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Taking the lead in digital transformation – “5G Techritory” forum in Riga

As Europe is actively involved in the race for getting at the forefront of the introduction of 5G technology, Baltic Sea region is perfectly positioned to be a digital frontrunner towards 5G opportunities in Europe and to challenge Silicon Valley and Asia in this global competition. In this context on 27 - 28 September in Riga, Latvia Baltic Sea Region 5G Ecosystem Forum “5G Techritory”, one of the leading 5G technology events worldwide, will be held.

“5G Techritory” will have a rather unique objective to create a platform for Baltic Sea region community, businesses and consumers for the development of a healthy 5G ecosystem which would serve as a role model for building the European Gigabit Society. The Forum will bring together leading 5G players from all over the world in order to define the targets and rules of the new 5G game.

“There is a great potential in the 5G ecosystem joint development in Baltic Sea Region, based on innovative business models. Latvia is well placed to become a “magnet” for Northern European economic activities, developing sought-after solutions on the global market. In view of rapid digitalization development and its direct effect on the productivity, a series of proactive measures must be taken in order to make Latvia open and capable to absorb the digitalization challenges and, even more importantly, capable to use its own scientific potential and business capabilities to develop solutions that would be in demand for export to the global market,” **Māris Kučinskis, the Prime Minister of the Republic of Latvia reflects.**

Among more than 60 senior speakers from Europe, Asia and the USA there will be global and regional business leaders, European policymakers, heads of international organizations and other leading experts related to 5G deployment, including such keynote speakers as **Anne-Catherine Berner**, Minister of Transport and Communications of Finland, **Steve Mollenkopf**, CEO at Qualcomm Incorporated, **Peter Karlstromer**, Senior Vice-President at Cisco, **Chaobin Yang**, President of 5G Product Line at Huawei Technologies, **Markus Borchert**, Senior Vice President for the Europe Market at Nokia Corporation and **Gabriela Styf Sjöman**, Vice President – Deputy Head of Global Services & Operations and Head of Group Networks, Telia Company AB.

“Cisco is honored to be a sponsor for Baltic Sea Region 5G forum and we look forward to sharing our vision for how 5G can help digitize the European economy and generate a new environment for service creation for the telecommunications industry. The technology is ready, and we are excited to engage in discussions with our business partners and key Nordics and EU decision-makers on how to make sure Europe is ready to reap the benefits,” **Peter Karlstromer, Senior Vice-President, Cisco says.**

"As a committed partner in Baltic region's digital ecosystem, we at Huawei believe that more can be done to pave the way to take the lead in digital transformation. 5G technology will change the way people communicate and access information leading us into an era of "Everything on Mobile". Huawei will continue to actively participate in the construction of digital infrastructure through continuous innovation and industry cooperation", **David Liu, CEO, Huawei Technologies, Baltics and Finland** says.

Apart from high-level general business and political discussions on 5G global deployment, including on how to turn 5G visions into real business models, there will be a special focus on such verticals as smart city, smart mobility, smart healthcare and Industry 4.0 discussing such topics as the role of city government in building smart infrastructure, spectrum and connectivity requirements for connected cars, telemedicine and its development perspectives in Baltic Sea region, as well as discussing new business models within Industry 4.0 and more. The forum will also include an exclusive Inspirational Talks event "Future of the Car" with Steve Mollenkopf, CEO of Qualcomm Incorporated and the latest 5G technology presentations.

As Europe is actively involved in the race for getting at the forefront of the introduction of 5G technology, Baltic Sea region is perfectly positioned to be a digital frontrunner towards 5G opportunities in Europe and to challenge Silicon Valley and Asia in this global competition. There will also be a close synergy between "5G Techritory" and the latest digital agenda of the Nordic Council of Ministers which plays a key role in fostering the Nordic-Baltic digital cross-border cooperation and the next high-level meeting of senior officials of the digital ministries of the Baltic-Nordic countries will be organized back to back with the Forum on 26 September. A joint Nordic-Baltic action plan on stronger 5G collaboration will be on the agenda as well.

More information about "5G Techritory": www.5GTechritory.com

The Forum is organized by the Electronic Communication Office of Latvia in close cooperation with the Office of the Prime Minister of the Republic of Latvia, the Nordic Council of Ministers, 5G Automotive Association (5GAA) and International Telecommunication Union (ITU), in partnership with Latvian Mobile Telephone (LMT), Cisco, Huawei, Qualcomm, Rohde & Schwarz, Eesti Meedia (the largest media group in the Baltics) and other partners.

Information was prepared by:

Lauma Berzina // 5G Techritory

Email: lauma@ethos.lv

Phone: +371 26464279