

New business contact portal for entrepreneurs

The new business contact portal www.cbclift.com started its operation in October. The portal is a modern and innovative solution for Vidzeme entrepreneurs in order to briefly and meaningfully tell about themselves and their products, in order to find and follow the activities of cooperation partners and use the advertisements in one place and free of charge.

The portal has been developed in the framework of the cross-border cooperation project "Promotion of Socio-Economic Development, Business and Cooperation in the Border Regions", in which the project managing partner is the Madona district municipality. The project involves the partners from Estonia (Viru County) and Russia (Pskov region), so it will be possible to find the companies from all three countries in the portal, and it is available in four languages - Latvian, English, Russian and Estonian.

Target audience involves the entrepreneurs, sole proprietors, artisans and outworkers, local and government institutions, even students who are interested in entrepreneurship. The individuals can register as well in order to make comments, evaluate and discuss.

Portal core is a business profile. In order to create the profile, the company should register by filling in a simple form, which requires contact information and company registration number. The entrepreneur has the own profile or platform in a virtual supermarket, where it is possible to work comfortably and easy – to place a brief description of the company and the industry, according to which the company can be found on the **interactive map** and in the databases, the **product or service list**, which would be understandable for everyone; to create a calendar of events, which would be followed by other entrepreneurs and visitors; to publish the own business contacts and easily find the other **business contacts on the map**. By adding **news to the profile**, the entrepreneur publishes it also on the main page. There is a possibility to create **photo and video galleries**, to use the **advertising opportunities** - the portal banner, which is free of charge until the end of the year. As the innovation, there is the possibility to save your profile and to print it as the advertising material with design, which can be used for exhibitions and business deals.

Portal programming was carried out by SIA "SENET" – subcontractor of Ventspils Institute of Technology, but the design was developed by SIA "Madona Medijs". Both programming and design have been uniquely developed and adapted according to the website vision - functional, practical and understandable business tool for entrepreneurs and people concerned in business sector. The letters "cbc" of the portal www.cbclift.com mean the abbreviated Cross Borders Cooperation (interstate cooperation), but "lift" means the development and progress upwards.

Uģis Irbe, Chairman of the Board of the company SIA "Hydra Baltic": "The portal can be easily reviewed and is comfortable - even for me, who is not so well familiar with the Internet. All business profiles are similar in appearance, which facilitates the search. The beginning is promising, and I hope that more and more entrepreneurs from Vidzeme will register there in order to start working together".

Linda Pomere, Member of the Board of the Company SIA "Pulieris": "I like the design. Such English laconism. I hope to meet entrepreneurs, with whom I am acquainted, and potential business partners".

If you have any questions or suggestions, please contact the portal's administrator Santa Jaujeniece, e-mail cbclift@gmail.com.