

MISSION
Latvia

Latvia:

*The inspiration and success in the
world of athletes*

A photograph of the Latvian flag (red with a white cross) flying on a tall pole. The background shows a cityscape across a body of water under a blue sky with light clouds. A dark grey rounded rectangle is overlaid on the right side of the image, containing white text.

At [#missionLatvia](#) today we're mobilising scientists, innovators, entrepreneurs, investors, policymakers, and society to work towards resolving critical environmental, economic, and societal challenges.

But it is

••• Our values

••• Our experiences

••• Our heroes

that make a strong ground for today's
mission to happen.

Our athletes are our heroes.

They have relentless determination and an indomitable spirit in conquering their chosen disciplines.

We believe that we are ready to:

- face any challenges;
- connect with industries, professionals, and
- countries;
- test, create and complete the mission.





It is in Latvian nature to create, adapt and do complex things fast, creatively and on a global scale – in sports just as well as in any other discipline!

*The stories of our athletes are powerful testaments on how to **be ready for any challenges** and turn them to success.*

Mikhail Tal, the Chess magician.

He proved that meeting challenges requires thinking outside the box. He excelled in chess, but found the long session dull.

As World Chess Champion, he fearlessly sacrificed pieces to launch devastating attacks, leaving an incredible mark on the game.



#ReadyForAnyChallenges
#MikhailTal #ChessMagician

BMX racer Maris Strombergs.

He **became the first Olympic gold medallist in men's BMX racing**, a legend with numerous world titles.

His achievements elevated the sport's status, **inspiring young athletes and motivating municipalities** to invest in infrastructure.

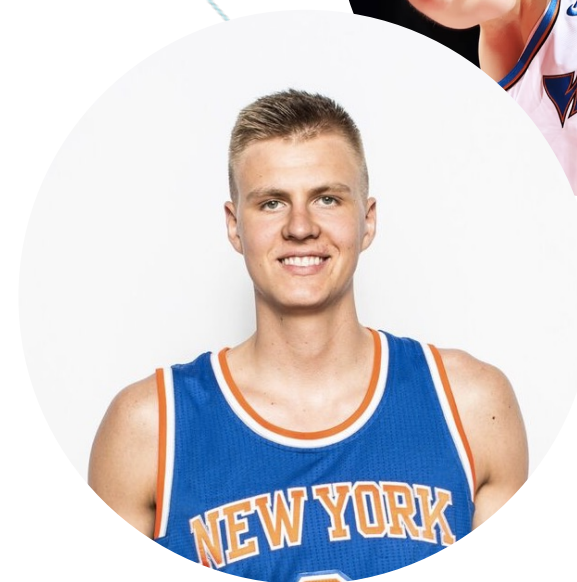


#ReadyForAnyChallenges
#MarisStrombergs #BMXLegend

Latvian NBA star Kristaps Porzingis.

Often called “The Unicorn” of basketball, whose exceptional height did not hinder his speed and coordination.

He became **the first Latvian player chosen for the NBA All-Star Game** in 2018 through hard work, trust, and involving his family in managing his athletic journey.



#ReadyForAnyChallenges
#KristapsPorzingis #BasketballUnicorn

The Latvian men's 3x3 basketball team.

From the “Ghetto Games” street sports movement in Latvia, they **embraced the Olympic inclusion** of 3x3 basketball.

Secured their spot at the **Tokyo 2021 Olympics**.

Made history as **the first-ever Olympic champions in the sport**, winning the gold medal.



#ReadyForAnyChallenges
#3x3Basketball #FirstOlympicGold

Latvia lacks deserts and a renowned automotive industry. However, our innovative engineers **thrive in creating solutions** where none exist.

Engineer and rally driver Andris Dambis.

He introduced his own creation, **OSCar sports cars**. He competed successfully in the Dakar Rally, **making history in 2012** by participating in the world's first electric off-road rally with the OSCar eO.



#ReadyForAnyChallenges
#AndrisDambis #OffroadRally

You can be brilliant in your talent and skills, but sometimes you are not a fighter alone. Our athletes learned to use their resilience and collaborative skills to bring together all resources for their single mission.

*Our athletes are restless in **connecting different worlds and the right dots** to turn their dreams into reality and achieve goals.*



The Latvian ice hockey team's World Championship's bronze.

By trusting the young and talented goalkeeper **Arturs Silovs**, seizing every opportunity, and drawing inspiration from the unbeatable Latvian fan team, luck was on their side.



#ConnectWorlds
#TeamLatvia #IceHockey

Skeleton racer Martins Dukurs.

He dominates the sport with 11 World Cup titles and an impressive streak of eight consecutive victories.

As a **six-time world champion and double Olympic silver medalist**, Dukurs established Latvia as a winter sport kingdom, leveraging available resources such as family skills, funding, training infrastructure, and state support.



#ConnectWorlds
#MartinsDukurs #Skeleton

Madars Apse, a renowned professional skater.

His story proves that transforming your skateboard passion into revered profession is possible.

It is possible to connect with the community that shares your passion **and make your hobby your career.**



#ConnectWorlds
#MadarsApse #Skateboard

Karlis Bardelis, a world traveller.

In 2013, **he set a Guinness World Record by roller-skating 6200km across 11 countries.**

Now, he embarks on global expeditions, cycling long distances on land and crossing oceans in a row boat.

Karlis' journey proves that relying solely on your own **muscles can take you around the globe and create a story** that attracts followers and TV shows.



Pauls Jonass, a motocross prodigy.

Pauls started conquering races at just 9 years old. His story blends talent, family support and wise competition choices.

With an impressive track record, including the **title of the first Latvian to triumph in the MX2 class at the World Motocross Championships**, Pauls continues his inspiring journey in the MXGP World Championship series.



#ConnectWorlds
#PaulsJonass #Motocross

We have it all:

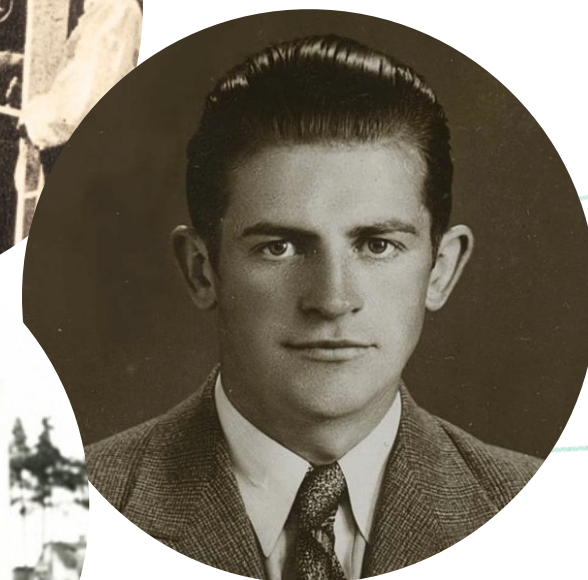
- Four seasons
- Technology
- Skilled experts
- Sea and lakes
- Vast plains and plains
- Long forest roads

*It allows great athletes to be born and raised, trained and tested. Our athletes use it as a **natural playground** from their childhood activities to professional sports.*

Latvia's nature offers picturesque trails and vast fields.

Janis Dalins, a true legend in race-walking.

He became the **first Latvian to win an Olympic medal** and secured his place in history as an inaugural European champion and set records in the 5000 m walk and 40 km marathon.



#NaturalPlayground
#JanisDalins #RaceWalk

Javelin throw legend Inese Jaunzema.

Without dreaming of fame, she found joy in sports, friends, and community.

Inese secured **Latvia's first-ever Olympic gold medal** in 1956 and set Latvian record five times, becoming the nation's beloved athlete. Her story is a statement to the limitless training ground in Latvia.



#NaturalPlayground
#IneseJaunzema #JavelinThrow

Uljana Semjonova, a basketball legend.

She trained and built her career in Riga, Latvia. Standing at least 2.13 m tall, she dominated women's basketball in the 1970s and 1980s.

She is the first non-US woman inducted into the Basketball Hall of Fame and is also recognized in the FIBA Hall of Fame.



#NaturalPlayground
#UljanaSemjonova #Basketball

Being a winter wonderland suitable for all kinds of winter sports, Latvia gives a good **natural training ground for hockey player.**

It has all resulted in number of NHL players among them and two Stanley Cup holders – professional hockey players **Teodors Blugers and Sandis Ozolins.**



#NaturalPlayground
#TeodorsBlugers #SandisOzolins #Hockey

Jelena Ostapenko, the young Latvian tennis player.

She achieved a remarkable milestone at the 2017 French Open, becoming **Latvia's first Grand Slam singles champion.**

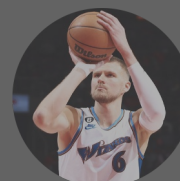
Her story is an inspiring testament to harnessing personal power, exemplified by her bold and captivating on-court personality. Ostapenko's dynamic playing style has consistently **ranked her among the top players in women's tennis.**



#NaturalPlayground
#JelenaOstapenko #Tennis

You've heard the stories of our greatest athletes,

their ability to meet any challenge and turn it to a result, their vision of how to bring together all puzzle pieces of success and how to use our natural resources for training and inspiration.



MISSION
Latvia

Let us recognize our values and embrace the athlete spirit within us, as it leads us towards missions of regional and global significance.

Join us on this journey.