

Dear Sir/Madam,

It is our greatest pleasure to invite you in the Days of Opportunities 2009, a career fair organized at the Stockholm School of Economics in Riga (SSE Riga). During the event, you will be granted an opportunity to present your university's graduate programmes to SSE Riga students and alumni, as well as top performing students from the other Baltic universities. Held for the 14th time, the career fair will be hosted on the SSE Riga premises (Latvia, Riga, Strēlnieku street 4a) on April 3, 2009. The participation for universities is free of charge.

What is SSE Riga?

The Stockholm School of Economics in Riga was established in 1994 with the objective of offering intensive training to a new generation of Baltic managers. The school offers a three-year full-time study programme – the Bachelor of Science in Economics and Business Administration. The programme offers a multifunctional study plan, which is primarily targeted at economics, but also involves various aspects of leadership and decision making in the real business world.

Since the establishment of the school, SSE Riga has been preparing students who are widely recognized in the labour market as having sound theoretical and practical background, being good team players and strong managers. Every year, by admitting only the top 115 students from the Baltic States, SSE Riga ensures that the study environment is intellectually challenging and highly competitive. A tough, three-step selection process guarantees that students are not only prepared academically, but also highly motivated. The trio of SSE Stockholm/Riga/Russia currently stands at 13th place in the European Business School Rankings 2007 prepared by Financial Times.

What are the Days of Opportunities 2009?

Since the first event in 1995, the purpose of the Days of Opportunities has been to attract companies that might be interested in employing SSE Riga graduates to come and present themselves at SSE Riga. Today, many well-known companies have become regular participants of the event: Procter&Gamble, KPMG, Maersk, GE Money, Ernst&Young, Hansabank, McKinsey, L'oreal etc.

It was not until last year that the Days of Opportunities invited universities to the event for the first time. Several quite prominent names in business education presented their study programmes: the Cranfield School of Management, the Bradford School of Management, the Stockholm School of Economics.

During the event you will have an opportunity to:

- present your university stand on the SSE Riga premises;
- attract potential students to choose your university for their graduate studies;
- publish information about your university in a special Days of Opportunities 2009 A4 colour brochure distributed to all the participants and students;
- take part in the Days of Opportunities banquet and party;
- be presented in the Days of Opportunities official movie;

A participating university can also make a 20-minute presentation. This costs 350 euros.

For additional information about the event please visit <http://doo.edu.lv>.

Yours faithfully,

Jānis Zeps

The Days of Opportunities 2009
Chief Organizer

Mob. tel.: (+371) 29352702
E-mail: JZeps@sseriga.edu.lv

Mindaugas Rapolas

The Days of Opportunities 2009
University Coordinator

Mob. tel.: (+371) 22191798; (+370) 69567444
E-mail: MRapolas@sseriga.edu.lv

Rector's letter



The Days of Opportunities (DoO) event is one of the most prestigious annual events organized by the students of the Stockholm School of Economics in Riga (SSE Riga). Every spring since the School's first year of activities the leading companies, NGOs, and governmental institutions of Estonia, Latvia and Lithuania have come to the School to present themselves to SSE Riga students.

SSE Riga offers a three-year B.Sc. programme in economics and business. The programme is open to students from Estonia, Latvia and Lithuania and is run entirely in the English language. Furthermore, it is highly competitive since roughly one out of eight to ten applicants are admitted. Our experience shows that SSE Riga graduates are attractive not only on the labour market but also on the 'educational market' and recently graduates have been admitted to leading European as well as North American schools, e.g. the London School of Economics and NYU Stern School of Business.

In order to provide more opportunities to SSE Riga students considering further studies after graduating from SSE Riga with a B.Sc. diploma in economics and business, it was decided last year to invite institutions of higher education as well. The institutions present at the DoO'08 were the Stockholm School of Economics in Stockholm, other Scandinavian institutions as well as institutions from the UK.

I am confident that our graduates will do well in any Master's programme in economics or business. I would therefore like to take this opportunity to invite you to the School at the DoO'09 to meet our students and to inform them about your programmes and how they could contribute to their personal development.

Yours faithfully,



Dr. Anders Paalzow
The Rector
The Stockholm School of Economics in Riga

Feedback from DoO'08 Sponsors and Participants

We were very satisfied with DoO and with the preparation for it and communication with the DoO team. Everything was well organised and met our expectations. All questions and confusions were solved very fast. Everything was run very professional. Good luck for the next year, and we will definitely cooperate with you.

KPMG Baltics, DoO'08 Golden Partner

Students were very active and interested in practice possibilities in our company. Well organized event!

SEB Bank

The Fair was very good and lots of useful information was given out to current undergraduate students of a very good quality.

Bradford University, School of Management

We are extremely satisfied with the excellent service from the project group, the welcoming by the SSE Riga Staff and Rector, the whole set up of the fair and with the information we received in advance. The event exceeded our expectations and we were very impressed by the number of students attending the fair.

Stockholm School of Economics (in Stockholm)

The participating companies and universities were also asked to fill in a survey regarding the quality of the event on a scale from 1 to 7. The average result in the feedback form was 6 and all the participants unanimously stated they want to be invited to the next event as well.