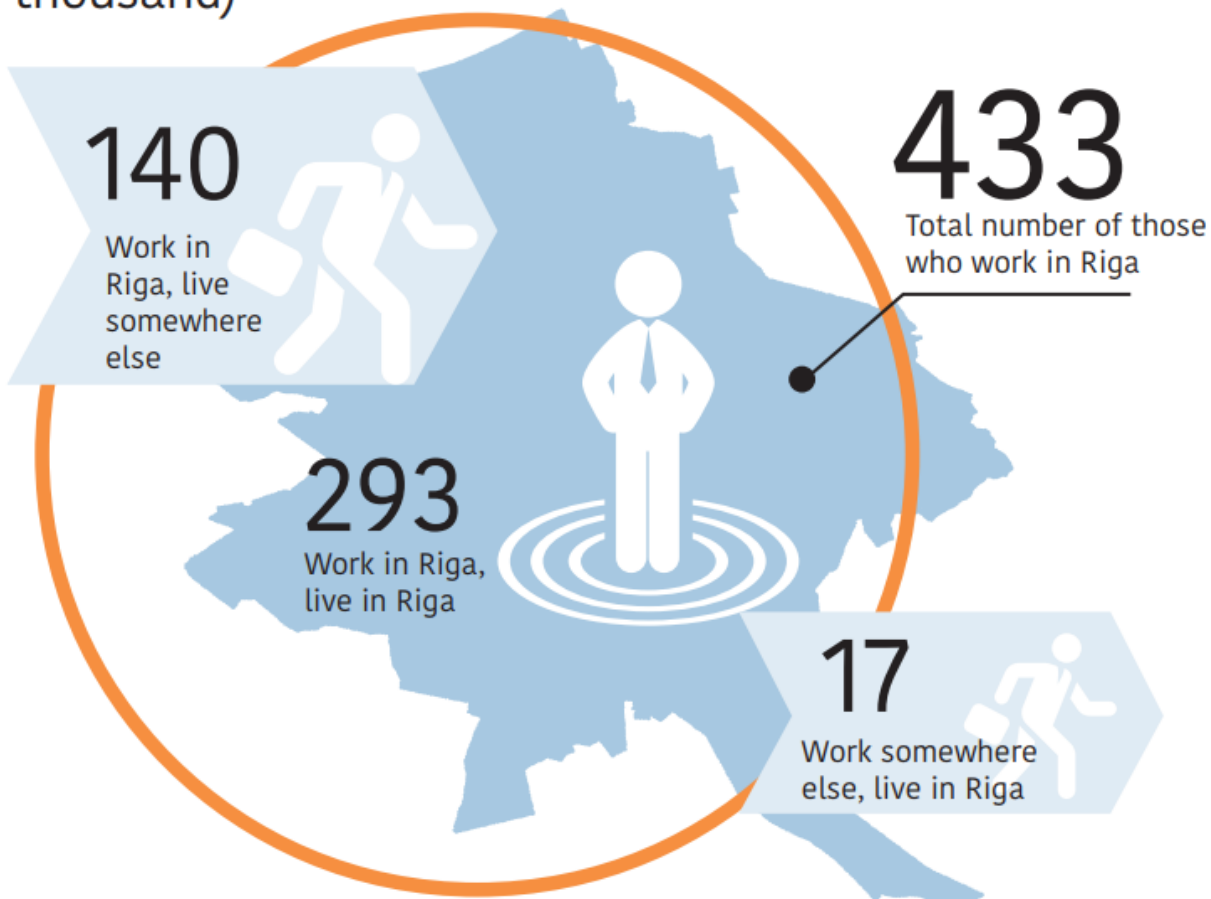
DEVELOPMENT DIRECTIONS



WHY RM?

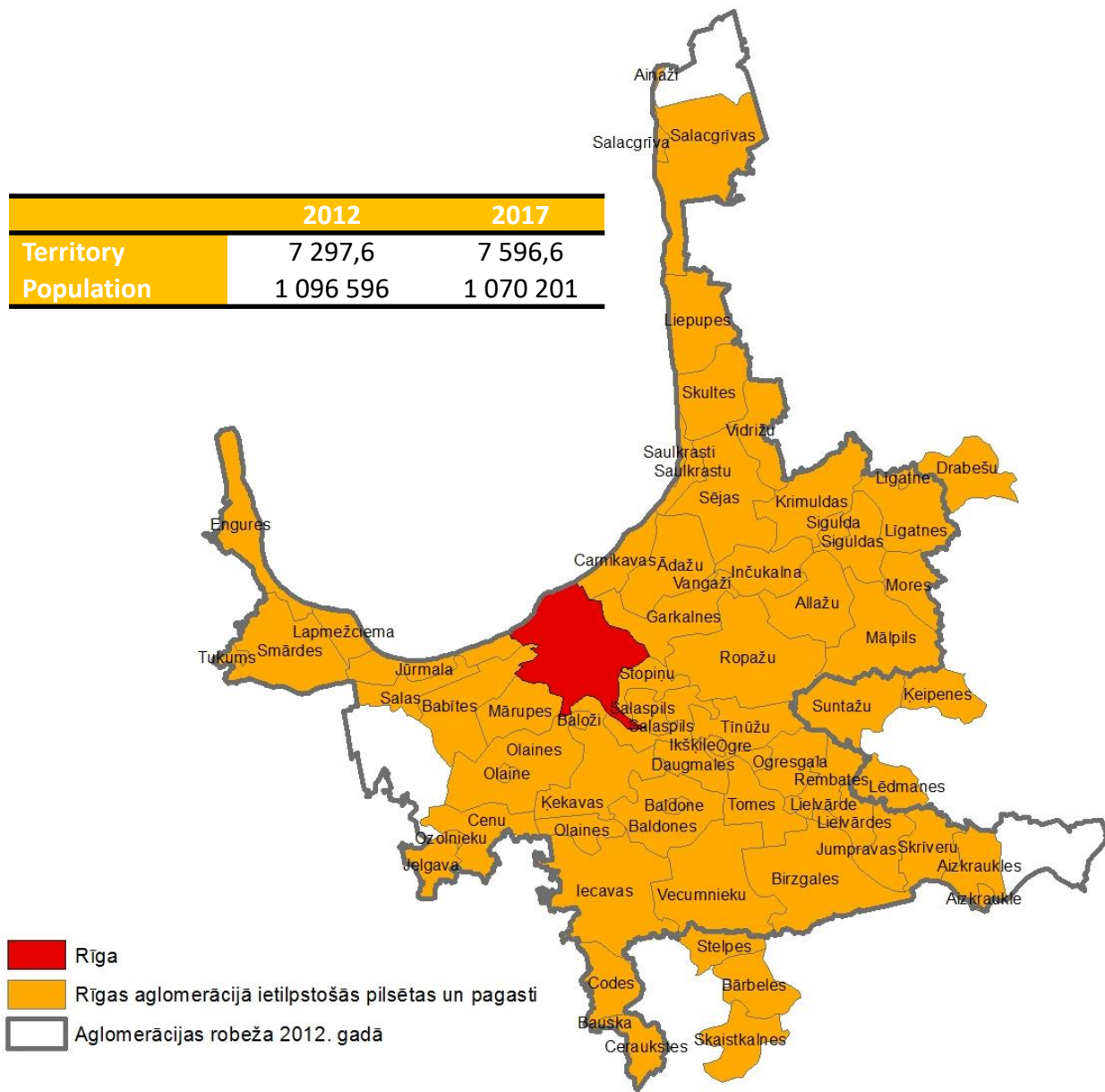
DAILY LIFE HABITS

People working in Riga (approximate calculations, thousand)³



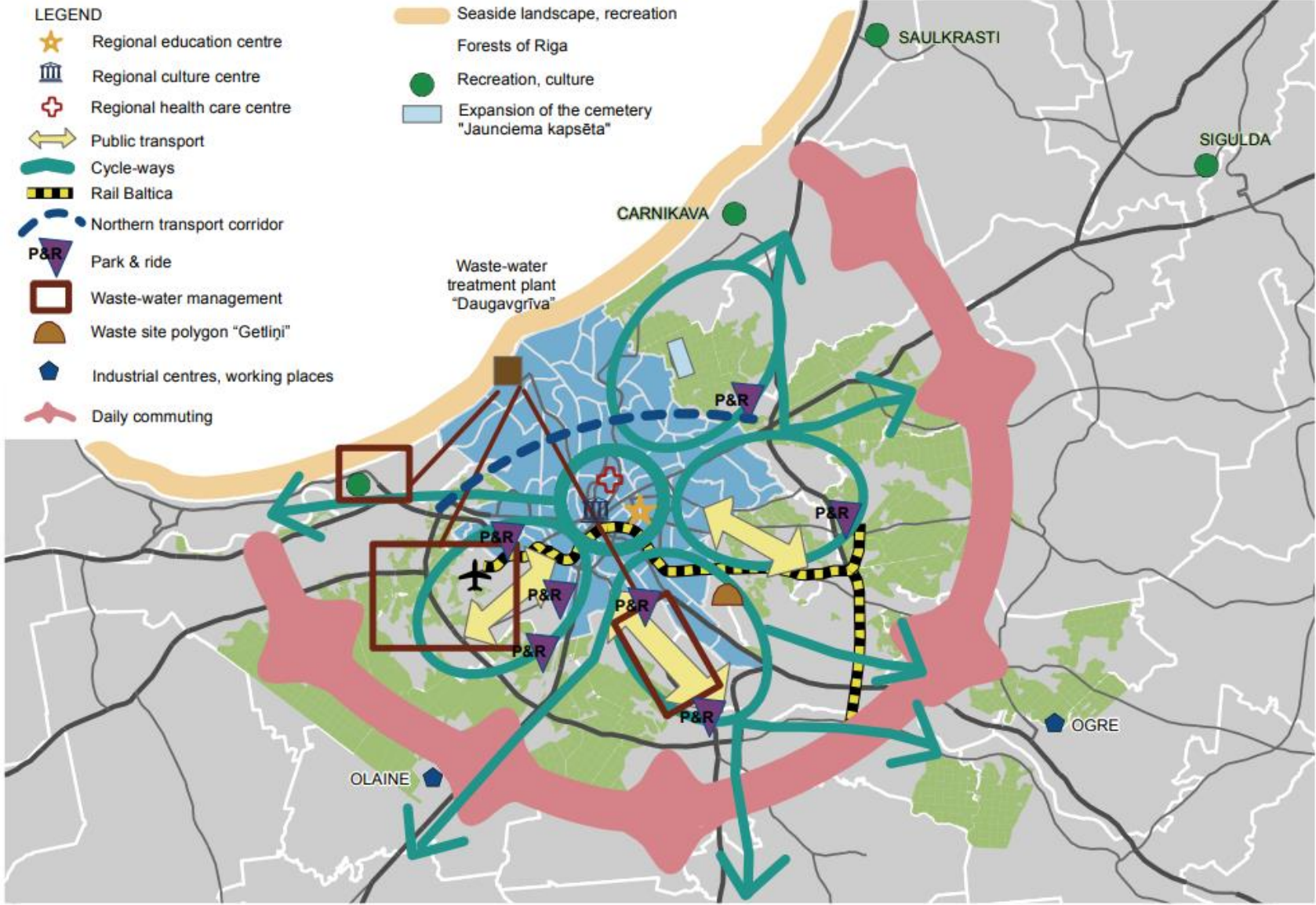
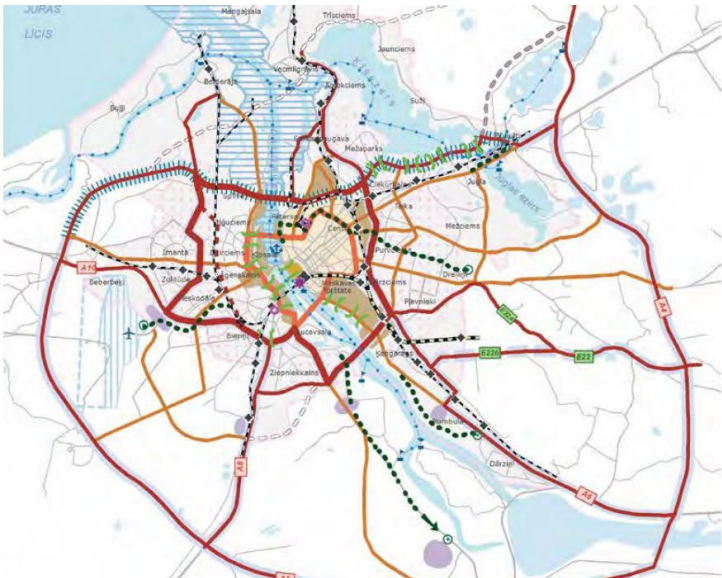
³ Calculations based on the data of the Central Statistical Bureau and EUROSTAT.

	2012	2017
Territory	7 297,6	7 596,6
Population	1 096 596	1 070 201



MAIN COOPERATION DIRECTIONS OF THE MUNICIPALITY OF RIGA WITH OTHER MUNICIPALITIES

SUSTAINABLE DEVELOPMENT STRATEGY OF RIGA UNTIL 2030



REAL ONGOING ACTIVITIES PROJECTS

XXL RAIL BALTICA

L IKEA

S Life CoHaBit (Coastal Habitat Conservation in Nature Park 'Piejura') RIGA AND CARNIKAVA

...



LOCAL PROJECTS WITH REGIONAL/NATIONAL IMPACT

Population forecast – 36 059

Employment forecast – 33 023



FUTURE UNCERTAINTY

IT IMPACT ON ...

- DEVELOPMENT
- MOBILITY
- HOUSING
- EDUCATION
- HEALTH CARE
- ADMINISTRATION
- ...



NEEDS, THOUGHTS

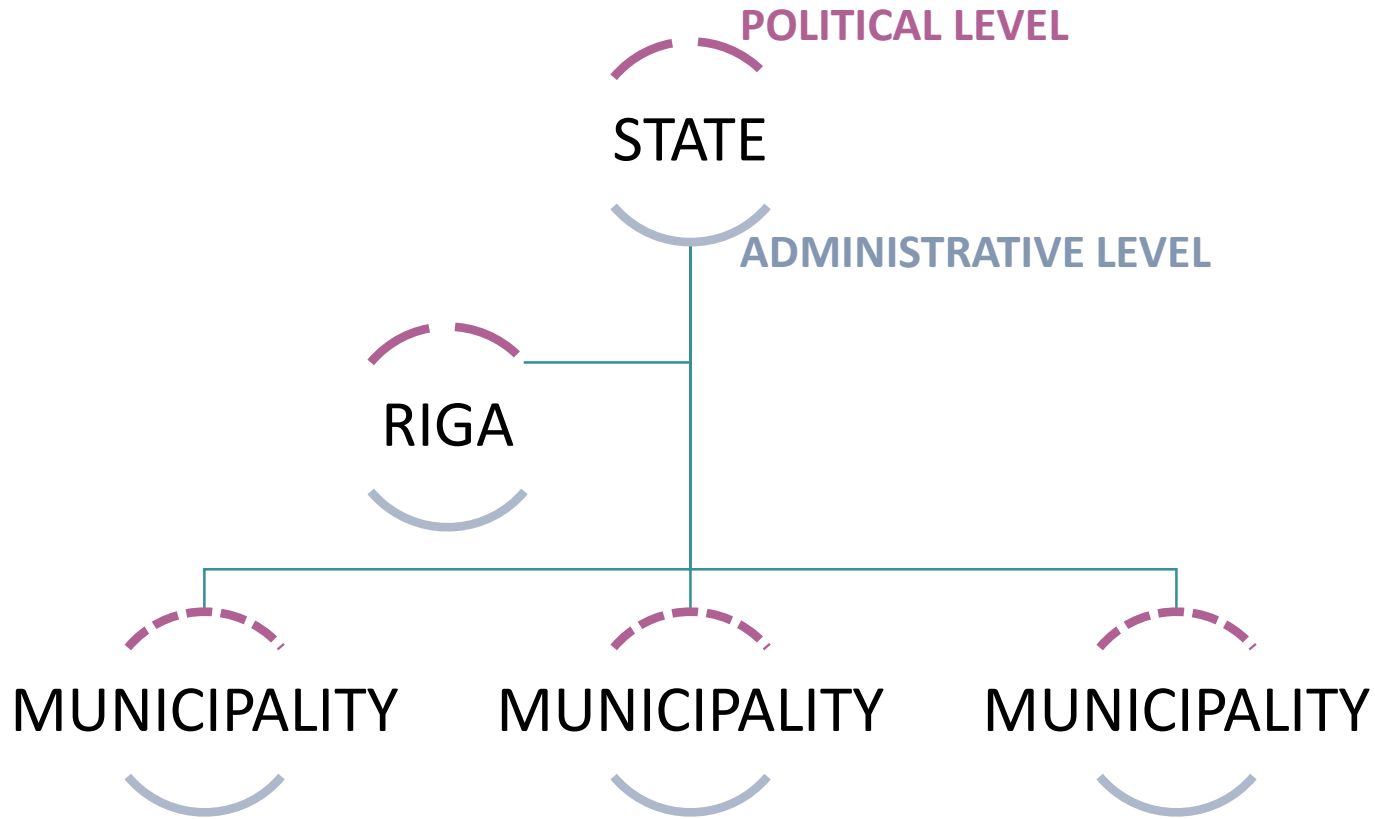
HABITS



COLLABORATION

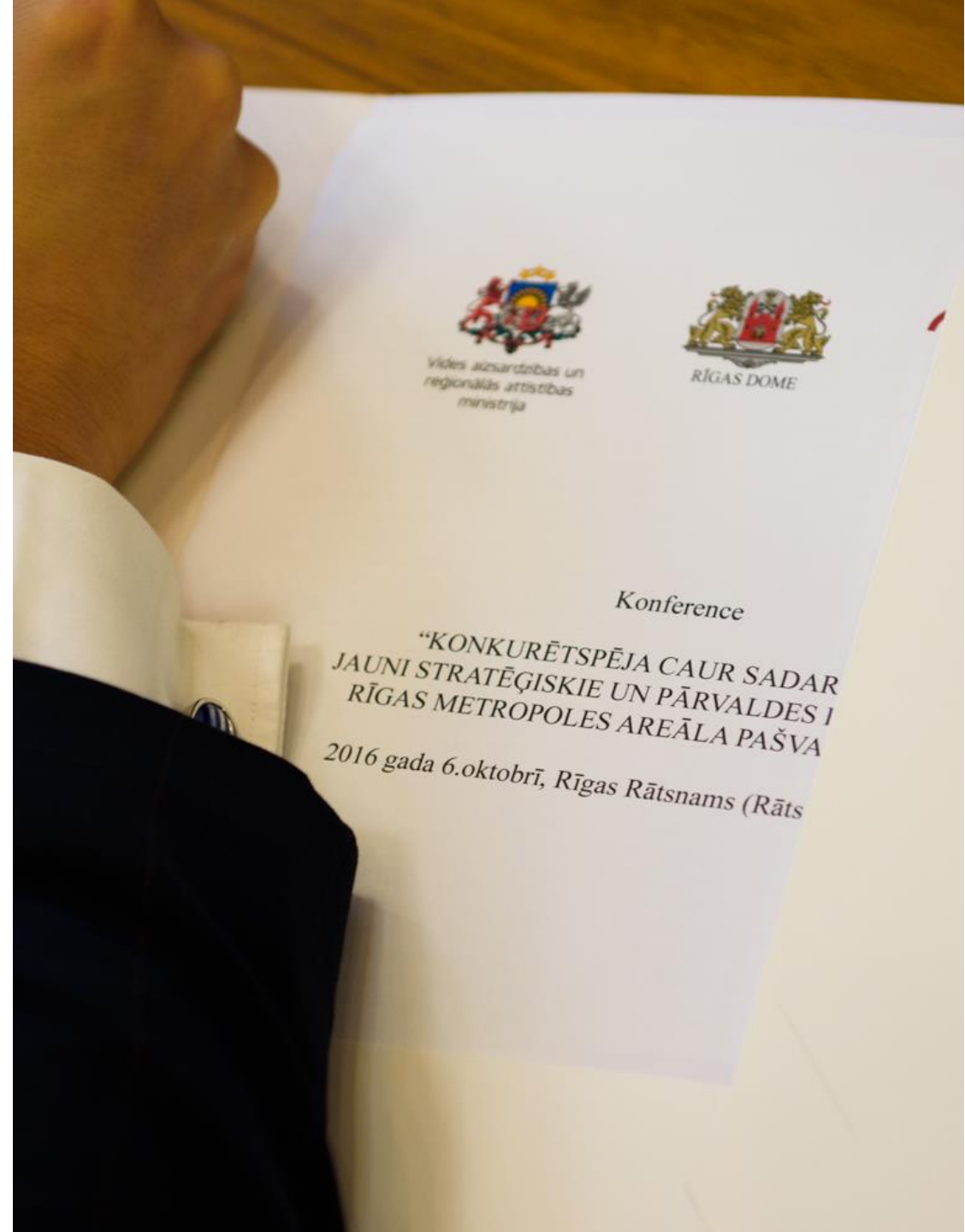


COOPERATION CHALLENGES



WHO COOPERATES – HUMANS...

WHAT CAUSES THESE COMMUNICATION BARRIERS THE SAME ISSUES AS IN DAILY LIFE COMMUNICATION...AMBITIONS, POWER, PERSONAL THINGS... COULD NEW SYSTEM CHANGE SMTH IF WE AS HUMANDS DOESN'T CHANGE THE WAY OF ACTING?



COMPETITIVENESS

HOW MUNICIPALITIES/RIGA METROPOLIS CAN SUCCESSFULLY SELL PRODUCT

PRODUCT

PERHAPS ONE OF THE MOST COMPLEX PRODUCT

SERVICES

- SOCIAL
- INFRASTRUCTURE
- LEISURE
- ...



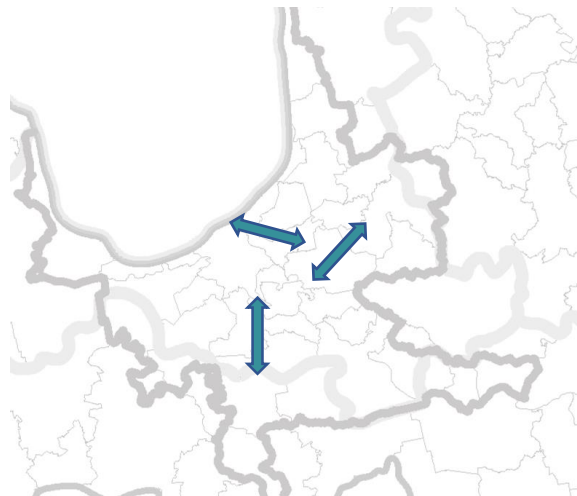
CITY/METROPOLIS AS A PRODUCT

- TERRITORY
- INHABITANTS
- MANAGEMENT
- NATURE
- ENVIRONMENT (ECONOMICAL, POLITICAL, LEGAL)
- OBJECTS
- ...



CLIENTS

IN-BETWEEN



OUTSIDE

CLIENTS



BUSINESS



INHABITANTS



VISITORS

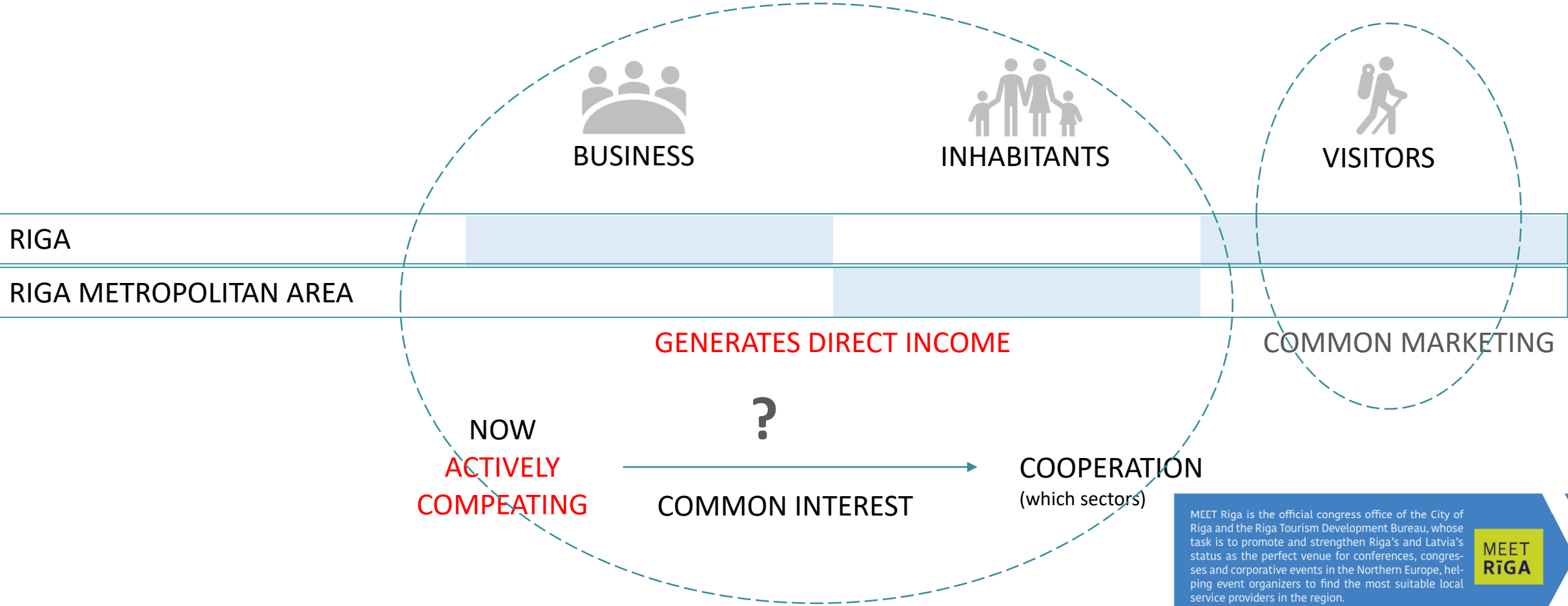
COMMON INTERESTS

LEGAL ENVIRONMENT
SECURITY
PROCEDURES, TIME
RESOURCES
COSTS (taxes...)
ACCESSABILITY
SAFETY
INFRASTRUCTURE
CLIENTS
SERVICES
....

CLEAR, SAFE ENVIRONMENT
JOB OPPORTUNITIES
SERVICES:
EDUCATION
CULTURE
HEALTH
TRANSPORT
LEISURE
SHOPPING
SPORTS
...

BUSINESS/PRIVATE PURPOSE
ATTRACTIONS
EVENTS
CLIMATE
NATURE
HOTELS
RESTORANTS
SHOPS
CONFERENCE CENTERS
EXIBITIONS
....

CLIENTS



MEET Riga is the official congress office of the City of Riga and the Riga Tourism Development Bureau, whose task is to promote and strengthen Riga's and Latvia's status as the perfect venue for conferences, congresses and corporative events in the Northern Europe, helping event organizers to find the most suitable local service providers in the region.

MEET RIGA

For more information: <http://www.meetriga.com/en/>

The Riga Tourism Development Bureau maintained website, whose aim is to promote Riga's tourism abroad using the city tourism brand LIVE RIGA. There is available tourism information in four languages (in Latvian, Russian, English, and German).

LIVE RIGA

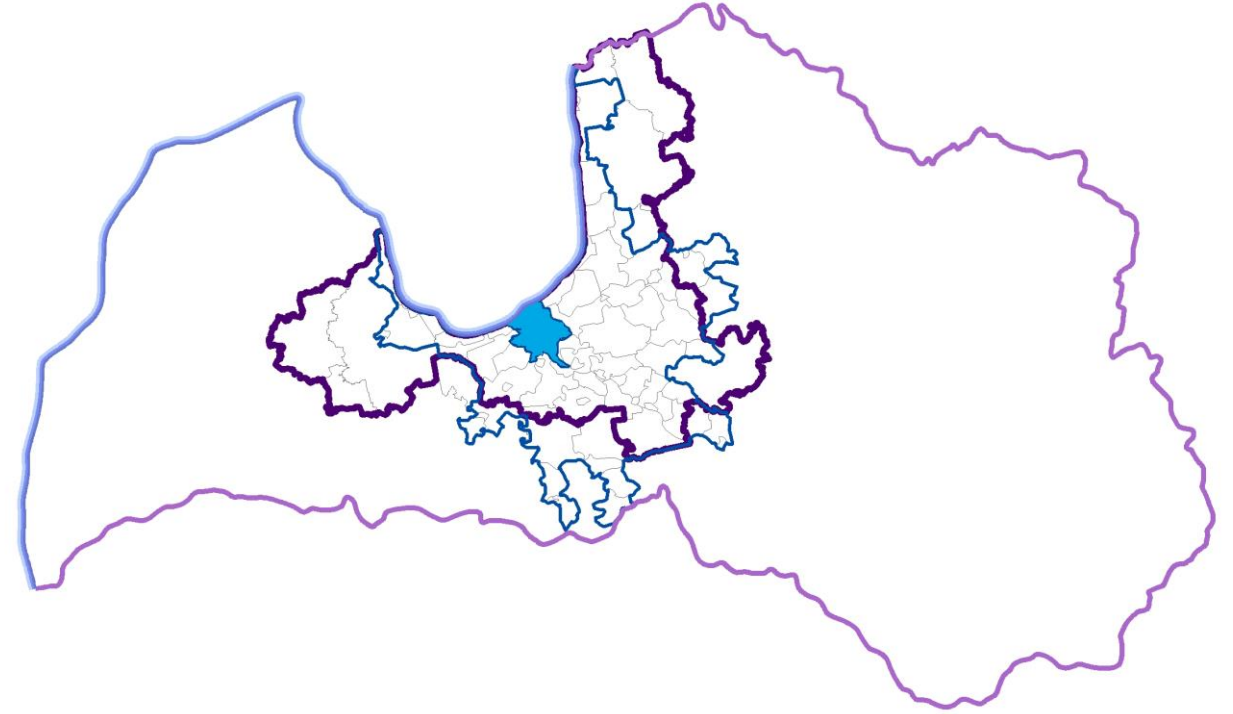
For more information: <https://www.liveriga.com/en/>



CURRENT SITUATION

THINK MORE ABOUT HUMAN LEVEL

- CLIENTS (MAINLY INHABITANTS) SUFFER LOSSES (LACK OF SERVICES/BAD QUALITY SERVICES, TRAFFIC JAMS, HIGHER PRICES...)
- CLIENTS DOESNT THINK ABOUT ADMINISTARTIVE BORDERS WHILE USING TERRITORY BUT MUNICIPALITIES ARE VERY STRICT TO BORDERS AND UNFLEXIBLE TO COOPERATION



HOW RIGA SEES SUCCESSFUL COOPERATION IN MR

SERVICES

- PUBLIC TRANSPORT – COMMONLY COORDINATED, SUSTAINABLE IN MR
- EDUCATION (RIGA CLOSES SCHOOLS IN PERIPHERY & NEIGHBOURING MUNICIPALITIES ARE LACKING THEM)
- OTHERS...

SPECIALISATION

- LOCAL CLUSTERS... (INDUSTRIES CHOOSE TO GO OUTSIDE RIGA)
- MR INTERNATIONAL SPECIALISATION? (MILAN/PARIS – FASHION, FRANKFURT/LONDON – FINANCES ...)

ADMINISTRATIVE ISSUES

- TAX (IIT) FLOWS
- MANY LEVELS (MUNICIPALITIES, PLANNING REGIONS, STATE) & FUNCTIONAL

OTHER

- CHANGE ATTITUDE TOWARDS RIGA («WATER HEAD» BUT ALL WANTS TO BE FEEDED)
- NATIONAL LEVEL TOPIC (RIGA AND MR POSSIBILITIES TO HAVE NATIONAL FUNDING)

LEAD TO



GROWTH...QUALITY OF LIFE...ECONOMIC...

THANK YOU

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