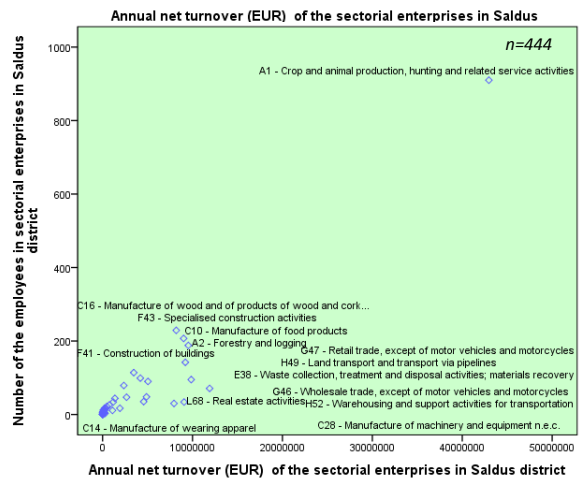
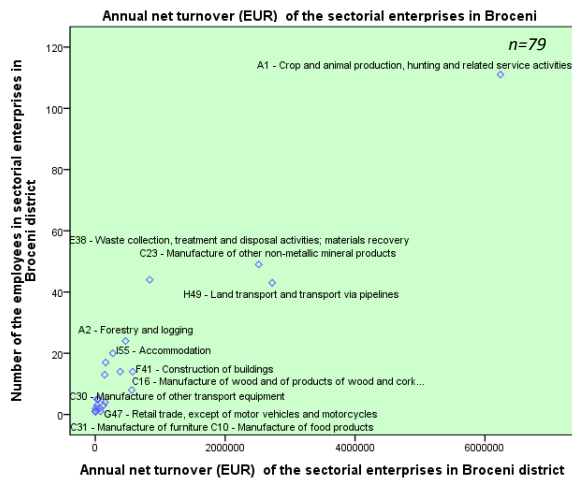
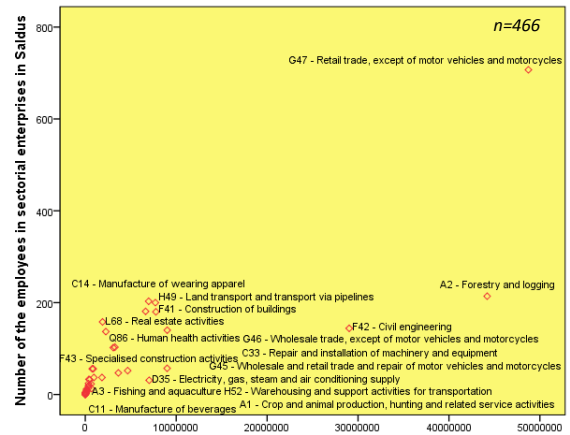
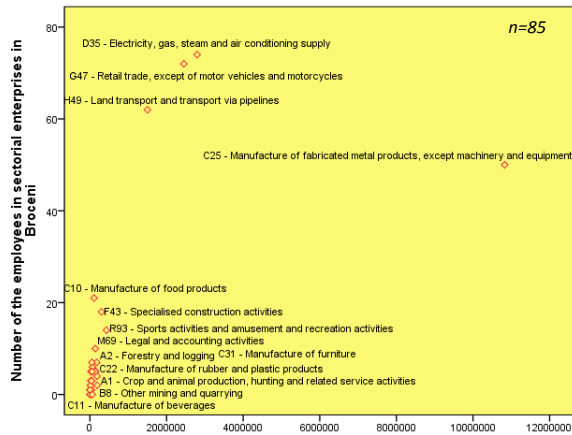


The aim of the study is to identify the economic profiles of districts and towns of Saldus and Broceni and consider the most important opportunities and problems of this industrial districts.



Economic profiles of Saldus and Broceni districts and towns based on net turnover of enterprises and number of employees  
 Data source: Lursoft Ltd., 2013.

We had interviewed 35 entrepreneurs working in manufacturing and service sectors in Broceni and Saldus districts in may, 2015. Its annual net turnover is from 1000 to 900 000 EUR. Their answers allow to highlight support measures to resolve the problems and to develop opportunities of districts:

## Problems and possible solutions

- Increasing purchase price of agricultural products on national and EU level;
- Involvement of the young professionals with a high level of professional skills. Specialization;
- Settled fiscal system and tax cuts rather than increasing.
- The measures to combat the shadow economy;
- Raising the purchasing power of the population in Latvia;
- Financial support including possibilities to receive an advance payment for projects or more flexible business crediting;
- Transformation of consumer habits in favour of local products;
- The renovation and expansion of infrastructure (roads, electricity, water communication etc.).

## Opportunities

- Business directions that should evolve in the region, according to respondents is as follows:
- Crop Processing;
- Aviculture;
- Manufacture of furniture and woodworking products with a higher added value;
- Tourism (especially eco-tourism);
- IT Technologies;
- Food production and ecological agricultural production and processing;
- Electricity and heat production from cogeneration.

## Conclusions:

- Manufacturing and business service sectors take an important part in the economy of Saldus and Broceni districts;
- Support measures to allow expanding the range of manufactured products, requires mainly political solution at the national level;
- Potential economy sectors which entrepreneurs would be willing to develop in Saldus and Broceni districts are mostly related to manufacturing specialization.