

# Training events for SMEs in LV and EE

*Matijs Babris, Andra Marta Babre, LNTA*

05.10.2023.

**Interreg**



Co-funded by  
the European Union

Central Baltic Programme

---

**NAT-TOUR-EXPO**

## **Activity 1.2**

10 training events (5 in EST, 5 in LAT) which include a seminar and a practical outdoor part guided by nature tourism professionals.

# Deliverable 1.2.3

10 (5+5) 2-days event  
programs

~ 25 participants per event

Presentations

# Output 1.1

SMEs, supported with training and market knowledge, will have practical knowledge to self assess their product potential, design new products and services, and adapt their existing products tailoring them for the UK customer. They will gain understanding on how the UK market works, what are the market trends and efficient sales channels for nature tourism, what are cooperation possibilities in product development and marketing together with Latvian and Estonian tourism marketing organisations.

# Proposed topics for seminars

1. Product photos
2. Product descriptions / story
3. Product websites
4. Innovative Sales techniques
5. New Social Media TBC

## **Sunday, 15th of October**

Warm-up and getting to know Abrugciems

**14:00** Organizer bus arrivals & setup  
Networking, exploring Abrugciems and  
meeting early arriving mentors

**15:00** Outdoor product/partner  
demonstrations where weather permits

**16:00** Nature product photography  
workshop with LNTA and SIA AM Foto

**19:00** Stone baked pizza & Sauna and grill

**23:00** Optional camping in Abrugciems  
(Sleeping bags needed)



100% ELECTRIC BOAT - CAMP - TRIKE B&TRITON







# Mentors & Experts

- 01 Nature Tourism sector
- 02 Architecture and Landscaping
- 03 Developers and Manufacturers
- 04 Finance & Sales
- 05 Client representatives



# Thank you!

Latvian Nature Tourism Association

info@dabaturisms.lv

+371 259 259 72



Latvian Nature  
Tourism Association

**Interreg**



Co-funded by  
the European Union

**Central Baltic Programme**



**BALTIC  
NATURE  
TOURISM**  
*Latvia -  
Estonia*