



Press Release

Riga, 14 September 2014

Commercialization Reactor provides opportunities for establishing and developing a unique business in Latvia.

Commercialization Reactor has already proven itself to be a regional centre for high-tech startups, and it invites anyone interested to an open event *Commercialization Reactor Performance Day*, which will take place in Riga on the 7th of October. The event will offer participants an opportunity to meet founders of startups, learn more about how to develop projects *born* in Commercialization Reactor, as well as to take part in debates and an investment panel.

Among the technologies offered by Performance Day startups, include an ion-plasma magnetron sputtering system which is unique in the world, a revolutionary solution for raising quality in the dairy industry, cutting-edge devices to detect potential cracks in structures before their appearance, a new organic LED technology for the production of ultra-wide displays, a next generation technology for the multi-layer coating of implants, a video sensor for online analysis of the structure of ice and snow at ski resorts and other innovative solutions. Participants will have an opportunity to meet dozens of companies with European and even global ambitions, which have already managed to find their first investor.

According to Nikolai Adamovich, the founder of Commercialization Reactor, this event will be primarily intended for those who feel that their entrepreneurial talent and ambitions are not yet fully realised. "There is a certain category of people who simply need to create something new, great and exciting. They are the real entrepreneurs, regardless of whether they currently own a business or not. In the last century it was Thomas Edison, and today - the legendary Steve Jobs, Elon Musk, and many others", says Adamovich. "For an entrepreneur the most important thing is to see and seize the opportunity. There are many such people in Latvia and Commercialization Reactor operates to give them their chance. This year, for the fifth time, it provides entrepreneurs an opportunity to build their international business based on a variety of unique scientific and technological achievements. Many of them have already joined, and they will be at the centre of attention of Performance Day. Who knows, maybe among them there are the future Edisons and Jobs'?" The event is also open to entrepreneurs from the high-tech industry, representatives of clusters of technologies and universities, investors, journalists and anyone interested in contacting new high-tech companies.

In recent years, over three million euros have been invested in more than twenty Reactor-established startups. This proves the significant role of Commercialization Reactor in the future development of Latvian economy. Therefore Commercialization Reactor is actively supported by private as well as by public organizations, including the Ministry of Economics. Thus, the discussion panel during the Performance Day is held as a part of LIAA's project "Programme of

Motivation of Innovative Entrepreneurship” which is co-financed by European regional Development Fund and the EU.

Commercialization Reactor was founded in Riga in 2009, with an aim to establish new modern enterprises on the basis of scientific and technological achievements. Among the “born-in-Reactor” enterprises there are companies like [Naco Technologies](#), [Pogritech](#), [Conelum](#), [Eventech](#), [Evoled](#), [Mahydy](#), [Advanced Vector Analytics](#), [Nanooptometrics](#), [Koatum](#) and [others](#). Commercialization Reactor is supported by the Latvian Investment and Development Agency, Latvian Guarantee Agency, Swedbank, Baltic International Bank, and many other important companies and organizations.

*Commercialization Reactor Performance Day* will be held on 7 October in the Swedbank main building at 1A Balasta Dambis. Beginning: 10:00. Working Language: English. Advance registration required at <http://pd.commercializationreactor.com/>



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